

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• APRIL 19, 1947 •



Cheryl Crawford's "Brigadoon" hit the Stem with one of the most solid advance sales in the history of the theater . . . a neat \$500,000. A couple of weeks later "Brig" racked up a unique recording deal. Miss Crawford got an \$11,000 advance against 10 per cent of the royalties from RCA-Victor for original-cast album rights to the show. Other diskers are also packaging the show's score, published by Sam Fox Music Publishing Company. Rainbow, new indie waxer, is first one out with it. Here Franz Allers, the show's musical director, runs thru a couple of numbers with players David Brooks, Marion Bell and Pamela Britton.

"BOSTON BLACKIE"

13.9

SPONSORED BY FIDEWATER OIL
THRU LENNEN & MITCHELL

HOOPER SUMMER CITY REPORT
JULY—SEPTEMBER, 1946

IN MINNEAPOLIS!

**Fourth highest rated program
all days, all times, all stations!**

OTHER "BLACKIE" RATINGS:

- LOUISVILLE 13.8
- NEW YORK 9.8
- YOUNGSTOWN 21.3

FLASH...NOW 16.5 OCT.—DEC.—1946
C. E. HOOPER

"BOSTON BLACKIE"

TRANSCRIBED HALF-HOUR - STARRING RICHARD KOLLMAR

Consistently beats all competition on stations from coast-to-coast. Based on the famous Cosmopolitan magazine stories and current Columbia pictures. **RADIO'S GREATEST POINT-PER-DOLLAR BUY!**

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NATIONWIDE FM WEB IN 1947

Major Diskers Get Clean Bill From FTC in Report to Senate's Monopoly Probers

Study of Trust Trends in Record Industry To Continue

WASHINGTON, April 12.—The subcommittee of the Senate Judiciary Committee which is studying monopoly trends in U. S. industry will get a preliminary report from the Federal Trade Commission (FTC) Wednesday (16) showing that major record manufacturers have not been swallowing up minor firms in recent years. Dr. John Blair, of the FTC, will submit the report at the outset of a hearing by the subcommittee which is headed by Sen. William Langer (R., N. D.) and which last Saturday questioned officials of four of the nation's largest record manufacturers at a lengthy hearing (*The Billboard*, April 12).

The FTC report is expected to show the record industry in a more favorable light than other areas of U. S. industry, such as steel, aluminum and rubber. In a report issued a fortnight ago, the committee showed that "swallowing up" of small-timers by big industries was a dangerous phase in the trend toward integration in U. S. industry. Dr. Blair was asked by Langer to prepare the special study on record manufacturers.

Waxeries Under Scrutiny

Diskeries will continue to be under study of both the FTC and the Langer subcommittee. Whether or not execs will be summoned to another hearing is uncertain, but committee (See *Big Diskers* on page 20)

Special Initiation Fee Is AGVA Lure To Hawaiian Talent

HOLLYWOOD, April 12.—Local Hawaiian entertainers, who have heretofore spurned AGVA's efforts to woo performers into talent union, have agreed to join AGVA after union made special initiation fee concessions requested by hulu talent. At a special meeting of L. A.'s Hawaiian Club, entertainers agreed to join AGVA in a body if union would lower \$50 initiation fee which per-

Ambitious Thesps Start B'way Class To Coach Selves

NEW YORK, April 12.—A new and practical slant on thesping self-improvement angle is a get-together by seven prominent legitters to set up their own school and hire their own prof. It all started when David Brooks, current lead in *Brigadoon*, had ambitions to prep himself for other than chanting chores. Ruth McDevitt and Jane Hoffman joined him in hiring Paul Gordon to direct their practice efforts. Subsequently, Tom Ewell, currently of *John Loves Mary*, Mary Jane Walsh, Sarah Burton and Janet Tyler joined the trio. The class meets for a two-hour session with coach Gordon twice a week in a Greenwich Village studio and puts in an hour a day otherwise on individual or duo study. The work consists of improvisations selected by (See *Stem Actors* on page 44)

Outlook Made Brighter by Recent Moves

More State Networks on Way

By Jerry Franken

NEW YORK, April 12.—The early days of AM (amplitude modulation) radio in the U. S. which led to the system of network operations as they now exist are being duplicated in almost exact parallels in frequency modulation (FM), in a development of great significance. As a result, some FM broadcasters believe that a transcontinental FM network is quite possible before the end of 1947.

Several important developments already have taken place. One was the formation, a few weeks ago, of (See *Coast-to-Coast* on page 15)

formers held was too steep for their pocketbooks.

AGVA's Florine Bale obtained a special waiver from union head Matt Shelvey giving Hawaiians a sizable initiation fee reduction if performers join in a body within 30 days. Special confab is skedded for this week-end to formally bring group into AGVA ranks. Approximately 60 entertainers, working in five local clubs, are involved.

Omaha Poises Tax Bludgeon Over Showbiz

May Treble Carnival Bite

OMAHA, April 12.—City Council Wednesday (9) took the wraps off its long awaited show tax ordinance, which comes up for final action next week. Eight days must elapse between the second and final readings. The bill has already passed it first two.

Ordinance would affect all types of show business. Mayor Charles Lee-man expects levies on carnivals to treble former revenues, but no estimate of the over-all total has been made. Heretofore only carnivals and circuses have been taxed, the yield being about \$2,500 annually.

Observers agree the ordinance is the direct outgrowth of the confusion and ill feeling engendered here a year (See *OMAHA FACES* on page 49)

R-B RATES AS GREATEST

Circus Solid All the Way; Alzanas Tops

New Acts Drip With Color

By Pat Purcell

NEW YORK, April 12.—The 77th edition of "The Greatest Show on Earth," The Ringling Bros. and Barnum & Bailey Combined Circus, was unveiled here Wednesday (9) before a three-quarter house in Madison Square Garden and the performance merits the billing.

Also, it deserves the amazing advance sale which indicates this engagement will surpass even the record-breaking million-dollar stand of 1946—and the tariff for a first-class pew is \$6 (\$5 net).

There were those in the trade who were skeptical before the unveiling as reports on the 40 new acts signed in Europe by John Ringling North were meager, and advance publicity, tho strong indeed, failed to herald any particular feature and gave rise to the suspicion that maybe there just

Leeds Sets Coast Sheet Printery; Snetiker Is G.M.

HOLLYWOOD, April 12.—Lou Levy's Leeds Music and subsid firms will become first major pub house to print sheet music in Hollywood. Levy this week increased floor space in his Highland Avenue plant to a total of 4,700 square feet, and will start printing as soon as equipment is received and installed. Coast print headquarters will service area west of Denver, enabling pubbery to ship faster as well as effect sizeable (See *Leeds Sets Coast* on page 20)

wouldn't be any features. Such was not the case. The Alzanas, Rose Gould, the Idalys, and Chrysis De La Grange all rated their featured spots, and the production numbers were out of this world.

Solid Circus

It was solid circus all the way despite two comparatively weak spots. Entire production ran smoothly for a first night, despite lack of time for adequate rehearsal. The opener ran 3 hours and 20 minutes and there was only one noticeable break, caused (See *Big One Is Tagged* on page 74)

First Seven Draw 86,500; Four Sell-Outs

2 Nigh's Sag to 9,000

NEW YORK, April 12.—Ringling Bros. and Barnum & Bailey Circus played to capacity houses during four of its first seven performances ending tonight, for a total estimated attendance of 86,500 since Wednesday night's opening. An estimated gross in excess of \$225,000 with 58 performances still remaining, puts the circus considerably ahead of opening week a year ago and well on its way to a record. A spokesman said that more than \$750,000 had poured into the box office in advance sales and mail order prior to opening.

Matinees Jammed

Matinees from Thursday thru today and tonight's show were jammed, with each drawing about 15,000. The Big Show drew its smallest audience opening night, some 8,500, a large number of whom held Annie Oak- (See *First 7 Terrific* on page 64)

Speeder's Free Air

DETROIT, April 12.—A new-style program bows April 26 on WXYZ, originating in traffic court under the title of *Night Court Quiz*. The only nighttime traffic court in the country has been set up as a convenience for Detroiters.

Broadcast will give the four contestants selected each night a chance to earn a cash prize to help defray their fines. The quiz is built on a practical driving test, with prizes going to those who reach their imaginary goal without breaking any laws.

Program is the result of a tie-up with *The Detroit Free Press*.

Phone Strike Has Slight Effect on Showbiz; Only One-Night Bookings Suffer

Radio, Legit Do Okay—Prolonged Walkout Might Hurt

NEW YORK, April 12.—Showbiz at the end of this week showed only superficial bruises from the national telephone strike. Considering widespread nature of strike and dependency of all phases of showbiz on the telephone, the week-old walkout had relatively little bad effect on the entertainment industry. In the East, there was little moaning. In the West, biz was off and many bookers blamed it on the strike. In general, however, showbiz discovered that it could still biz without a phone. In fact, cocktail, nitery and vaude one-night percenters found that while telegrams took 8-10 hours longer to seal dates, use of written wires saved them dough. Some of the peddlers now are seriously considering the switch to telegrams in place of phones as a saving.

Radio Least Affected

Radio was the least touched by the strike. The webs carried on unhampered. American Broadcasting Company (ABC) increased its closed circuit broadcasting to all affiliates on program changes, cues timing, etc., from regular half-hour airings Tuesdays and Thursdays to airings five days a week. Indies here were "inconvenienced" on special event skeds. WMCA had to use a wire recorder, not actual broadcast of the Charlie Chaplin film premiere at the Broadway Theater. WHN had to cancel a basketball game. Elsewhere in the country, indies were the only outlets to have any complaints at all, and they were mild. Ad agencies got by okay, some even getting long distance calls thru without challenge. Others used telegrams. Many of the bigger outfits have teletype communication

with branch offices and top sponsors, and these worked okay.

Legit rode the week-old strike well. Only effect noticed was among ducat brokers who found a heavy falling off on out-of-town pasteboard purchases by phone. This constitutes about 60 per cent of biz done by top specs. They fear a prolonged strike would mean heavy inroads into their biz.

One-Nighters Hard Hit

One-nighter booking was hardest hit in the music biz. Estimates of biz drop-off for the week ran between 15 and 25 per cent. Percenters in some cases had to go out in person to close dates. Bands, such as Jimmy Lunceford on the beginning of a Southern trek with open dates, were hit. Jimmy Dorsey's and Harry James' crews, too, felt strike in difficulties of confirmation and clearance of dates. Diskeries were not seriously impaired in biz dealings. Flacks lost personal contact with trouping clients. But all phases found themselves using telegrams and getting by, despite delay in transmission and reception.

Showbiz watched progress of the strike closely, however, realizing that a prolonged lack of telephone facilities might be a different story.

Showbiz Loses Staunch Prop In Henry Ford

DETROIT, April 12.—To showmen, Henry Ford's death this week means more than the passing of the greatest individual industrialist of his age—the man who put the world on wheels. It means the passing of a world-famous figure who touched and influenced, often in important ways, the many interlocking fields of both indoor and outdoor showbiz. First and foremost, Henry Ford was more than an avid show fan. He was a showman, an outstanding showman over several decades of American public life, who knew showbiz, took full advantage of its potentialities and utilized it to good effect in his prime job—the making and selling of autos. Outstanding example of this was the famed *Ford Sunday Evening Hour*, a radio program that made the Ford organization for years one of the biggest sponsors in the world.

Entertainers Helped

But this was only one phase of Henry Ford's co-operation with and use of showbiz. There were also the numerous bands, orks, vocal groups and other Ford-sponsored entertainers, who became known in club dates and outdoor events, not only in Detroit but thruout the country.

Another phase was to be found in Henry Ford's deep personal interest in old-time dancing, an interest that led him to spearhead a revival of the time-honored dances of an earlier American age. This revival had its echoes in showbiz, for it brought national fame in vaude, concert halls and radio to many old-time fiddlers, who otherwise would have remained in obscurity. It also had its effect upon ballrooms. Today in Detroit

Saga of Beef Re Offered, Plugged And Unwanted Ork

NEW YORK, April 12.—A new chapter in the saga, "Why agency men get ulcers," broke in a Southern resort town recently. A booking office sent out a form letter to all buyers, submitting five top name bands. One week later the manager of the town's beach club, making a push for summer memberships, ran a big ad in the local paper built around the fact that the club would feature these names during the season. At that point he hadn't actually booked any of the names. A park operator about a mile down the beach from the club, who had received the same letter (offering the same bands), raised a holler about booking agency tactics in which the office sells a bundle of names to one spot and then tries to sell the same names for the same period to another location right in the neighborhood.

The agency's recourse, of course, would be to sue the club guy for running band names without authorization, but agency spokesmen point out if they did that in every local situation they'd have to hire 50 extra legal eagles to handle suits, and at the same time would probably louse up plenty of good customers.

Pay-off here is that the park man who raised the beef admitted he wouldn't buy the bands anyway, since his spot didn't have the capacity to get off the nut at the prices the bands would have to get.

Jim Crow Suit Switcheroo on D.C.'s National

WASHINGTON, April 12. — The National Theater, Washington legit house, which is fighting a court case brought by a group charging racial discrimination in ticket sales, will face a surprise maneuver by the plaintiffs at resumption of the trial Wednesday (16). Plaintiffs' counsel will accuse the National Theater Corporation of violating laws of New York State, in which the theater is incorporated.

This accusation is expected to give the trial an important new twist, since New York State operates what is regarded as the most iron-clad civil rights law in the nation. This law prohibits racial discrimination in any place of amusement, including theaters, the court will be told by James A. Cobb, Negro attorney who was once a judge of the Municipal Court here. Cobb heads an array of lawyers for the plaintiffs.

Thesps Threaten Walkout

Incidental to the trial, which opened in the Court of Small Claims Monday (7), it was reported here that members of the Maurice Evans Hamlet Company, which wound up (See *Jim Crow Suit* on page 45)

there are several danceterias with a strictly old-time dance policy.

Actors in Factory

But there was another close affinity between Henry Ford and showbiz—employment of show folk in his factory. Many working there carried on their showbiz activities on the side to eke out a living thru the depression.

In the outdoor field Ford was a principal exhibitor and supporter year after year at the Michigan State Fair, sometimes demonstrating his wares personally.

Stem Biz Bite Looms as O'D Does a Switch

NEW YORK, April 12.—Showbiz hopes, which got a pre-Easter boost when Mayor William O'Dwyer stated he hoped not to have to take advantage of the State's new enabling law to smack new taxes on admissions, meals costing over \$1 and retail liquor licenses, slumped Tuesday (8) at hearings before the mayor and city council regarding the proposed billion-buck budget. O'Dwyer said that, after all, he would have to resort to these taxes and maybe more unless the State came thru with some dough to help.

John R. Crossley, Automobile Club of New York veepee, had just protested taxes of \$5 yearly on private autos and \$10 on commercial cars. Said the mayor: "Unless there is a basic change, we will need all four taxes (autos plus showbiz) and maybe a couple more. . . . I warn you now, that the time is coming when we (See *STEM BIG BITE* on page 47)

Carnegie Pop Series Sets New Features

NEW YORK, April 12.—Individual evenings, each devoted exclusively to the music of a different nation, are a feature of the 1947 series of Carnegie Pop Concerts which opens May 1 at Carnegie Hall. This year's series, managed by Daniel Rybb, is being angled by Henry J. Reichhold, Detroit industrialist and musical philanthropist (*The Billboard*, March 29).

Among the innovations are a *Neapolitan Night* (May 4), with Rosalie Maresca, WHOM singer, and the *Coro d'Italia* singers and dancers; a *Calypso Carnival*, with top calypso composers and singers (May 8); *Young Stars of the Opera* (May 9), with Chilean Met tenor Ramon Vinay headlining, and *The Stars of Radio* (May 14) with (See *Carnegie Pop Series*, page 34)

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

Editors

Joseph G. Csida Editor in Chief
Pat Purcell Outdoor Editor
C. R. Schreiber Coin Machine Editor
George Berkowitz Executive News Editors
(New York)
William J. Sachs
(Cincinnati)

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: MEdallion 3-1615
M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CENTral 8761
Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 5831
F. B. Joerling, General Manager St. Louis Office
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 0443

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

Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio

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OATERS RIDE RADIO'S RANGE

NBC To Use Disk Series for Annual Talent Promotion

HOLLYWOOD, April 12.—National Broadcasting Company (NBC), in its annual *Parade of Stars* promotion next fall, will discontinue the practice of launching the new season with a super two-hour show using web's top talent, and instead may use a 39-week series of platter shows to be aired by all net outlets. Web already has waxed six open-end experimental shows, at an estimated cost of \$2,800 each. Expense of series would be passed on to affiliates on a pro-rata basis. Charles Hammond, NBC promotion and advertising chief, indicated, however, that platters might not be acceptable to all web execs, owing to chain's firm anti-wax attitude.

Hammond, speaking to a gathering of Hollywood agency promotion men, advised them not to look for anything flashy this year, but to concentrate on doing a consistent job with proven material.

Consistent Job Preferred

Attitude of Hammond is that with some 60 web shows to worry about, it's impossible to come up with completely new ideas each year. Additionally, he argued, it's the long, steady job, rather than one-shot gimmicks, that counts.

One new adjunct to web's 1948 promotion will be introduction of a series of caricatures of all web stars, drawn by artist Sam Berman. Hammond will use drawings as a springboard for a multi-pronged promotion by the web, local stations and clients. Plans include tie-ups at product points-of-sale, possible re-labeling of sponsor's products to include likeness, and extensive use of caricatures in newspaper, billboard and mag promotion.

Martha Tilton Gets 'Hit Parade' Test

NEW YORK, April 12.—Martha Tilton was signed this week as the gal vocalist on Lucky Strike Cigarettes' *Hit Parade* program. She starts in May. If she clicks, she'll go into a five-year option contract effective in September.

The present fem *Parade* warbler is Beryl Davis. Andy Russell, who holds down the male chirp spot, is set on the show until early fall.

The agency on the account is Foote, Cone & Belding.

Crosby's Hooper Hits New Hi, 25.8

NEW YORK, April 12.—Bing Crosby's platter show for Philco cracked its own Hooper record last week when it zoomed up to a gaudy 25.8 with the Groaner leading an old-time minstrel show routine. Best previous mark was the 24.0 racked up on show's debut last October.

Guests Al Jolson and John Charles Thomas, working as end men, helped hypo interest on the show, resulting in a 61.9 share of audience mark. Jolson is set for 10 guest shots with Crosby next fall, at 5G each.

Winchell Repeat Nixed; WNEW Scouts Others

NEW YORK, April 12.—Contract calling for WNEW rebroadcasts of the Walter Winchell Sunday night newscasts was signed Tuesday (8) by the station and Winchell's sponsor, Andrew Jergens Company, but the deal was canceled next day when the American Broadcasting Company (ABC), which originates the Winchell broadcasts, protested.

ABC argued that Federal Communications Commission (FCC) regulations prohibit re-transmission of programs without the consent of the originating station. The rule was invoked even tho some segments of the trade believe that sponsors "own" their programs. The rule was designed to stop the program "piracy" prevalent in early radio days.

WNEW is still endeavoring to hypo its night sked by getting network repeats. After the collapse of the Winchell deal, the station solicited similar business from other advertisers, but had got none as of today (Saturday). All webs are expected to follow ABC's example, on the theory that one break would threaten collapse of the entire network program structure.

Majestic Bankrolls Own Disk Jockey Seg on Chi's WENR

CHICAGO, April 12.—Majestic Record Company, in a move which is the first of its kind here, will begin sponsoring its own disk jockey show on WENR, local ABC station, five or six nights a week, starting early in May. Deal, sold by Bill Wilson, of the ABC local-spot sales department here, is unique in that while other record companies have bought participation on record shows and record dealers have bought time to plug specific records, never before in this city has a record manufacturer bought its own show, a program which will feature its records only. Majestic's program, as yet unnamed, will be heard from 12 midnight to 12:30 a.m. At the beginning, until company decides it wants to use one jockey for all the shows, members of the WENR staff will alternate on the program. Program will be handled by the Meyer and Futterman Agency. Deal was made thru John Brooks, merchandising manager for Majestic.

Radio trade here considers Majestic deal a good one for any record manufacturer, because it will stop screams of dealers clamoring for local radio tie-ins and spot time to be paid for by manufacturer. Majestic show will enable the company to satisfy dealer's desire for radio advertising and at the same time present an added promotion and merchandising force.

Majestic plans to circulate among its more than 500 dealers in the WENR territory lists of records to be played on the show. These lists will be distributed two weeks before shows outlined are aired and thus will give dealers a chance to govern ordering and to get up their own promotion to tie in with radio plugs.

Benny Turns Mgr.; Handles Paar for Own Replacement

HOLLYWOOD, April 12.—Radio's Jack Benny this week became a stockholder in Amusement Enterprises, Inc. (AEI), new California corporation set up to produce independent pix and peddle radio and tele packages. Among other principals in corporation are Myrt Blum, Benny's business manager, and Lloyd Wright, prominent Hollywood attorney. Corporation members declined to talk of plans, only to state that new outfit expected to become actively engaged in radio packaging and other showbiz enterprises by next fall.

First deal consummated by AEI was to secure supervisory control of Jack Paar air show which is set to replace Benny during hiatus period. Under a three-way deal with Sam Jaffe Agency (package owners), Foote, Cone & Belding (representing American Tobacco Company), and MCA (Benny's agents), AEI will have final say-so on Paar package, for which outfit is to receive an undisclosed fee as "overwrite" charges. In return, Benny org will act as guardian angel of Paar package, making its writing, production and other facilities available if required. As an added boost to Paar, Benny plans to bring young newcomer on his regular show for several weeks before gagster takes over on his own.

802 Asks Petrillo's Aid in Web Impasse

NEW YORK, April 12.—Negotiations between Local 802 of the American Federation of Musicians (AFM) and the webs remained at an impasse this week, with 802's execs seeking advice from James C. Petrillo, AFM boss. The stymie, it's understood, is still the matter of vacations for the webs' staff musicians. Petrillo may be called in if the deadlock persists.

Confabs will be resumed next week, when some web execs now out of town are expected to return. It's believed in union circles that the final deal will provide for a 20 per cent hike for staffers.

Campbell's Soup May 'Double or O' On CBS in June

NEW YORK, April 12.—The latest radio deal for Campbell's Soup—and one which is very hot and may be closed in a few days—is *Double or Nothing*. The Walter Compton package is being handled by the William Morris Agency. If the deal goes thru, it's reported *Double* will start in June on Columbia Broadcasting System (CBS). One source said a tremendous chunk of time would be involved — one-half hour five times weekly—but this could not be confirmed.

Campbell's Soup, now airing *Corliss Archer* and Jack Carson, was also in negotiation late this week with Music Corporation of America (MCA) for Bob Crosby as a summer replacement for Carson.

3 Webs Ogle 'Hoss Operas' As Air Fodder

ABC, CBS, MBS Teeing Off

NEW YORK, April 12.—An increasing interest in horse operas as radio fare has become manifest in recent weeks, so three of the four major webs soon will start airing oaf operas. In addition, at least two advertising agencies have exhibited similar interest, one, N. W. Ayer, to the extent of taking an option on a Zane Grey package, for both radio and television.

What makes the fresh interest more impressive is the fact that who-dunits and crime programs have been taking an unusual lacing lately. Program execs, weary of this criticism, count on the "smile when you say that, pardner" yarns to provide common denominator programs without the curse of mystery shows' blood and gore. This is especially appropriate since the essence of Western story lines is that virtue must always triumph.

CBS, ABC and Mutual

Webs about to saddle up in the old corral are Columbia (CBS), American (ABC) and Mutual (MBS). CBS has *Hank Larrabee* set for a lope on the wide open ranges; Mutual has its own Zane Grey series, *Tex Thorne* coming up from the Coast, and ABC has Joel McCrea due to star in another Coast-originated series, *Frontier Theater*. Yippee!

The package optioned by Ayer is Grey's whinny classic, *King of the Royal Mounted*, while a Philadelphia agency, Walker & Downing, recently completed an original Western for an unspecified client.

Oaters aren't new in radio, top example being *Lone Ranger*, with the *Tom Mix* series another perennial. The new emphasis laid on them, tho, in view of the sturdy role played by the hoss stories in the pix biz, is giving radio something to shoot for.

CBS Denies Losing 'Lux Theater' to NBC

NEW YORK, April 12.—Reports that Lever Bros. might move *Lux Radio Theater* to the National Broadcasting Company (NBC) were denied this week. Denial came from sales toppers of Columbia (CBS), where the series originates now, the execs stating they had been assured by the sponsor no change in originating network was contemplated. The report continued to circulate in Hollywood, apparently without foundation.

Garry Moore Inks 2-Year WM Pact

NEW YORK, April 12.—The William Morris Agency this week signed to represent Garry Moore for radio under a two-year authorization pact. Moore, formerly handled by National Concerts & Artists' Corporation, leaves the Jimmy Durante - Rexall show at the end of the season to go on his own as a single.

CBS, "This Week" in Tie-Up On World-Wide Round-Up Honoring V-J Anniversary

Web and Mag Sending Out Separate Crews—Swapping Info

NEW YORK, April 12.—An unusually ambitious program reflecting the wide scope of Columbia Broadcasting System's (CBS) documentary unit has been set for August 14, the second anniversary of V-J Day. Show will be in the nature of a report to veterans on the people they met in the various far-flung battle areas. Research and collating of material will be done jointly with *This Week* magazine.

Nothing yet done by the CBS documentary unit approaches the vastness of the projected V-J show, as yet untitled. Bob Heller, CBS exec, and Jerry Mason, associate editor of *This Week*, have been working out the plans for several months. Some 10 or 12 men, including both CBS and *This Week* staffers, will be involved in the physical details of the production, which will include coverage of many war-ravaged areas in both the Pacific and European Theaters. First crew left this week for the Pacific, carrying CBS' Jim Hurlbut, together with photographers and a batch of recording gear. They'll cover Pearl Harbor, Wake Island, Guam, Iwo Jima, Okinawa, various key islands of the Philippines, Hiroshima and Japan. In two weeks, CBS' Bill Downs will leave for Europe, land on the Normandy beachhead and work thru France, Holland and thence to Berlin.

Both tours will have the same approach: That is, they'll stress human values, rather than the spectacular.

Multi-Angle Tie-Up

Tie-up with *This Week* is interesting in more ways than one. First, it represents a parallel effort by two great media, press and radio, to cover the same story and co-operate all the way. The mag and CBS will use each other's information—such as reports, research, etc. This material—both for the radio program and the mag—will be flown to the United States from the various points visited. Bob Heller will write the radio script from the material gathered, and Ma-

Woods Against Editorial Stand

FORT WORTH, April 12.—Mark Woods, president of American Broadcasting Company (ABC) last week disagreed with the view that radio stations should have an editorial policy. Wood's statement takes an opposite tack from those issued recently by the National Association of Broadcasters and its head, Justin Miller. Latter have urged the Federal Communications Commission to abandon its Mayflower doctrine which provides that broadcasters shall not editorialize nor act as an advocate of policy.

Woods' remarks were made before ABC affiliate officials of Texas, Oklahoma and Kansas, and was aired by KGKO, Fort Worth, over the Lone Star chain, Texas State network and Oklahoma network. Woods pointed out that radio differs from newspapers because its limited spectrum makes licensing necessary and makes the air the property of the people. He said "radio can best remain free and live up to its tremendous capability of serving the public by presenting both sides of every controversial issue."

son will do the mag piece.

Promotion value of the radio-mag tie-up is tremendous, this being the second time CBS has made this particular tie-up. First was *Assignment Home*, which came off very well. For the August 14 venture, it's planned to have the mag piece break one week in advance of the radio program. It's figured *This Week* hits 34,000,000 readers, which means a tremendous promotional hypo for the broadcast.

Altho CBS is slanting the show as a report to ex-G.I.'s, web's attitude is that other listeners may "eavesdrop" if they wish. Out of the program, according to Heller, may come some common ingredient or denominator indicating either world progress or depression.

Downs and Hurlbut probably will do the narration.

Thomas Appears Set For Solo Fall Spot

HOLLYWOOD, April 12.—Final decision on fall plans for the Don Ameche-Danny Thomas air seg is expected next week, with strong indication that Thomas will carry the starring burden alone next season. P. & G. radio execs and Kastor, Farrell, Chesley & Clifford Agency toppers are both said to favor a solo flight for Thomas based on comic's work on current show.

Agency must decide the fall sked by the end of April when option expires. Present show is slated for exit early in June, to be replaced by a tentative four-week all-musical format with Frances Langford holding down the featured slot. Agency has as yet made no decision on building a new dramatic seg to star Don Ameche.

CBS Series To Kid Comedy Programs

NEW YORK, April 12.—*The Little Show*, new 15-minute comedy stanza with Robert Q. Lewis, has been tentatively set for a May 3 debut over Columbia (CBS) as a Saturday night seg.

Audition script was written by Goodman Ace who heads CBS comedy development department and originated the formula. Program satirizes radio comedy techniques.

NBC's 'Lights Out' Switching to ABC

NEW YORK, April 12.—Despite adamant attitude of many web execs about freezing web-built packages to the network originating them, a National Broadcasting Company (NBC) package is reportedly heading for a summer airing over American Broadcasting Company (ABC). Show is *Lights Out*, NBC whodunit meller, which trade reports have succeeding the *Henry Morgan Show* over ABC, for the summer. Morgan's closing date has not yet been set. Biow is the agency for the show, sponsored by Eversharp-Schick razors.

Another Biow show, Milton Berle program, will take no hiatus. Philip Morris sponsors.

New Historic Seg, "CBS Was There," To Re-Enact Events

NEW YORK, April 12.—Program execs of Columbia Broadcasting System (CBS) are usually enthusiastic over a new show dramatizing notable historic events and using an entirely new radio technique. Program is called *CBS Was There*. Principal device used is re-enactment of the particular event as the CBS reporters were actually on the spot at the time the event transpired.

On the audition record just cut, subject matter was the assassination of Lincoln. Using a combination flashback and narration-news coverage system, program covered Lincoln's arrival at the Ford Theater, the actual shooting and the hours which followed. In addition to an acting cast, CBS newscasters John Daly, Ned Calmer and Quincy Howe did the "on-the-spot newscasts."

CBS is offering the program as a commercial, with an account seeking an institutional slant being sought. Reactions have been markedly favorable.

First script was researched and written by Robert Lewis Shayon. Plan is to rotate a writing crew of about four on the series.

De Mille AFRA Ouster to Calif. Supreme Court

HOLLYWOOD, March 12.—Continuing his test case against American Federation of Radio Artists, Cecil B. DeMille yesterday brought the matter of his AFRA ouster before the California Supreme Court. Thru attorney Neiel S. McCarthy, DeMille contended that the union demands to pay \$1 to support a closed shop proposition infringed upon his constitutional rights. In filing this appeal from a lower court ruling that upheld his AFRA expulsion, the pic producer and former *Lux Theater* (CBS) narrator further claimed he lost \$250,000 as a result of being banned from the union. DeMille got the AFRA boot when he refused to come thru with the \$1 assessment by the union in 1943 to oppose a State proposition outlawing closed shop.

William Berger, legal eagle for AFRA, countered DeMille's argument by stating assessment was legal since it was voted upon by a majority of the members to fight a proposed measure that "periled organized labor." AFRA expected DeMille to once again lose his appeal, stating that closed shop is legal under present-day law. If any action is to be taken against closed shop, they stated, it will be up to the legislative, rather than the judicial branch of the government.

Tele-Radio Formed In Chi; Inks Ameche

CHICAGO, April 12.—Tele-Radio Creations, Inc., was formed this week in Chicago and inked Jim Ameche to an exclusive, long-term contract as its first official action. Corporation is bank-rolled by Dr. N. T. Lanser, prexy of the org which will package live shows and open end e. t.'s. Ameche, now star of NBC's Chi-originated *Grand Markee* is moving from New York to Chi.

Josef Cherniavsky, is vice-president in charge of music and production. Norman Felton, NBC central division producer, will direct Ameche's first show. R. N. Zurby, is org's flack.

Full Support Assured RWG Strike Move

Walkout Decision Due Thurs.

NEW YORK, April 12.—Unanimous support by all radio unions was virtually assured the Radio Writers' Guild (RWG) this week in the free-lance writer strike which may materialize on or after May 10. Support was voiced unofficially by other union reps at a meeting yesterday (11) attended by officials representing radio actors, musicians, office workers, and three technicians' unions.

Whether the writers actually will strike may be determined Thursday (17), when the four major networks are to advise the Guild as to their decision on negotiating for freelancers. If the web's answer doesn't meet RWG lines, either as to negotiating at all or as to the scope of such negotiations as the webs would enter, a strike appears inevitable. Guild this week filed a 30-day notice with the National Labor Relations Board (NLRB). Web's stance is that the Guild should await NLRB certification before calling for negotiations. Guild claims the demand to wait for NLRB certification is primarily a delaying tactic.

N. Y., Chi, Coast Vote Strike

RWG strike votes, taken in New York, Chicago and on the Coast, returned a total of 970 in favor of striking and 31 against. Guild strategy committee will meet Monday (14) to set its course of action.

Support of other unions was voiced at a meeting of the associated broadcast unions and guilds. Officially, such support cannot be recorded unless the strike becomes an actuality. Key elements would be whether these other unions would cross an RWG picket line; union officials indicate they will not, especially since there would be no scripts for programs if the lines were crossed.

Digges Urges ANA Share in Radio's Union Negotiations

CHICAGO, April 12.—Greater activity on the part of advertisers in connection with negotiations on union-network contracts was advocated here this week by I. W. Digges, counsel for the Association of National Advertisers (ANA). Digges was one of the speakers at the annual ANA convention. ANA also endorsed Broadcast Measurement Bureau (see story in this issue).

Digges declared that advertisers should sit in on meetings between unions and radio executives, inasmuch as, to a great extent, it is the advertiser's money which is involved. Radio networks alone now negotiate contracts for musicians, actors, writers, directors and other unionized employees. ANA reaction was favorable, altho action was delayed until the fall meeting.

Convention also decided ANA should be represented in the newly-formed Broadcasters Advisory Council (BAC), but as a group, not thru individual advertiser memberships. Edgar Kobak, president of Mutual, (MBS) and chairman of the BAC organization committee, spoke to the assembled advertising execs.

ANA also heard a report concerning television, gist being to urge caution until programs have been further developed.

ABC Star Plug Pushes Friday Program Block

HOLLYWOOD, April 12.—American Broadcasting Company's star endorsement promotional gimmick will be used to beat the drum in pushing ABC's Friday night program block. Web started pic name tie-ins last year when Jack O'Mara, ABC Coast sales promotion chief, set up string of billboards at important Los Angeles intersections with sign showing film glamor gal and ABC testimonial. After the O'Mara brainchild proved successful on the Coast, it was picked up on national scope and used to good avail in ballyhooing various Eastern affiliates.

Outgrowth of the O'Mara plan now to be used will consist of transcribed spot announcements in which a pic celeb plugs his favorite ABC Friday night show. Deal, of course, is reciprocal with flicker name getting chance to plug his currently released film. Current set-up is with Universal-International and includes Douglas Fairbanks Jr. (for *This Is Your F. B. I.*); Mark Hellinger, *Cavalcade of Sports*; Yvonne De Carlo, *Break the Bank*; Rod Cameron, *The Sheriff*; Vincent Price, *The Fat Man*, and Anne Blythe, *Harry Wismer*. E. t'd spots are worked as interviews with the screen thespans.

Ernest P. Zebian has joined the New York offices of Dancer-Fitzgerald-Sample, in charge of Kolynos Toothpaste and Powder, Hill's Cold Tablets, Heat Liniment, Freezone, Mystic Hand Cream and other products of the Whitehall Pharmacal division of American Home Products. Zebian formerly was in charge of drug advertising at Pedlar & Ryan.

Don't It Cook?

CHICAGO, April 12.—A gadget, which if sold in quantity, may affect Hooper and similar surveys will be made shortly by Hallicrafters, Chi radio-tele manufacturing outfit. Device automatically records a listener's choice of programs and holds it for a playback when he wants to hear it. Wire-recording and electric time pieces are integral parts.

'Brighter Tomorrow' Gets Transfusion For Sickly Hooper

CHICAGO, April 12.—In an attempt to better the Hoopering of *A Brighter Tomorrow*, Mutual Network's show featuring Gabriel Heatter (Sundays from 9 to 9:30 p.m. CST), Arthur Meyerhoff Agency, Chi org handling the account for the sponsor, Mutual of Omaha Life Insurance Company, will have the program produced and written by new personnel starting with tomorrow's (13) airing. Ben Green, radio director at Meyerhoff, said that effective that date, the program, a New York originated show, will be produced by Criterion Productions of Manhattan. For the past few months it has been on the air, the program has been produced by MBS.

Green said that new producers on the program will be Ted Corday and Wilfred F. Roberts. Frances O'Brien will become director of research; Ruth Borden will write it, and Charles Paul will become new musical director.

BMB Passes Hat for Million To Cover 2d Audience Study

NEW YORK, April 12.—Solicitation of station subscriptions to underwrite the second audience measurement study by Broadcast Measurement Bureau (BMB) began this week when contracts were mailed to stations thruout the country. At the same time, direct personal appeals to the stations are being made by Hugh Feltis, BMB president, who this week began a three-month nationwide tour during which he will address 10 National Association of Broadcasters (NAB) district meetings and various groups of advertisers and agencies.

BMB's passing of the hat appears to have been undertaken at a propitious moment and it is considered a virtual certainty that the stations will subscribe the \$1,000,000 plus which made the 1946 study possible. Appeal for subscriptions coincided with a resolution passed this week by the Association of National Advertisers (ANA) in Chicago, endorsing BMB. Action was taken at the ANA annual convention, its points including a vote of thanks to broadcasters for financing BMB, promising extensive ANA use of the BMB studies; endorsing the spirit of self-analysis which led to BMB, stating that ANA considers BMB's continuation "an absolute necessity," and urging stations to support the second (1948) study.

Equal Representation

Broadcasters, agencies and advertisers have equal representation in BMB, but all financing is done by stations, which pay from \$120 to \$14,000, according to their annual revenues.

Advertising agency reaction, although not reported officially thru the ad agency association, also has been favorable, BMB officials report. The two

BMB studies already released, station and area measurements, now are being used in placement of business. Some agencies have been secretive about the methods they are using, each agency feeling its interpretation will be more fruitful than other systems. Third and final report resulting from the 1946 study, dealing with network circulation—both national and regional—will be released later this month.

Yardstick Undetermined

Question of whether BMB will use the same yardstick on which the 1946 studies were based has not been determined and probably will not be for some time. No such decision can be made until all reports have been published and until extensive studies and analysis can be made by the agencies, advertisers and stations involved.

BMB this week named five new directors, three representing NAB and two ANA. Trio includes Hugh M. Beville Jr., NBC research head; E. P. H. (Jimmy) James, Mutual sales exec, and Hugh Terry, KLZ, Denver. ANA reps are R. E. Davis, Goodyear Tire, and Albert S. Dempe-wolff, Celanese Corporation.

KLZ Airs "Behind Scenes"

DENVER, April 12.—KLZ here, celebrating its 25th anniversary, is acquainting listeners with some of the little-known jobs necessary to the airing of a program. Station is broadcasting a series titled *Behind the Scenes at KLZ*, consisting of interviews with department personnel about their duties. Facts contrasting today's operations with those of 1922 are featured.

WOR attracted

more homes with radios from 8:00 AM to 12:00, Midnight, Sunday, during the average quarter-hour in October, 1945, through December, 1946, than any other major station in New York.*

WOR

— that power-full station at 1440 Broadway, in New York

mutual

*according to the Nielsen Radio Index Area Reports for the 78 county, 4-state New York area.



(Excerpts from a letter written by Ted Collins to Kate Smith on the 9th Anniversary of her program, 'Kate Smith Speaks')

dear kate:

As you know, I'm not a man to look back, to retrack, to dream, as it were, about the what-might-have-been and what has been accomplished. But this morning when we got the "Off-the-Air," I couldn't help but reminisce a little bit . . .

You know, Kate, your show "Kate Smith Speaks" is, I think, one of the most unique things in American radio. Sure, I've said that before and pulled out surveys to prove it. But this morning I tried to figure out why.

Let me tell you what I thought . . .

Here you are, after nine years, the highest-ranking daytime personality in radio—not to mention a 15-time leader among the nation's ten most popular shows—a woman heard by more Americans than any woman in history. Why? A lot of smart people have worked on that question, but here's what a fairly simple Joe thinks . . .

There's something as basically American about you, Kate, as apple pie, I know. I've stood in the doorways and among the crowds when thousands and hundreds of thousands clamored—and still do—to see you and hear you. And I've heard old women and young men and little girls say one thing always, "Gee, she's like us!"

I think that's it, Kate. It's a contagious sort of thing that must be in the land and the air of this country of ours and you caught it, and I don't think there's a cure. Part of it is what newsmen tried to put into words when they said that our Army, Navy, Marine and Coast Guard boys and girls won the hearts of the world's millions during the war.

You're a sort of nice clean breeze, Kate, in a world of pretty mixed-up ideologies . . . or whatever most "advanced" thinking is called. Yet, you're no Pollyanna. I've

listened to you give the Government heck for something stupid, but, Gosh, you did it in a real American way. All the time it was, and is, as if you were saying to a neighbor, "Look, Charlie's lost three calves this year and the hired man's seeding's no good. Let's fix it. They're just mistakes."

That's what the people want, Kate; a deep-down, good-humored belief in the country in which we live, in their language. Somebody to fix what we have, when it needs fixing, not to find a substitute. Somebody who says, "Gosh, it's a grand land and if people mess it up once in a while, let's fix it."

People like that. It's American. You're America, Kate.

And they like you because they can sense the "realness" of your show. They don't expect "names" and frou-frou. If you ask me, they'd resent them. They know they can always turn to your competitors for that kind of stuff . . . but it seems that most of them don't.

I think General Foods—and its agency—sort of felt like this when they picked you long ago to launch and sell 16 of the best-known products in America today.

As ever,

ted

Note: "Kate Smith Speaks," featuring Kate Smith and Ted Collins, will be broadcast coast-to-coast by the Mutual Broadcasting System beginning Monday, June 23rd.

Networks

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

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

Radio Stations

Georgia

WBBQ, Augusta
Arthur Hale
 6:30-45 p.m., twice wkly.
 Rep.: Joseph Hershey McGillora, Inc.

This proven time-tested newscast will be available in the Augusta market on April 29. An excellent combination of choice time and top-notch adjacencies, Arthur Hale can go to work for any sponsor except a refiner. It's preceded by WBBQ's popular "Half Hour of News and Sports" and followed by Bill Brandt's sportscast. Available on Tuesday and Thursday at the exceptionally low talent cost of \$3.60 per program.

Colorado

KFEL, Denver, Colo.
The Ray Perkins Show
 2:30-4 p.m., 6 times weekly
 Rep.: John Blair & Co.

Ray Perkins, for many years a network favorite on New York origins, gives a unique twist to a 90-minute daily record matinee. At the piano Perkins sprinkles the record session with his piano "noodling" and "chatter" for which he was famous before the war. One six-day and one three-day 15-minute strip still available. Single announcement brought 353 requests for picture folder. Repeated daily for one week offer brought 2,421 pieces of mail.

"The Adventures of Uncle Jimmy"

STARRING
WILLIAM FARNUM

and a great cast of
RADIO ARTISTS

WRITTEN BY
EDDIE LYNN

156 COMPLETE
 15 MINUTE
TRANSCRIPTIONS

PRODUCED BY
WARNER BROS. KFVB

Are you interested in taking over series for entire country? If so — write, phone or wire

WARNER BROS. KFVB
HOLLYWOOD, CALIFORNIA
 Phone HEmpstead 5151

Attention of
HARRY MAIZLISH
 General Manager

PROGRAM AVAILABILITIES

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

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

Indiana

WOWO, Fort Wayne
Famous Hoosier Hop
 9:30 to 10 p.m., Tues.; 9-9:30 p.m. or 9:30-10 p.m. Sat.

Rep.: NBC Spot Sales.
 Tradition with WOWO audiences and ABC. Minimum of 14 live artists sell Hoosier Hospitality with comedy, folk tunes, Westerns, novelties. Popular vocalists, yodelers, harmony duets, trios and quartettes. Saturday program before live paid audience at Armory has been attracting BRO crowds for four years. Tuesday program now on ABC. Artists in wide demand for personal appearances throughout area. Can give excellent sponsor case history.

Iowa

KRNT, Des Moines
Sports of All Sorts
 10:15-10:30 p.m., Mon. thru Sat.
 Rep.: The Katz Agency

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

KRNT, Des Moines
The Don Bell Show
 6-8 a.m., Mon. thru Sat.
 Rep.: The Katz Agency

The selling grin that stretches from 6 to 8 a.m. daily on KRNT belongs to Don Bell. . . . Don's disc-jocular manner made him Iowa's favorite male radio entertainer (1947 radio poll, Des Moines Tribune). His whistleable, listenable dawn format rattles up to a 6.3 Hooper off Hawkeye receivers. The "Don Bell Matinee," 2:15-3 weekday afternoons, rates a matinee 6.4 Hooper. A few minutes available, mornings; afternoons. There's sales success for whom the Bell tolls.

KRNT, Des Moines
The Gene Emerald Show
 3-4:30 p.m., Mon. thru Fri.
 Rep.: The Katz Agency

Gene Emerald delivers a friendly, down-to-earth selling program. Plenty of music; just enough of Gene. Jockeys top discs; sings with Hammond organ. Platter chatter is amusing, chuckle-toned. Here's convincing, airwise, professional selling—for Emerald's show background stretches back 25 years; take in stage, radio, nite club, battle-front USO. For 75 minutes daily, Gene puts highly Hoopered KRNT minutes to work. They peak at 7.9. Gene Emerald can help your sales, too.

KSO, Des Moines
Sports Desk
 5:30-5:45 p.m., 5 times wkly.
 Rep.: Headley-Reed Co.

Gene Shumate, Sports Director for KSO and dean of Iowa sports announcers, gives out with the latest sports news and interviews. Everybody knows Shumate—they've all heard him broadcast football, baseball, basketball—all sports—via KSO and the network. The "Sports Desk" program is "the world of sports" wrapped up by Gene and delivered in a style that builds the audience. You can buy the "Sports Desk" Monday thru Friday or three days a week. An audition will be sent promptly on request.

Maryland

WCAO, Baltimore
Stump Us

3-3:15 p.m., Mon. thru Fri.
 Rep.: Paul H. Raymer Co.

This new audience participation program is drawing several hundred letters a day from listeners who send song titles that Phil Pine, one of Baltimore's most accomplished pianists, and John Ademy, leading baritone, attempt to play, sing, whistle or hum. Prizes go to senders when boys don't produce. Audition recordings available. Price \$30.00 net per program plus time. Raymer has all the details.

Massachusetts

WBZ-WBZA, Boston
Parade of Song
 12:15-12:30 p.m., Wed.
 Rep.: NBC Spot Sales

Charming Gael O'Dea, Colleen of Song, featured in the varied quarter-hour PARADE OF SONG, New England's noon-time rhythm treat. When Gael sings popular songs in her lively way, you can bet New Englanders are right there listening. One Irish ballad each broadcast. Particularly big following in Boston vicinity. Piano and violin accompaniment to top it off.

New York

WGY, Schenectady, N. Y.
Canine Comments
 One time wkly.—12:15 p.m., Sun.
 Rep.: NBC Spot Sales

A newly established feature, this show clicks with listeners. Each week brings a stack of mail from dog lovers. Conducted by George Michael, dog fancier, and owner of a prize-winning Gordon Setter . . . dialers get all the know-how on dog raising, training and handling. Show also features news of area and national dog events, human-interest stories and methods of training dogs for competitions. Get an audition disc from NBC Spot Sales today.

WNEW, New York City
Make Believe Ballroom With Martin Block
 10-11:30 a.m., 5:35-7:30 p.m., Mon. thru Sat.
 Rep.: John Blair & Co.

IN THE MONEY 98.8% of the time! Among all programs heard over all New York stations (network affiliates included) between 10-11:30 a.m. and 5:35-7:30 p.m., THE MAKE BELIEVE BALLROOM WITH MARTIN BLOCK over WNEW in the year 1946 RATED first 55.4% of the time, RATED 1st or 2d 86.3% of the time, RATED 1st, 2d or 3d 98.8% of the time—according to THE PULSE (Monday-Friday averages).

Ohio

WBNS, Columbus
Sally's Sittin' Room
Musical Variety
 11-11:45 a.m., 5 times wkly.
 Rep.: John Blair & Co.

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

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

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

Oregon

KEX, Portland, Ore.
BUGLER X
 6-6:45 a.m., 5 times weekly
 Rep.: Free & Peters

One-minute participation announcements or quarter-hour units available for this swift-moving presentation of easy-to-listen-to rhythmic music interspersed with ad lib patter, time signals and news. Especially tailored for early-morning listening by Barney Keep, well-known Portland disc jockey for the past five years. Bugler X has officiated as everything from emcee at school dances to honorary cowhand. Letters from New Zealand and Alaska, as well as from KEX coverage area, attest his popularity.

Pennsylvania

KYW, Philadelphia
Music From the Theatre
 1-1:30 p.m., Sun. only
 Rep.: NBC Spot Sales

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

WIP, Philadelphia
The Unseen Advisor

7-7:15 p.m. (EST), 5 times wkly.
 Rep.: George P. Hollingbery Co.

Giving sane, appreciated advice to those in difficulty, "The Unseen Advisor" has been heard in the Philadelphia area for nearly six years—five years and ten months under one Sponsor! Recently he told his audience that the Station might have to move his program or take it off schedule altogether and asked the audience to write if they wanted him to remain. The one announcement—no premiums, no give-aways, no inducements—resulted in 7,342 answers!

Washington, D. C.

WRC, Washington, D. C.
Robert McCormick, News
 Mon. thru Fri., 1:45-2 p.m.
 (1:30-1:45 p.m. starting May 12)
 Rep.: NBC Spot Sales

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

WTOP, Washington, D. C.
Speaking of Sports, with Eddie Gallaher

6:30-6:45 p.m., Mon. thru Fri.
 Washington's top-rated quarter-hour sports program, SPEAKING OF SPORTS, has an average weekly rating of 4.4 and attracts a 16.5% share of audience. (Oct., 1946-Feb., 1947, Hooper City Report.) Preceded by Eric Sevareid, followed by Robert Trout, it is sponsored three days by Shell Oil—available Tuesday and Thursday. Gallaher spices his complete round-up with interviews featuring sportsdom's biggest names. For an audition disc and full information, call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

KDKA, Pittsburgh
A Main Street Editor Looks at the News

6:45-7 p.m., Saturday
 Rep.: NBC Spot Sales
 "A Main Street Editor Looks at the News" is a 15-minute resume of the news, Saturdays at 6:45 p.m., by William J. Thomas, noted small-town newspaper editor. Thomas, indulging in no "exclusives" or high-flown analyses, relates news to listeners' everyday life, gives news clearly in down-to-earth approach. Program has built a great audience in its five years. One-time offer of copies of his newspaper pulled 8,000 replies from 25 States.

KDKA, Pittsburgh
Evelyn Gardiner's HOME FORUM
 1:30-2 p.m., 5 times weekly
 Rep.: NBC Spot Sales

Evelyn Gardiner's Home Forum (weekdays at 1:30) is a must with Tri-State homemakers and a plus for advertisers. Trained home economist, experienced homemaker herself, Miss Gardiner offers listeners practical, helpful information on foods, utensils, appliances, etc. Loyal listeners skyrocket mail count, flock to weekly demonstrations in KDKA's Test Kitchen to see and sample products, take home literature. Participating advertisers call the Home Forum their Star Salesman.

Transcribed Services

CRITERION RADIO FEATURES
360 North Michigan, Chicago, Ill.

Bob Elson X-Ray Sports
Quarter-hour, once-weekly, year-round, open-end sports program featuring Bob Elson, America's number one sportscaster (24 World Series.) Collegiate football and basketball; Golden Gloves and professional boxing; American-National League baseball; 19 years ice hockey; national ski, ice skating, swimming meets, etc., great experience and versatility. Show always presents timely sports news, punchy "Airtorials," famous celebrities, human-interest stories and other audience building factors. Hooper and sales-wise Elson is tops. Wire or write for audition record.

HARRY S. GOODMAN
19 E. 53d St., N. Y. 22, N. Y.
The Kay Lorraine Show

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

FREDERIC W. ZIV CO.
1529 Madison Rd., Cin. 6, O.
Easy Aces

Fifteen-minute transcribed comedy series starring America's funniest husband and wife, Jane and Goodman Ace, nationally famous comedy team who have kept radio audiences laughing for fifteen years on the networks. Series is now transcribed and available "open end" for local and regional sponsorship. Radio's most promotable transcribed show earning top-the-competitor ratings in market after market—Youngstown, 11.7; Chicago, 6.7; Chattanooga, 7.6; Zanesville, 17.4. 1040 quarter-hour programs. Write, wire or phone.

LES MITCHEL, PRODUCTIONS, INC.
(Producers of Skippy Hollywood Theater)

8853 Beverly Blvd., Hollywood
"The Theater of Famous Radio Plays"—Family Drama, 1/2 hr.
Features the best 15 names of Hollywood's Radio Row in "top-flight" family entertainment. Lurene Tuttle, Cathy Lewis, Peggy Webber, Joe Kearns, Tom Collins, Jack Edwards, etc. Drama, comedy, suspense, romance by name writers plus deft production. Auditions on request. Priced right! 39 shows available, more in production.

LOUIS G. COWAN, INC.
8 S. Michigan Ave.
Chicago 3, Ill.
Murder at Midnight

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

MARTIN BLOCK
IS COMING TO
WARNER BROS. KFWB



KERMIT-RAYMOND CORP.

11 E. 52d St., N. Y. 22, N. Y.
Hollywood's Open House

Radio's greatest transcribed show. Features drama, music, song and comedy. Each program has from 3 to 5 big-name guest stars, a big-name guest comedian, guest vocalist and one or more big Hollywood stars. Stars include Jack Benny, Marlene Dietrich, Milton Berle, Lucille Ball, Pat O'Brien, Hildegard, Bert Lahr, Dick Powell, Peter Lorre and over 100 more equally as great. Plus the orchestras of Ray Bloch and Enric Madriguera and Jim Ameche as emcee. Write, wire or phone for details!

FINLEY TRANSCRIPTIONS
747 South Hill St., Los Angeles
Myrt and Marge

Radio's most famous serial is now available on transcriptions sold only on 5-a-week basis, with 130 fifteen-minute programs now available and 130 more to come. Available for local, regional and national sponsorship. Myrt and Marge has just been selected by Thrifty Drugstores for a 52-week series on KNX, Los Angeles, and was chosen after auditioning dozens of transcribed and "live" shows. Priced right for your territory. Send for free audition discs now.

FINLEY TRANSCRIPTIONS
747 South Hill St., Los Angeles
Flight With Music

Radio's greatest open-end show is available for you. 39 fifteen-minute open-end transcriptions with Marion Hutton, Nat Brusiloff's 16-piece orchestra and Herb Sheldon on every program plus guest stars Dest Arnaz, Clark Sisters, Johnny Desmond, Ray Eberle, Bob Eberly, Tito Guizar, Gene Krupa, Phil Moore, Danny O'Neill, Tony Pastor, Carl Ravazza, Claude Thornhill, Miguelito Valdez, Jerry Wayne and Henny Youngman. A network caliber program. Write, wire or phone for free audition discs.

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46.
Moon Dreams
"Moon Dreams" is the station's favorite type of program, humanly enriched by the masterful voice of one of America's greatest radio stars, Marvin Miller; the lyrical tenor voice of the sensational new singing discovery, Warren White; the gifted fingers of Del Castillo, at the organ, and the rich, deep notes of Ivan Epinoff's violin. Fifteen minutes five-a-week for "easy listening." Available three or five times basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters.

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46.
Strange Wills
Half-hour dramatic. A bright new format. Currently boasting 9.8 Coast Hooperating. Dramatizes strange stories behind strange wills. Starring famous Hollywood actor Warren William. Twenty-six programs immediately available. Additional twenty-six in production. Special quotations for multiple market or regional sponsorship. One-a-week basis only. Definitely a network caliber program. Produced by Teleways Radio Productions, Inc. Send for free audition platter.

TELEWAYS RADIO PRODUCTIONS, INC.

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

TELEWAYS RADIO PRODUCTIONS, INC.

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

GEORGE LOGAN PRICE, INC.

946 S. Normandie Ave., L. A. 6
Living Pages From Book of Life

Bible stories first heard at mother's knee . . . Catholic, Protestant, Christian, Jew, made to live again by all-star network cast. Directed by Glenn Heisch, NBC, New York. Handel by Sir Thomas Beecham's BBC Orchestra . . . Beethoven—Paul Parais Paris Symphony. Chorals arranged, conducted by Dr. Irving Steinel, with Lau Dista Choir. Julie Keller, KFI Harpist. 52 halves. Recorded. Tested. Proved. Reasonable. Ideal Summer Fill-In. Free audition samples.

Live Shows

MAURICE C. DREICER, PROGRAMS

998 Fifth Ave., N. Y.
Are You a Heel?

Nothing personal. Just the most exciting type of conduct testing ever devised, based upon the copyrighted feature the "HEEL-OMETER," which sizes one up from the

WSAI Techs Sign;
WCKY Still Out

CINCINNATI, April 12.—Technicians at WSAI here signed a two-year contract Thursday (10) providing weekly wage hikes of \$7.50 for 14 employees. Contract contains a no-strike clause, but the union reserved the right to refuse to pass picket lines.

Members of Local 1224, International Brotherhood of Electrical Workers (AFL), agreed to a schedule which gives technicians a top wage of \$92.50 per week, with a three-range scale of from \$62.50 to the \$92.50. Supervisors will get \$112.50 per week and assistant supervisors \$105, a union official said.

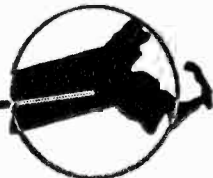
At the same time negotiations were opened by the union and management of WKRC and more meetings are scheduled in an effort to reach

an agreement on wage increase demands.

WCKY, struck since March 29 when technicians refused to accept a contract clause asking them to cross picket lines, continues operation with supervisory personnel. No further station-union meetings have been held.



Worcester leads the parade in department store sales increase over Boston, Springfield and Providence.



THERE'S PLENTY OF BUSINESS IN




Get Your Share By Using...



WEED & CO. National Representatives

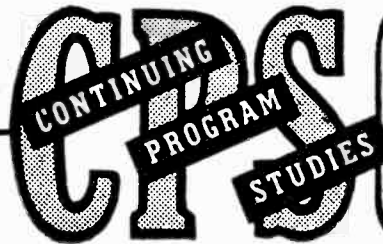
HEARD BY MOST
PREFERRED BY MOST

Powerful, 50,000-watt KWKH is the only station that can give you rich metropolitan Shreveport, plus dominant coverage of the forty-seven counties in the \$1,000,000,000 Ark-La-Tex. "Exclusive" is the word for KWKH in this great tri-state market.



KWKH
SHREVEPORT
50,000 WATTS
The Shreveport Times Station
Represented by The Branham Co.

Part I
The Billboard



COMPARATIVE TERRITORIAL INDEX

This feature, comparing national ratings of leading network shows with their Pacific Coast ratings, operated in co-operation with the C. E. Hooper, Inc. organization.



BASED ON "FIRST TWENTY" DAYTIME HOOPER RATINGS, NATIONAL AND PACIFIC COAST, FOR PERIOD OF MARCH, 1947

National Opposition	Nat'l Hooper	Nat'l Rank	Program	Pacific Rank	Pacific Hooper	Pacific Coast Opposition
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	30.9	1 BOB HOPE	2	36.1	No Sponsored Show No Sponsored Show No Sponsored Show
No Sponsored Show Gene Autry No Sponsored Show	ABC CBS MBS	29.0	2 JACK BENNY*	1	37.5	4 p.m., P.T. Comp. Draw Pearson Monday Morning Headlines Gene Autry No Sponsored Show 9:30 p.m., P.T. Comp. No Sponsored Show No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	28.5	3 FIBBER MCGEE AND MOLLY	5	26.5	No Sponsored Show No Sponsored Show No Sponsored Show
Sunday Evening Hour Crime Doctor Parker Pen News Special Investigator	ABC CBS CBS MBS	25.8	4 FRED ALLEN	7	22.4	Sunday Eve. Hour No Sponsored Show Special Investigator
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	25.3	5 RED SKELTON	3	32.7	Alvin Wilder No Sponsored Show Red Ryder
No Sponsored Show Gabriele Heatter Real Stories— Real Life Telephone Hour Borge-Goodman Show	ABC MBS MBS NBC NBC	24.6	6 RADIO THEATER	9	20.2	No Sponsored Show Gabriele Heatter Real Stories— Real Life Borge-Goodman Show
Hildegard Exploring the Unknown Manhattan Merry-Go-Round	CBS MBS NBC	24.6	7 WALTER WINCHELL*	6	26.1	ABC Competition Hildegard Exploring the Unknown Manhattan Merry-Go-Round DLBS Competition No Sponsored Show Blondie Standard Hour
Boston Symphony Orch. Vox Pop Gabriele Heatter Real Stories— Real Life	ABC CBS MBS MBS	23.9	8 AMOS 'N' ANDY	18	16.8	No Sponsored Show Vox Pop Gabriele Heatter Real Stories— Real Life
Sunday Evening Hour Adv. of Sam Spade No Sponsored Show	ABC CBS MBS	23.1	9 CHARLIE MCCARTHY SHOW	4	28.3	Sunday Eve. Hour No Sponsored Show No Sponsored Show
Doctors Talk It Over Fishing and Hunting Club—L.N. MA Contented Program	ABC MBS NBC	22.3	10 SCREEN GUILD PLAYERS	20	15.6	Lone Ranger McGarry and His Mouse Contented Program
Pot o' Gold Ford Show— Dinah Shore No Sponsored Show	ABC CBS MBS	21.1	11 MR. DISTRICT ATTORNEY	49	10.5	Henry Morgan Adv. of Eleri Queen Inside of Sports
I Deal In Crime Mayor of the Town Parker Pen News No Sponsored Show	ABC CBS CBS MBS	20.9	12 TRUTH OR CONSEQUENCES	8	21.1	No Sponsored Show Hilyd. Star Time No Sponsored Show
No Sponsored Show Blondie No Sponsored Show	ABC CBS MBS	19.8	13 BANDWAGON	12	18.3	Hilyd. Music Hall No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show Frank Morgan	CBS MBS NBC	19.4	14 BING CROSBY	28	14.7	Jack Carson News Mel Venter Dennis Day
No Sponsored Show Songs by Sinatra Gabriele Heatter Real Stories— Real Life	ABC CBS MBS MBS	18.7	15 DUFFY'S TAVERN	64	9.6	No Sponsored Show Songs by Sinatra Gabriele Heatter Real Stories— Real Life
No Sponsored Show That's Finnegans No Sponsored Show	ABC CBS MBS	18.2	16 EDDIE CANTOR	11	19.0	Amer. Town Meeting Monitor Views News That's Finnegans Red Ryder
No Sponsored Show Dr. Christian Johns-Manville News It's Up to Youth	ABC CBS MBS	17.1	17 GREAT GILDERSLEEVE	10	19.9	No Sponsored Show Dr. Christian It's Up to Youth
Adv. of Sherlock Holmes Case Book of Gregory Hood Voice of Firestone	ABC MBS NBC	16.5	18 JOAN DAVIS	44	11.6	No Sponsored Show Case Book of Gregory Hood Cavalcade of Amer.
Theater Guild on the Air Gabriele Heatter Don Ameche	ABC MBS NBC	16.3	19 TAKE IT OR LEAVE IT	26	14.9	Theater Guild on the Air Gabriele Heatter Don Ameche
Amer. Town Meeting of the Air—L.N. Co-Op F.B.I. In Peace and War Johns-Manville News	ABC CBS CBS	16.2	20 BURNS AND ALLEN	48	11.3	No Sponsored Show Suspense News Washington Man

U.S. and Coast Tastes Vary in Low Hoopers

Program Revisions Indicated

NEW YORK, April 12.—Top programs in the first 20 show scant listener variation in the Comparative Territorial Index, but those lower in the scale indicate wide divergence. For instance, the index—a feature of *The Billboard's* Continuing Program Studies prepared in co-operation with C. E. Hooper—rate Bob Hope first nationally with 30.9 and second on the Coast with 36.1. Jack Benny, second nationally with 29.0, edges Hope on the Coast, making first position with 37.5.

In the lower brackets of the first 20, however, the variation becomes marked. *Mr. District Attorney* and *Duffy's Tavern* are the outstanding examples. *Mr. D.A.* ranks 11th nationally, with a Hooper of 21.1, but 49th on the Coast, with 10.5. *Duffy's Tavern* is 15th nationally, at 18.7, and 64th on the Coast, at 9.6.

Joan Davis, Burns and Allen are other examples. Joan, 18th nationally with 16.5, dives to 44th coastwise with 11.6. Burns and Allen are 20th nationally but 46th on the Coast, the comparative Hoopers being 16.2 and 11.3. Bing Crosby, too, dives from 14th nationally to 28th, and *Screen Guild Players* flops from 10th to 20th.

Toppers close to Hope and Benny show a fairly uniform audience pull. *Fibber McGee and Molly*, for instance, takes third nationally with a Hooper of 28.5 and is fifth on the Coast with 26.5. Fred Allen is fourth and seventh—a fairly uniform appeal. Ditto Red Skelton, fifth and third. Some very close ones are *Bandwagon*, 13th and 12th, and Walter Winchell, seventh and sixth.

Implicit in the figures, of course, is the desirability of revising certain shows which betray extreme variability, so as to exert a more nearly uniform appeal; or, as mentioned in other comparative studies, the wisdom of considering more extensive use of programs on regional nets to appeal to specific regional tastes.

Only 4 Day Shows, 7 Night, at Top of Both Hooper, Pulse

NEW YORK, April 12.—Comparison of C. E. Hooper's latest national ratings with those of *The Pulse*, made in New York City only, this week emphasized differences in listening tastes between New York City and the nation. Among the top 10 nationally aired daytime shows listed by each service, only four made both lists. Evening listening proved more uniform, with seven shows duplicated in both agencies' top 10.

The first two daytime shows on both lists were *Kate Smith Speaks* and *Aunt Jenny*. Others which made both were *Ma Perkins* and *Our Gal Sunday*. Seven nighttime shows which hit both lists were Bob Hope, Jack Benny, *Fibber McGee*, Walter Winchell, *Lux Radio Theater*, Red Skelton and Fred Allen. Three which made only Hooper were *Amos 'n' Andy*, *Screen Guild* and *Truth or Consequences*. In *Pulse's* top 10 were only Edgar Bergen, *Suspense* and *Mr. D. A.*

Hoopers Are Higher
Comparison of ratings shows Hooper's are invariably higher. *Kate Smith* and *Aunt Jenny* score 8.7 and 8.4, respectively, on Hooper, against 7.3 and 7.1 on *Pulse*. On the Hooper night list, Bob Hope leads with 31.0, followed by Jack Benny's 28.1. *Pulse's* night leaders are *Lux Theater* with 24.7 and Jack Benny with 24.0.

Differences may result from the fact that Hooper's survey is made fortnightly, while *Pulse* summarizes one month's findings. Hooper also relies entirely upon telephone interviews, while about 50 per cent of *Pulse* interviews are personal, in non-phone homes.

Breakdown of leading nighttime shows:

Program	Hooper	Pulse
Bob Hope.....	31.0	21.7
Jack Benny.....	28.1	24.0
Fibber McGee.....	27.1	21.3
Walter Winchell.....	26.5	21.7
Lux Theater.....	25.1	24.7

Breakdown of leading daytime shows:

Program	Hooper	Pulse
Kate Smith Speaks....	8.7	7.3
Aunt Jenny.....	8.4	7.1
Young Widder Brown..	7.9	6.8
Ma Perkins.....	7.9	6.8
Stella Dallas.....	7.9	

CBS Hires Walker As Comedy Doctor

NEW YORK, April 12.—Interest of Columbia Broadcasting System (CBS) in the development of comedy shows was highlighted this week when the web engaged Ernest M. Walker, of Audience Response Analysis, to aid in the analysis and development of comedy shows. Walker, who starts Monday (14), has recorded 12,000 programs in the last two years and has developed an electronic system which helps him analyze the strong and weak points of a program. Walker was radio director for Harvey-Massengale, Atlanta agency, from 1936-1940. From 1941-'45 he was with the WNEW, New York, sales staff. He resigned to record comedy shows.

Mason E.T. Firm Prexy

SPRINGFIELD, O., April 12.—Lin Mason, formerly vice-president and general manager of Transcription Sales, Inc., has been named president. The company, which produces *Reminiscent With Singin' Sam*, open-end disk, plans opening branches in Boston, Minneapolis, Kansas City and San Francisco to round out representation already established in New York, Chicago, Hollywood and Dallas.

*Includes first and second broadcast.
L.N.—Limited Network.
MA—Moving Average.
ABC—American Broadcasting Co.

CBS—Columbia Broadcasting System.
DLBS—Don Lee Broadcasting System.
NBC—National Broadcasting Co.

Mrs. FDR Among Possibilities for Kate Smith Spot

NEW YORK, April 12.—Possibility that Mrs. Eleanor Roosevelt may return to the air on a commercial series developed this week when it became known that Benton & Bowles, one of the agencies handling General Foods's business, was seeking Mrs. FDR as a replacement for the noon-time Kate Smith-Ted Collins show. Latter program moves in June from Columbia (CBS) to Mutual (MBS), where it will air co-op.

Mrs. Roosevelt, once sponsored by Pond's Cold Cream, is one of several program possibilities for the Smith spot. One is a combination made up of Helen Hayes and her teen-age daughter, Mary MacArthur. Other is a show with Bob Burns, doing a daily Will Rogers rustic commentary. Anacin is dropping Burns in June.

Benton & Bowles, agency which handled *Kate Speaks*, was definitely charged this week with the responsibility of replacing Smith when GF decided the new show will plug Maxwell House Coffee. Hitherto, two other agencies which handle GF business were also in the running to produce the new opus and had been pitching for the business.

Replacement Problem

Problems facing B&B in replacing the chirper-gabber include the mediocre ratings pulled by Mrs. Roosevelt in earlier commentary stints, and known reluctance of Miss Hayes and Burns to undertake daily shows. Latter two probably would jump at a weekly spot, but sponsor is sold on the five-a-week plan. Miss Hayes and her daughter are said to have a 15-minute script package available.

Walter Craig, B&B radio director, is flying to the Coast to attempt to wind up some of the agency's other problems, mainly with summer replacements. These include substitutes for Prudential's *Family Hour*, Burns and Allen, and the *Kenny Baker Show*, latter two sponsored by General Foods. Status of Baker for the fall is in doubt. Situation is due to be settled in a conference with GF biggies in Cincinnati at the end of this month, prior to hiatus which begins in July. *Family Hour* is slated to have a musical replacement of the light pop type, with singers Jane Froman and Charles Fredericks of *Show Boat* believed the best possibilities.

Replacement for Burns and Allen also is causing difficulties. Craig said he had "combed New York" for a suitable show, and now hopes to look over the possibilities in Hollywood.

CBS's Chi 'Hunt' Air Time Upped; Slot Switch Mulled

CHICAGO, April 12.—*Hint Hunt*, Chi-originated CBS audience participation program packaged by Chuck Acree's Feature Productions org, will switch to a new time and be aired 10 more minutes daily starting April 28. Program, now heard on CBS from 4:30 to 4:45 p.m. (CBS) Monday thru Friday is sponsored by Armour for its product, Chiffon Flakes. Its new time will be 3 to 3:25 p.m. (CBS) the same days. For the first couple of months after its time change Armour will continue to sponsor only 15 minutes daily, but then is expected to take the entire 25-minute period.

To make the switch in time possible, CBS will have to move *House Party* (now 3 to 3:25 p.m.) which used to be sponsored by General Electric but is now sustaining except on CBS' Pacific Coast leg, to a later period, as yet not set.

Part II



URBAN Circulation Index

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



FIRST 15 MEN AUDIENCE BASED ON MARCH 30 EVENING HOOPERATINGS

Program, Sponsor, Agency	Hooperating	Men Listeners Per Listening Set	Hooperatings Multiplied by Listeners Per Set	No. of Urban Listeners*
JACK BENNY American Tobacco—F.C.&B.	28.5#	1.11	31.6	4,632,907
WALTER WINCHELL Andrew Jergens—Robert Orr	26.5#	1.06	28.1	4,113,746
BOB HOPE Pepsodent Div., Lever Bros.—F.C.&B.	31.0	0.90	27.9	4,085,921
FIBBER MCGEE & MOLLY S. C. Johnson—N.L.&B.	27.1	0.94	25.5	3,730,636
FRED ALLEN Standard Brands—J.W.T.	22.1	1.04	23.0	3,385,979
RED SKELTON—CH. B.&W. Tobacco—R.M.S.	24.7	0.91	22.5	3,291,729
AMOS 'N' ANDY Lever Bros.—R.&R.	24.4	0.89	21.7	3,180,282
EDGAR BERGEN Standard Brands—J.W.T.	19.4	1.07	20.8	3,039,984
BANDWAGON F. W. Fitch—L.W.R.	19.3	1.06	20.5	2,996,049
RADIO THEATER Lever Bros.—J.W.T.	25.1	0.81	20.3	2,977,450
TRUTH OR CONSEQUENCES Procter & Gamble—Compton	20.4	0.92	18.8	2,748,551
SUNDAY EVENING HOUR Musical Digest—K.&E.	18.0	1.01	18.2	2,682,439
SCREEN GUILD PLAYERS Lady Ester—Blow	22.4	0.78	17.5	2,558,753
DUFFY'S TAVERN Bristol-Myers—Y.&R.	20.0	0.87	17.4	2,548,208
BING CROSBY Philco—Hutchins	17.1	0.97	16.8	2,429,146

*Based on figure of 14,644,878.
#Includes first and second broadcasts on Pacific Coast.
CH.—Computed Hooperating.

FIRST 15 MEN AUDIENCE BASED ON MARCH 30 DAYTIME HOOPERATINGS

Program, Sponsor, Agency	Hooperating	Men Listeners Per Listening Set	Hooperatings Multiplied by Listeners Per Set	No. of Urban Listeners*
GRAND CENTRAL STATION Pillsbury—McC-E.	9.0#	0.45	4.1	593,118
COUNTY FAIR Borden—K.&E.	6.6#	0.56	3.7	541,275
STARS OVER HOLLYWOOD Bowey's-Sorenson & Co.	10.1#	0.33	3.3	**
METROPOLITAN OPERA Texaco-Buchanan	4.9#	0.67	3.3	480,701
FRONT PAGE FARRELL Whitehall Pharmacal—D.F.S.	5.6	0.43	2.4	**
THEATER OF TODAY Armstrong—B.B.D.O.	8.5#	0.28	2.4	348,548
KATE SMITH SPEAKS General Foods—B.&B.	8.7	0.24	2.1	305,785
PORTIA FACES LIFE General Foods—Y.R. Maxwell House Coffee—B.&B.	7.5	0.27	2.0	**
WHEA A GIRL MARRIES General Foods—Y.&R.	6.8	0.29	2.0	**
TOM MIX Ralston-Gardner	5.2	0.36	1.9	274,152
BREAKFAST IN HOLLYWOOD Procter & Gamble—Compton	6.9	0.27	1.9	272,834
JUST PLAIN BILL Whitehall Pharmacal—D.F.S.	5.6	0.33	1.8	**
BREAKFAST CLUB (9:30 a.m.) Swift & Co.—J.W.T.	5.8	0.31	1.8	263,315
BREAKFAST CLUB (9:15 a.m.) Swift & Co.—J.W.T.	5.6	0.32	1.8	262,436
YOUNG WIDDER BROWN Sterling Drug—D.F.S.	7.9	0.21	1.7	242,959

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

Male Tuners' Faves Far Cry From the Fem

Men Rate Opera Over Suds

NEW YORK, April 12.—Taken as a whole, listening habits of male urban residents show a wide variation from those of women or children, and of the populace as a whole. These differences are brought sharply into focus in the Urban Circulation

Index (see tabulation on this page), an analysis of the 15 daytime and evening programs with the largest urban male listenership, made from the March 30 Hooper study. A comparison of programs having most male listeners, with the top 15 having most over-all listeners (*The Billboard*, April 12) shows that only seven daytime shows make both lists, and the 14 evening shows which appear on both tallies are in considerably reshuffled comparative positions.

The chart of urban male listenership again proves that a show's Hooperating is not always an accurate index of its total listenership. The chart proves that the number of listeners per receiver is a key factor, causing shows with lower Hooperatings to have larger audiences than some with higher Hooperatings. Thus, among evening shows, *Radio Theater* is fifth in Hooper point standings, but rates only 10th in total urban male listeners. Conversely, Fred Allen is ninth in Hooper points, but fifth in urban male listenership.

How Figure Is Reached

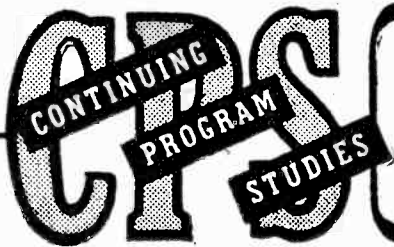
Whereas the Hooperating indicates only relative popularity of web stanzas in cities with four network outlets, the total male urban listener figure is obtained in a two-part method. For this number, Hooperating is multiplied by men listeners per receiving set. The result is used as a percentage and is multiplied by 14,644,878—the total number of radio homes in cities of 25,000 population or more. The product is the number of male listeners in such cities for each program.

In the first 15 evening programs, in terms of urban male listeners, only one show edged in that was not included on the top 15 shows in Hooper points. This is the Bing Crosby program, which had more men listeners than *Mr. District Attorney*, which rates 15th in Hooperatings. The same four shows lead the list both in Hooperatings and male listeners, but in different order. Jack Benny, Walter Winchell, Bob Hope and *Fibber McGee*, in that order, have the greatest number of male listeners. In Hooperatings Hope is first, followed by Benny, *Fibber McGee* and Winchell.

The top 15 daytime shows with most urban men listeners include eight which could not make the top (See *Males Favors* on page 18)

Part III

The Billboard



NETWORK PROGRAM
Reviews & Analyses

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



Meet Corliss Archer

Reviewed April 6, 1947

CAMPBELL SOUP CO.
Thru Ward Wheelock Co.

Via CBS (145 Stations plus CBS)
Sundays, 9-9:30 p.m. EST

Estimated Talent Cost: \$3,000; director, Sterling Tracy; writer, F. Hugh Herbert; music, Bud Dant and orchestra; cast, Janet Waldo, Sam Edwards, Irene Tedrow, Fred Shields, Dolores Crane, Bebe Young, Kenny Godkin.

Average Hooperating for all shows of this type (Dramatic)10.6
Current Hooperating of show preceding: "Crime Doctor" 9.0
Current Hooperating of show following: Eddie Bracken 8.4

CURRENT HOOPERATING OF OPPOSITION SHOWS ON OTHER NETWORKS

ABC
Walter Winchell26.5
Louella Parsons14.3
MBS
"Exploring the Unknown"..... 3.7
NBC
"Manhattan Merry-Go-Round"14.1

ABOUT THE ADVERTISER

According to available figures, Campbell's radio budget about equals the company's expenditures in magazines. In 1945, for instance, air budget for soup, juice and bean products totaled \$1,650,000, as compared with \$1,660,000 in mags, (soups and tomato juice). Currently, Campbell is buying "Archer" to replace the "Hildegard" show, which folded recently. Other Campbell radio deals are in the works, involving summer replacement for the "Jack Carson" show and permanent fall shows.

Campbell's Soup has flirted with "Corliss Archer" before—having last bankrolled the CBS-built package from April to September of 1946. Prior to that, specifically from January, 1944, to August, 1945, the F. Hugh Herbert story—which first appeared in "Good Housekeeping," and later became the theme of "Kiss and Tell," legit—was sponsored by Anchor-Hocking. CBS first became enamored of the "Archers" in 1943 and carried it as a sustainer from January to September of that year.

Corliss, the vivacious teen-ager, her boy-friend, Dexter, Mama and Papa Archer and the high school youngsters whose chatter fill this half-hour, make pleasant radio. Nothing spectacular, but good situation comedy, good dialog, with story line expertly giving a picture of one of the more amusing facets of American life, namely, the boy-girl maneuverings and minor conspiracies which fill the lives of adolescents. Opening show had Corliss, played by Janet Waldo, anxious to win a Sweetheart of the Year contest. Thru a combination of guile and mishap, Dexter's picture goes into the contest instead of Corliss'—and to Dexter's horror he's declared the winner. The machinations leading to this denouement were cleverly accomplished and the production carried thru with a good deal of professional polish.

Lead Role Well Played

Miss Waldo is outstanding in the lead, Sam Edwards, her dove-stricken opposite number, is very competent, and so are Irene Tedrow (*Meet Corliss Archer on page 18*)

Man Called X

Reviewed April 3, 1947

GENERAL MOTORS CORPORATION
Frigidaire Division
F. H. Peters, Adv. Mgr.

Thru Foote, Cone & Belding
Fairfax M. Cone, Acct. Exec.

Via CBS (158 Stations)
Thursdays, 10:30-11 p.m.

Estimated Talent Cost: \$4,500; director, Jack Johnstone; leads, Herbert Marshall, Leon Belasco; supporting players and writers change weekly; music, Johnny Green; announcer, Weldon Niles.

Average Hooperating for programs of this type (Mystery Drama)10.0
Current Hooperating of show preceding ("Reader's Digest") 9.9
No rating available for show following.

CURRENT HOOPERATING OF OPPOSITION SHOWS ON OTHER NETWORKS

NBC
Eddie Cantor16.6
ABC, NBC carry sustainers; no ratings available.

ABOUT THE ADVERTISER

GM ad budget figures, radio and otherwise, are closely guarded secrets. While this show is devoted substantially to selling Frigidaires, the pattern followed is that which GM carries thru all its campaigns, etherized and otherwise. The division and product are tied in with parent company prestige on the theme: "You are twice assured with two great names, General Motors and Frigidaire . . ." etc. The closing commercial sells the full GM line of appliances and other equipment, while the opener and mid-program pitch concentrate on refrigerators.

With all the clamor about overabundance of crime shows on the air, it's a little difficult to understand why GM and Foote, Cone & Belding are bringing *Man Called X* back for the summer. (It had its original preem in 1943.) It's hard to fathom, except on one basis; the show is relatively inexpensive.

The curdled blood coterie should rediscover *X* to at least a solid-enough extent to enable the show to hit 7.0. For *X* is no better and no worse than any other cliff-hanger on the air, on the basis of writing, production and secondary-player performance. It picks up a little something extra from the smooth readings of Marshall in the title role, and from the solid comic-stooge support of Leon Belasco.

Plasma Racketeers

The first yarn in current series revolved around a gang of Central America blood-plasma racketeers who were getting hold of plasma shipped from U. S. to Central America and selling it at black market prices to doctors there. In the unwinding of the plot, all the standard items turned up. Marshall meets the beautiful but dangerous doll on shipboard; bumps into two very sudden murders; is run off a cliff while trapped in a cab, the doors of which can't be opened from the inside (but they forget to fix the windows so *X* couldn't wind 'em down), and in the pay-off, Marshall exposes the arch-criminal with the usual vague explanation about how he knew.

Johnny Green's musical bridges (*See Man Called X on page 18*)

Break the Bank

Reviewed April 11, 1947

BRISTOL-MYERS COMPANY
Jo Allen, Advertising V. P.

Thru Doherty, Clifford & Shenfield

Via ABC (187 Stations)
Fridays, 9-9:30 p.m.

Estimated Talent Cost: \$3,000; package producer and owner, Ed Wolf; director, Jack Rubin; agency production supervisor, Chet MacCracken; musical director, Peter Van Steeden; announcer, Bud Collyer; quizmaster, Bert Parks.

Average Hooperating for "Break the Bank"10.9
Average Hooperating for shows of this type (audience participation-quiz)12.4
Current Hooperating, show preceding, "This Is Your FBI"11.9
Current Hooperating of show following, "The Sheriff" 8.9

CURRENT HOOPERATING OF OPPOSITION SHOWS

CBS
Ginny Simms 7.1
MBS
Gabriel Heatter (9-9:15) 6.4
MBS
"Real Stories" (9:15-9:30) 3.3
NBC
"People Are Funny"16.0

ABOUT THE ADVERTISER

Bristol-Myers, with its rather large stable of products—Ipana, Trushay, Vitalis, Sal Hepatica, Mum, Minit-Rub, Ingram Shave Cream (and a new shave cream, en route), is a five-million per year advertiser, exclusive of talent. Radio shades—according to 1945 figures—magazines by a small amount. Radio, in '45, rated \$2,800,000; magazines \$2,500,000; farm papers, \$150,000. More important, however, is that the account has an unusual niche in radio, in that it eschews the customary big-star buying habits of so many advertisers, favoring instead a policy of building its own star material. Its most noticeable success has been scored in this direction with "Mr. District Attorney," a \$6,800 package that has been a top Hooperated show for five years. B-M also has been espousing Alan Young for some time, altho the ratings have not paid off decisively yet. Nevertheless, its a healthy policy for radio talent—and, as in the case of "D. A." and "Break the Bank," obviously pays off well from the audience-winning aspects.

Because of its many products, virtually all Bristol-Myers shows carry multiple plugs. "Break the Bank" carries a sales talk for Mum and Sal Hepatica, with one midway mention of Minit-Rub and a hitch-hike for the same product.

Ratingwise, *Break the Bank* does not measure up to quiz program average Hooperating. Second guessing, it would appear this might be the result of a not too hot Friday evening time, for if free publicity space is any indication, public interest in the show is enormous. Paying off winning contestants as high as \$5,000, with the human interest stories developed as a consequence, is sure-fire publicity material.

Furthermore, even tho *Bank* has the basic shortcoming of all studio participation shows, in that it fails to include radio listeners actively, but does so only vicariously, the (*See Break the Bank on page 18*)

Van Curler Firm
May Press for
WOKO's Slot

WASHINGTON, April 12.—Top legalists here are regarding as an epochal policy landmark Federal Communication Commission's (FCC) final decision here this week (9) rejecting reorganization plan of WOKO in Albany, N. Y. FCC decision, which not only threatens to take the Albany station off the air until successor is chosen, leaves the frequency wide open to all bidders until June 1, and refuses to recognize prior position of Van Curler Broadcasting Company, of Albany, in bidding for the profitable frequency. Seen as even more significant is commission's insistence that withholding of information by any of owners of the station constitutes inability to operate the station in public interest.

Marking the first time that the commission has ever gone so far as to silence a station for lack of a renewal grant, the commission held that Van Curler's application for the frequency must be placed in a pending file until June 1, to allow others to apply for the frequency.

Legalists studying the decision are raising the question whether Van Curler might still insist—possibly thru courts—that it deserves an inside track in the bidding because of its prior claim. Legalists pointedly cite a lone dissenting opinion of Commissioner Clifford J. Durr upholding Van Curler's priority position. Durr insisted in his dissent that Van Curler should be granted the construction permit without being compelled to wait for other bidders or without being compelled to compete against them. Durr declared that this would be a logical step in the interest of the listeners inasmuch as other applicants have had ample time to file and because "hearings on the Van Curler applications have been completed and the record closed more than a year ago."

Jett Concurrence

Whether any of existing owners of WOKO can still compete for the frequency is a matter of conjecture here since Commissioner E. K. Jett in a separate concurrence proposed that "innocent parties" in the WOKO case be given such an opportunity. Jett based his suggestion on past practice of FCC and on United States Supreme Court's opinion.

The high court in reversing a U. S. District Court's rejection of FCC's original denial of license renewal to WOKO stated the WOKO had rendered "public service of acceptable quality" and that "it may well be that this station has established such a standard of public service and that the commission would be justified in considering that its deception was not a matter that affected its qualifications to serve the public."

The jurists rule that "it is the commission, not the courts, which must be satisfied." Commissioners in their over-all final decision remained in agreement on fundamental issue that a broadcaster engaging in willful deception and falsification to the commission, is not a responsible operator in the public interest.

Colo. Votes To End Station
Blame for Politicos' Remarks

DENVER, April 12.— Bill, introduced by State Representative Ben Bezoff (who is assistant manager of KMYR, Denver) to relieve radio stations of liability for defamatory statements broadcast by political candidates (*The Billboard*, January 18), has passed the Colorado Legislature and is awaiting the governor's signature.

COAST-TO-COAST FM WEB NEAR

First Regional Meet on FM Hears Hopeful Predictions; FCC Seen Speeding Progress

Sterling Urges Maintaining Quality—400 Attend Parley

ALBANY, N. Y., April 14.—George E. Sterling, chief engineer designate of the Federal Communications Commission (FCC), addressing the first regional meeting of FM Association (FMA) Region 1, today voiced hope that FCC's proposed modification on rules and standards would remove many existing difficulties and speed greater acceptance of FM. He said the changes, including reallocation of frequencies, were proposed to help the industry and pointed out that relatively few complaints of interference had been received outside of Syracuse, where reallocation was tried out experimentally. Complaints, he emphasized, had come from stations and not from listeners.

Sterling was principal speaker at a luncheon session which highlighted the FMA meeting, attended by about 400. He counseled broadcasters to keep the quality of transmission at "top level" as the "best service to the public and the surest way to get FM across to the widest audience." Sterling also disclosed that FCC will tighten its inspection in pursuing a policy of commending stations where transmission is good, at the same time citing engineering violators.

Advising stations to keep close watch on the condition of their broadcasting equipment, Sterling urged engineers and broadcasters to make inspections of their equipment more often. Particularly, he stressed, they should keep watch on the percentage of modulation, and he declared that the FCC, too, will be keeping closer vigil. "Commission inspectors," said Sterling, "will not be going out on a witch hunt, but will be making every effort to detect cases of deviation in

modulation in order that this can be corrected at once, and so that violators can be apprehended in the interest of keeping the entire industry on a high service level."

FCC Continuing Tests

FCC will continue to conduct tests on receivers, Sterling said, keeping in mind that FM still is young and that it needs the greatest possible co-operation to expand. "We definitely intend to continue our co-operation," said Sterling, "and I want to emphasize that the Commission's doors are open to any of you at all times for advice on FM engineering problems and techniques."

Also speaking at the luncheon were Cyril S. Braum, chief of the FM section of FCC's Engineering Department, and John Doane, engineer, of the same section. Braum and Doane are in charge of supervising the new allocation proposals for the FCC. Harold E. Blodgett, vice-president of WBCA, Schenectady, N. Y., was toastmaster at the lunch.

Sessions were formally opened by Leonard L. Asch, president of WBCA, Schenectady, who delivered an address of welcome, followed by a response from Roy Hofheinz, president of FMA. After naming of session's committees, premiere showing was held of General Electric's technicolor film, *Naturally It's FM*. Major Edwin H. Armstrong, inventor of FM, reviewed some of FM's past history and pointed out the ease with which regional webs can be set up.

The changed attitude of receiver (See *Hopes Are Raised on page 19*)

FCC Proposes Reallocating FM Channels

WASHINGTON, April 12.—Federal Communications Commission (FCC) this week proposed reallocation of FM frequencies by increasing minimum channel separation between FM stations within a city or immediate area from one channel to four. In addition to shifting existing FM station frequencies, FCC included in its plan proposed channels for areas not provided for in the original FM plan. In making its proposals, FCC expressed belief that "the proposed changes would provide substantially increased FM allocation and would prevent such interference as has occurred recently in several instances."

FM broadcasters, receiver manufacturers and others will have until May 1 to file briefs or written statements on the proposal. Hearings will be held May 8-9. Application of the plan, FCC believes, would not put any present broadcaster off the air or cause him any major expense. Transmitters now in use would be adjustable to the new frequency assignments. No retarding of FM receiver production is anticipated by the FCC.

Recent Moves Raise Hopes of Hookup in '47

Activities Increasing

(Continued from page 3)

the Eastern seaboard FM web, the Continental Network, the first post-war FM chain (*The Billboard*, April 5). Second was the clarification this week by the Federal Communications Commission (FCC) of the interference factor which had been bedeviling FM, with a reallocation system set to clarify the signal clashes. With the Frequency Modulation Association (FMA) holding a convention in Albany this week, one of the points to be discussed will deal with additional FM networking.

More FM Webs

Meanwhile, while Continental has picked up additional stations since its start in March, FM networks also are in various stages of progress in at least four other States, it was learned this week. They are Indiana, Ohio, Oklahoma and California. AM commercial broadcasters already have opposed the proposed FM educational web in California.

While AM nets started in the same way—groups of State stations linking up and eventually going nationwide—it is also notable that FM broadcasters now are experimenting with two methods of transmission, with a third to come. Two methods now being used are land line (telephone) and direct off-the-air rebroadcasts. Here, again, the parallel in FM and AM applies, for the same two systems were used when AM was in the diaper stage. WLW, Cincinnati, for instance, at one time had almost 40 stations rebroadcasting its programs on an off-the-air basis. FM broadcasters report that so far, in their field, station-to-station pickups give almost double the fidelity of present land lines, which take up to 8,000 cycles only. Direct station transmissions give 15,000 cycles. Experiments for improvement in land line transmission are going on. Co-axial cables give top fidelity in FM, but are not available yet.

The Billboard also learned this week that the FCC has informally urged FM broadcasters to bring the Continental web up to Boston via existing high frequency relay stations.

Indiana Network

In Indiana, George Patman, of Connersville, has been mapping a State network. In Cincinnati, Fred Palmer, radio consultant, has been doing the same, with Columbus as the key and three or four other stations involved. The Oklahoma network is purely conversational as yet, as is a Wisconsin FM proposal spearheaded by the University of Madison.

Continental Network started three weeks ago with stations in Washington, Baltimore, Hartford, Schenectady and Major Edwin Armstrong's two Alpine, N. J., stations. Additional outlets now include Syracuse, Rochester, Troy and two stations in Buffalo. Expenses for the land lines are being paid by Armstrong and Everett Dillard, of WASH, the key station of the web.

In addition, Leonard Asch has (See *FM Meet Hears on page 19*)

Harrisburg Station Sells First FM Time

WASHINGTON, April 12.—With all the cheer of an announcement of discovery of the first robin of spring, the first sale of FM air time in the Harrisburg, Pa., area was announced this week by Station WABX-FM. Harvey Hanish, the station's program director, reported that purchaser of the first FM air time is a new Harrisburg nitery, the High Hat Club.

FMA, RMA Pledge Co-Operation In Drive To Popularize FM

WASHINGTON, April 12.—Prospects for continued upswing in manufacture and promotion of FM receivers took a sharp rise this week, following a meeting between executives of the Frequency Modulation Association (FMA) and the Radio Manufacturers' Association (RMA). Outcome was a pledge by RMA of complete co-operation in a massive drive to educate the public to FM, while FMA will stress, in its promotion, the advantages of staticless FM reception as received by new sets turned out by RMA members. In addition, RMA President Ray C. Cosgrove, who presided over the sessions, promised that all large radio manufacturers would launch an extensive drive to educate dealers as well as the public on FM, and that larger firms will do additional promotion together with individual stations.

Optimistic outlook for FM receiver production was underlined by RMA rep, who declared that producers are switching over more and more to combination FM-AM sets. Prediction was made that 50 per cent of all sets in manufacture by next December will receive FM, and J. N. (Bill) Bailey, executive director of FMA,

said that month-by-month increase in FM set production over the previous month averages 23 per cent. Current FM receiver production, he said, is 1,450 per cent over production in 1946.

5 Million Sets Annually

If current ratio of increased production of FM receivers is maintained, manufacturers said, annual output will average 5,100,000 sets by end of the year, with 425,000 sets produced next December alone.

The transmitter problem also is approaching solution, with 710 transmission units skeded for delivery by manufacturers before the end of the year. Currently, 198 FM stations are in operation, 557 are under construction and 262 have applications pending. This offers the possibility of 1,017 FM stations in operation within a year, and compares favorably with prediction of FCC Chairman Charles Denny that 700 FM stations would be on the air by the end of 1947.

Two organizations have set up another joint meeting to take place within 60 days. Promotion campaigns will be plotted out more thoroly at that time.

'Wash. Post' Plans FM-AM Expansion; Coy on Full Time

WASHINGTON, April 12.—*The Washington Post*, owned by Eugene Meyer, is girding for broad expansion of its FM station here, as well as increased emphasis on AM broadcasting, with Wayne Coy taking over this week (9) as full-time director of Post-owned WINX and WINX-FM. Coy has been executive vice-president and general manager of WINX and assistant to the publisher of the *Post*. He will devote full time to radio, assisted by R. C. O'Donnell.

Coy's withdrawal from the newspaper sphere of the Meyer properties, to full-time direction of the radio side, is explained as a step in preparation for installation of a new 10,000-watt transmitter for WINX-WM, now on the air 14 hours a day. Incidental to Coy's transfer, *The Post* announced that he would be replaced as assistant to the publisher by Alexander F. Jones, who has been managing editor of the paper since 1935. James Russell Wiggins, assistant to the publisher of *The New York Times* and former managing editor of *The St. Paul Pioneer Press*, succeeds Jones as managing editor.

Forest Lawn Easter Sunrise Service

Reviewed Sunday (6), 5-6:30 a.m. Style—Remote pick-up of Easter Service. Sustaining over KTLA (Paramount), Hollywood.

This was tele as it should be, tele at its best. During its relatively short life this outlet has delivered some noteworthy video fare, but with this pick-up of the Forest Lawn Easter Sunrise Service Paramount has outdone itself by coming thru with a scanning of rare calibre.

To its advantage, outlet had top talent for material: Lawrence Tibbett, Werner Janssen conducting the Janssen Symphony Orchestra, a 500-mixed voice "living cross" choir, operatic soprano Marina Koshetz, thesp William Farnum and Edward Arnold, as well as the speaker, Dr. William Pope Binns, prexy of William Jewell College. To its credit, KTLA made fullest use of the wealth of talent available and took full tele advantage of the beautiful setting.

For the first time since the Petrillo tele ban, viewers here could enjoy the sight and sound pleasures of live music. Klaus Lansberg, KTLA director, secured special permission from the American Federation of Musicians' head to pick up the Janssen ork, Petrillo nodding approval since it concerned a religious program. The telephoto eye moved in on the Janssen baton. Early-morning lookers saw the full symphony orchestra respond, felt the air swell with the richness of the Bach-Respighi *Passacaglia*. As the music continued, the long-shot camera cut in, shooting across the heads of the more-than-50,000 persons assembled, showing the mass of worshippers, the flag-draped orchestra shell and to the left the black-and-white gowned choristers that formed the impressive "living cross."

Telephoto lens was again brought into play for close-ups of Tibbett singing *Gloria* and *The Lord's Prayer*; Miss Koshetz as she provided vocal meaning to the Bach-Gounod *Ave Maria*; Edward Arnold's deep-voiced declamation of the *Story of the Resurrection* as told in the Gospel according to St. Matthew, and William Farnum's reading of *The Master Is Coming*. Close-up of the latter was especially effective, since Farnum used facial expressions to a great extent interpreting the classic.

At no time was the screen static, nor did Lansberg in the control booth resort to excessive camera switching. So flawless was the scanning, so well co-ordinated with the program was the cutting from camera to camera that the broadcast resembled a closely edited film, rather than a live pick-up. A few memorable examples of fine video technique: When Dr. Binns, during his address, dwelled upon the beauty of the near-by rolling hills, the tele eye moved away from the speaker's rostrum for a sweeping panorama view of the landscape. The image orthicon was able to pull in the mist-cloaked hills despite the dim light of early dawn, and amazingly enough, picked up the moon clearly as it hung low over the horizon.

Juvenile Jury

Reviewed Thursday (10), 8-8:30 p.m. Style—Audience participation. Sponsor—Gaines Dog Food (General Foods). Agency—Benton & Bowles. Station—WNBT (NBC, New York).

This broadcast didn't impress as a good television vehicle. Diction of the tots was poor—so much so that a good deal of the talk couldn't be understood. And the stuff one could grasp just failed to jell as either cute or entertaining.

Based on the Mutual radio show, *Jury* presents a batch of kids who listen to problems of other tots and dish out advice. One child's problem was: "People call me names because my tooth is out." Another: "My mother wants me to take a bath every day, but I want it only twice a week." Once in a while the kids get off a fairly pat answer which delivers a laugh, but more often the listener gets the impression that whereas the problems are legitimate, the advice and discussion delivered by the jury is just so much eye wash—serving no purpose and being neither funny nor wise.

Some of the tots, too, display a precocious tendency to mug for the camera. Some have a pomposity which ill becomes them. Vocal efforts of others degenerate into just so much gibberish.

Commercials Do Better

Program's commercials fare better. Plugs for Gaines include shots of a dog show, stressing animals' fine condition and pointing up the vitamin content and health-giving qualities of the product. There's also a "dog guest of the week" gimmick, the kids attempting to name the correct breed. This, too, gives a good chance for a commercial—the announcer mentioning the beneficial effects of Gaines in feeding the animal.

Production-wise, *Jury* at times suffered from poor lighting. Apparently, efforts were made at the studio to remedy this, for one of the kids complained during the telecast of the brightness of the lights. Otherwise production was okay. Jack Barry, emcee, handled the kids deftly, giving them all a chance to talk. But the tots couldn't deliver too much despite Barry's closing spiel that out of the mouths of babes oftentimes come gems. One of the gems, incidentally, came from a mother, who wrote in: "My boy wouldn't give up a toy and got kicked in the mouth. Should he fight back or give up the toy?"

Ask Gromyko. *Paul Ackerman.*

Another example of fine lensing coordination was evidenced during Miss Koshetz's singing of the *Ave Maria*. As music swelled to a climax, Lansberg ordered the camera to move across the accompanying orchestra, past the "living cross" chorus, sweeping over the shrubbery and flower banks, until it reached the Tower of Legends. As the music built toward its final crescendo, the camera panned slowly up the stately Forest Lawn landmark. When soloist, chorus and orchestra hit the final chord, camera brought into full view the great cross atop the tower to add emotional impact.

At the close of the service Dick Lane captured the prevailing Easter Sunday spirit in stirring commentary. The cameras again turned to the surrounding scenery and a few random shots of the park's near-by points of interest. To round out what was doubtless the area's best tele offering in recent years, the camera fittingly turned for the fade-out on one of the park's mammoth Bible-shaped placques bearing a quotation from the scriptures. *Lee Zhitto.*

The Villain Still Pursues Her

Reviewed Monday (7), 9:00-10:00 p.m. Style—Old-time melodrama. Presented sustaining over W6XAO (Don Lee) Hollywood.

With tonight's poor live show, Don Lee gave the tele clock a resounding thud in its sensitive vitals. It's programs of such mediocre caliber which makes the struggling video medium seem infantile and impotent—and adds fresh fuel to the fertile fires of criticism.

Tonight's vehicle was a tired re-tread of the gay '90s melodrama, complete with handlebar mustaches, olio acts; plus a stock version of the usual "give me the gal—or I'll foreclose on the old homestead" theme. Perhaps a few of the old timers might enjoy this type of corny offering, but it is doubtful if the majority of viewers who plunked down big dough for tele sets were satisfied with such skimpy fare. Moreover, stretching a mediocre skit into an hour-long "production" only made matters worse.

Writer-Producer True Boardman (who knows better) enlisted a cast from AFRA's refresher course to handle these chores. Despite Boardman's efforts, however, production generally appeared to have been tossed together with little thought of co-ordination, falling flat in an attempt to build tongue-in-cheek humor. Technically, outlet has done much better. Picture quality was poor and inconsistent; indifferently lighting didn't help the situation. Only plus quality were adequate settings a bit on the novel side.

Were tonight's seg to be analyzed solely on its own merits, it could be written off as a show which failed. In a broader sense, however, outlet not only injures its own rep with such negative programming, but does the Coast tele industry a great disservice. With the much-heralded T-Day behind them, Don Lee should be knocking its brains out to provide top programming for prospective set owners.

If, because of physical, technical, or financial limitations, station is unable to snare top talent, writing and production at this time, then perhaps a temporary blackout of live programming is in order. Certainly, home viewers would rather see good all-film programs than to waste tubes on fourth-rate live shows. It will take Don Lee weeks of good programming to live down this turkey.

Alan Fischler

Let's Face It

Reviewed Thursday (10), 3:30 to 3:50 p.m. Sustaining on WBKB, Chicago.

This show might qualify as radio material for Class B time on an independent station. But as television programming it fell far short of hitting the mark. It certainly would not be the kind of program to keep viewers tuned to WBKB if there were other stations in town offering competition.

Chief part of the show is that in which Jack Payne, program's conductor, interviews a masked personality who is supposed to be identified by listeners from the vocal hints dropped during the interview. Most of this could be done by radio. Only thing television had to offer was a view of the guest's body and part of his face. Interview conducted was not entertaining so this portion of the program was little more than a picture of two guys chatting together.

For rest of program Payne delivered tidbits of feature news, showing various props which called to mind the news incidents being discussed. Here show had a little more value in that Payne's comments often had elements of humor. To make it stand up as real visual fare, however, Paynes should have utilized movie films (if they were available) (See *Let's Face It* on page 18)

WBKB Lenses Legiter From Chicago House

Video 'First' Set for April 27

CHICAGO, April 12.—WBKB, local video station, will present its first telecast of a full-length legit play from a theater April 27, when it will take its cameras to Chi's Eighth Street Theater to pick up a production of a new play, *Night Without End*, written and produced by George Bauerfeind, Chicago psychologist. According to WBKB execs and Bauerfeind, telecast will be not only a local "first" but also the first time any video station in this country has presented a telecast of a full-length legit production from a theater in which it is also being shown to a ticket-buying audience. Claim also is that the only other telecaster to do a similar show was the BBC, which presented a pickup of a play being shown at a London legit house before the war. Telecast of *Night*, a showcase production using pro and semi-pro actors, will take place on the first night of three-night run.

Wide Angle Shots

To pick up the production, WBKB will use two remote, image orthicon cameras which will be placed in boxes on either side of the theater. Video pickup will utilize a "show within a show" technique. Much of the time cameras will take wide angle shots of the entire staged action. But at others close-ups and other types of shots will be used. Television director will follow closely the legit script to determine when close ups will add to dramatic impact of performance for home audience.

Since this show has a small cast and uses one set for two of its three acts, it is considered a natural for television and the type of legit performance expected to become television fare more and more in the future. WBKB will also give the telecast a special video twist by having a narrator introduce acts and, before the first curtain goes up, comment about performance to come.

Union Set-Up

Planning for the telecast brought out a significant union situation. Even though WBKB has a crew of IATSE men and is fully unionized, producer of the legit performance will have to pay an additional \$85 to stage hands working backstage. Since basic stage hand payment here is about \$16 per legit performance, additional charge for telecast of the show means stage hands will get double wages because video cameras are in the house. Since play will use no music, Petrillo troubles because of televising did not enter into picture.

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DuMont in Time Sales Drive

Air-Tele Package Deal for Comic Strip Signed by Ayer

NEW YORK, April 12.—A radio-television package deal which may set the pattern for future video sales was set last week when N. W. Ayer agency took up an option for the Zane Grey comic strip, *King of the Royal Mounted*, for use over both media. Deal was set with Telecomics, Inc., a subsidiary of Stephen Slesinger, Inc., which owns and controls the comic strip's rights.

Option primarily covers tele rights to *King*, serialized in five-minute takes, but also gives ultimate sponsor the right to bank roll a 15-minute radio strip made from *King* if sponsor so desires. Telecomics veepee John Howell stated his firm's desire to stress the video possibilities precludes splitting the package to permit separate sale of radio rights to bidder interested only in that medium. Should the deal work out satisfactorily, it may mark a new method of marketing packages during video's long transition period, whereby sponsors interested in purchasing radio rights will be able to secure them only as a bonus to a television deal.

Ayer took the option on behalf of all its clients, feeling the deal offers possibilities for several, and a chance for simultaneous sponsorship by some local outfits in different cities. Telecomics already has completed filming about 150 five-minute television episodes of *King*, with production continuing. Only one sample radio show has been cut to date.

Technique involved in producing the filmstrip also is heralded as ushering in new potentialities for television sponsors. David Gudebrod, manager of Ayer's motion picture and television bureau, expressed his enthusiasm by saying it may "greatly ease current agency-sponsor video problems." Aside from audience participation and sports shows, he said that most video today costs too much for what a sponsor can get out of it. Films for television also cost too much for most sponsors, what with studio, technical and talent expenses involved. Technique used for *King*, however, reportedly introduces new methods at costs far below those of the past.

Process used by Telecomics makes use of special optical effects, camera movements, fades, dissolves and wipes which give the semblance of animation without using expensive animation technique. Cartoon characters' conversation is via traditional

Ass'n To Push Tele Formed in Philly

PHILADELPHIA, April 12.—First organized trade efforts to promote television in the community and keep those in the industry informed of all developments in the field resulted in formation of a Television Association of Philadelphia on Thursday. Kenneth W. Stowman, newly appointed television director for WFIL, was elected temporary chairman of the new body.

Membership is restricted to those actively identified with the television profession at the advertising agencies, radio and television broadcasting stations, set manufacturers and distributors, public utilities, newspapermen and educators. Restricted group aims to be the spearhead for furthering television interests in the community.

balloons, as in newspapers, with words dissolving in and out.

Details of accompanying sound track still are unsettled, pending decision on sponsorship. Commentary on film action, interspersed with commercials a la Uncle Don, may be included with film or omitted in favor of comment by local announcers. Once film is produced, Gudebrod said, it can be reprinted for use by other sponsors in different cities at cost of "nickels and dimes."

Ayer's 7-Year Experiment

By coincidence, Ayer itself had been experimenting with a similar technique, and after seven years last fall placed the result in use. Also involving art work which gives semblance of motion, Ayer's method was applied to commercials of Atlantic Refining used with basketball games over WPTZ, Philadelphia. However, commercials were done without film, with drawings dissolved in and out in front of cameras, and with turning pages supplying the feeling of motion.

Altho *King* is directed initially at the moppet trade, Howell feels it will have considerable adult appeal as well. Research has shown, he said, that 81 per cent of all men who read newspapers follow the comics. Number of women is 77 per cent, and among kids it is 96 per cent. Thus

Nine Dailies Carry Hollywood's 2 Tele Outlets' Video Logs

HOLLYWOOD, April 12.—Hollywood's two tele outlets, Paramount's KTLA and Don Lee's W6XAO, got top co-operation in getting local daily sheets to list tele programs. Since tele's local T-Day (March 10), nine metro dailies have pick up logs for regular planting on radio pages. As a result, W6XAO will discontinue its own video program mailing list, having notified viewers to consult local sheets for up-to-date offerings.

In addition to four downtown dailies, area's *Pasadena Star News*, *Pasadena Independent*, *Hollywood Citizen-News*, *Valley Times* and *Santa Monica Outlook* now list tele fare. Video skeds are also new features of Don Danson Radio Log, which services small communities and *Radio Life*, weekly local radio fan mag.

King will not talk down too much, hoping to gain some adult hold. Howell describes it as "not a production, but a simple, light, entertaining show."

Ayer clients who may be interested include Sheffield Dairy in New York, Supplee Ice Cream in Philadelphia, several ice cream companies in Chicago, dairies in Boston and Detroit, and Kellogg cereals.

15 Shows Are Being Offered To Sponsors

New policy for Station WABD

NEW YORK, April 12.—Just one month after its drastic personnel shake-up, Allen B. DuMont's New York television station WABD this week began drawing up plans for an all-out drive to sell video commercially. Move amounts to complete about-face for the station, which concentrated efforts in the past toward leasing its facilities to other production organizations. Leading lessee was American Broadcasting Company (ABC), which ceased tele operations several weeks ago while awaiting Federal Communications Commission's (FCC) permission to erect its own video transmitter.

Left without any sales staff since the exit of former General Manager Samuel Cuff and Commercial Manager Lou Sposa, WABD has made no major commercial effort in some time. Next week, however, Executive Vice-President Leonard Cramer will let loose a group of about five salesmen on the ad agencies. They will be offering about 15 different shows which DuMont has selected from a review of about 100 packages. All shows are live.

Has Two Current Shows

DuMont currently has two sponsored shows: A one-hour Western movie on Tuesday nights for Chevrolet, and fights from the Jamaica Arena on Wednesdays for American Clothing Shops of Newark. Cramer is negotiating at present for sale of Monday and Friday boxing and wrestling shows as well. Spot sales efforts also will continue.

A DuMont official declared the new program was given impetus by the recent FCC decision in favor of black and white video. The decision, he said, "gives television a real green light now." He added that enough receivers will be in the hands of the public by the year's end to make the medium commercially profitable. At present, he estimated, there are 18,000 to 23,000 receivers in the New York area, with home sets averaging five to six viewers and sets at bars averaging up to 100.

B&B Squawk at NBC Video 'Bungle' Heralds Showdown: Are Agencies To Take Over?

Webs Set Against Repeat of Radio Pattern

NEW YORK, April 12.—The question of whether the transmitting station or the advertising agency on the account shall have final direction and control of television programs appeared headed for a showdown this week. Trouble arose when Benton & Bowles, agency for *Juvenile Jury*, sponsored by General Foods on WNBT, New York, filed a protest with National Broadcasting Company (NBC) yesterday, claiming the program had been bungled twice, in its premiere April 3 and on its second telecast Thursday (10).

The situation seems to be developing a parallel to early radio days, when agencies and network stations fought to control broadcast direction, the agencies eventually taking over. Since then, especially in recent years, webs have been seeking to regain control, and they've said they wouldn't let a similar course be taken in video.

Craig Incensed

Benton & Bowles' beef was registered by Walter Craig, its radio director. Criticisms dealt with poor production on both *Jury* telecasts. Craig told *The Billboard* that "the time has come when agencies must control their own shows in every aspect."

John F. Royal, NBC's television head, could not be reached for comment.

Craig said the second *Jury* show was "washed out, from end to end," and that poor use was made of NBC's tele studio facilities. He also complained that engineers "burnt" the *Jury* participants with excessive lighting. It is his view that network producers in video should serve merely as advisers to agency men.

The B&B radio head said, "Agency producers certainly can do no worse" than staff producers and asked, "Where would radio be today if a handful of network producers controlled all the creative aspects of broadcasting?" He predicted that a wide-open policy would benefit television's program development.

Others Unhappy

Discontent with production policies and facilities has been expressed by others backing tele. Standard Brands recently quit video after expensive experimentation, both the account and its agency, J. Walter Thompson, voicing their dissatisfaction.

A principal point in the networks' position is that should tele follow the radio pattern, tele would be subject to the same anti-radio criticism—now more vociferous than ever—in which the principal complaint is that advertisers exercise too much control over air time and program content.

B&K To Build Toledo Tele Theater

TOLEDO, April 12.—One of the first theaters in the United States to be built especially for the showing of television and movie programs will be constructed here by the Balaban & Katz interests of Chicago. Announcement was made by John Balaban, secretary-treasurer of the Chicago firm.

Theater, to be named the Paramount, will seat 2,500 and will cost more than \$2,000,000. It will replace in the B&K chain the Paramount Theater, a 3,700 seater, on which B&K's lease expires in June, 1948. Balaban said the new house will be ready to open before that date and will regularly carry video shows, news and special events telecast from B&K's Chicago station, WBKB.

People's Radio Turns Production Agency For Liberal Groups

NEW YORK, April 12.—Still sweating out FCC action on its FM license application, People's Radio Foundation, Inc., has inaugurated a new activity — as a production agency for labor and liberal organizations. Debut was made over WMCA on March 13 with airing of *Old Lady New York*, first of a dramatic series sponsored by Local 333, Sanitation Workers' Union (CIO). Altho primary motive of new show is entertainment, it also will be used to plug the White Wings' contribution to community life.

PRF's new program package service includes counsel, scripting, casting and actual production of programs for organizations. Currently reported negotiation for PRF script service is United Auto Workers (CIO), Detroit. Foundation has a library of scripts on housing, anti-discrimination and radio's shortcomings.

Staff consists entirely of professionals from webs and local independent stations who work for PRF at minimum fees, mainly as labor of love. *Old Lady New York* was scripted by David Timmons. Cast included moppet Ben Cooper, heard in *Joyce Jordan* and *Road to Life*, and Paul Dubov, of ABC's *World Security Workshop*. Director-producer was Jues Getlin, of the *Gabriel Heatter Show* and NBC's *Eternal Light*.

MEET CORLISS ARCHER

(Continued from page 14)
and Fred Shields as Corliss' parents.

The Campbell commercials have plenty of impact and are not unpleasant.

There's some tough competition for Corliss. Walter Winchell, for instance, snags a 26.5 Hooper in the 9-9:15 p.m. period on ABC, and is followed by Louella Parsons with 14.3. NBC's *Manhattan Merry-Go-Round* scores 14.1. However, the CBS show's good writing, attractive characterizations and smart comedy should keep a sufficiently large audience segment interested.

Paul Ackerman

MAN CALLED X

(Continued from page 14)
are properly tremolo and high-pitched. Wendell Niles does his usual competent job on reading the ad pitches, which came at opening, 10:43 and 10:59. Unless the kill klubbers have too many shows already, this one should have little trouble picking up a satisfactory summer Hooper. Joe Csida.

LET'S FACE IT

(Continued from page 16)
or dramatizations of the incidents, and used his comment as background narration. The way news was delivered, however, made the entire program look like an attempt by WBKB to fill some time for which it was not willing to pay enough money to assure programing worth the audience's attention. Cy Wagner.

Talk of the Trade

MUTUAL (MBS) is discussing a father-son type of program with ex-pug Mickey Walker and his 15-year-old son, Jimmy. It would be a sports commentary, quarter-hour across the board. Price is \$2,000. . . Elaine Rost has taken over the ingenu lead of *Frank Merriwell*, NBC sustainer.

Three former employees of WKY, National (NBC) outlet in Oklahoma City, are now managers of competitive network outlets in the same city, and two others are managers of stations in Peoria, Ill., and Denver. Here's the line-up: Matthew Bonebrake, years ago with WKY sales, is now manager of Mutual's KOCY, Oklahoma City. John Joseph Bernard, who left WKY sales staff in 1940, is now manager of the CBS outlet, KOMA, and Robert Enoch, who left WKY sales in 1941, is managing KTOK, American (ABC) outlet. Stan White and Hugh Terry, respectively managers of WEEK, Peoria, and KLZ, Denver, are the other two alumni.

EXPLORING THE UNKNOWN, educational program aired Sunday, 9-9:30 p.m., over Mutual, loses its sponsor, Revere Cooper & Brass, June 8. Indications are that the show will continue over one of the webs. An insurance company is reported considering it for a CBS slot, and it's stated NBC is trying to clear time for an automobile company which is interested. . . Young & Rubicam will recommend that Bristol-Myers renew Alan Young. The latter's renewal is not due until July, but is likely to be set in May.

A half-hour comedy situation show recently auditioned was plattered by Bernard J. Prockter Radio Productions and titled "Korn Kobbler's Kornival." It was scripted by Alan Sands. . . Bill Koblenzer, who recently joined the Frederic W. Ziv Company to work on waxed and live shows, married Dorothy E. McGone in Chicago recently. . . Lillian Biegel, secretary to Leon Levine, CBS assistant director of education, is engaged to Gerard Moerschell, non-pro, of Hollis, L. I. The wedding is set for June.

ED YOCUM, general manager of EKGHL, Billings, Mont., has returned from a three-week business trip to the Coast. . . Carlyle E. Yates, formerly assistant general counsel in the legal department of the National Broadcasting Company (NBC), has joined the law department of Radio Corporation of America. . . John Raby has been added to the cast of *Nora Lawton*, NBC daytime strip.

Ross H. Beatty and Herb Graham have been added to WELM, Elmira, N. Y., as sports editor and announcer, respectively.

NEW trade mag, *Humor Business*, monthly tabloid, to debut in June with editorial consultants including Milton Berle, Jan Murray, Henny Youngman, Alan Young and Jay Burton. Editor will be George Lewis, head of Gagwriters' Protective Association. . . Doris Smith, of Kenyon & Eckhardt's radio continuity department back at her desk after becoming a mother. . . Hal Davis, K. & E. flack chief, celebrates sixth wedding anniversary this week. . . Joe Bostic, of the Gala Agency flackery in New York, doing a sponsored show, *Sing Low, Sweet Chariot*, bank-rolled by Kennedy Clothes, over WLIP, New York, Sunday mornings.

Benson Inge, press director of Ted Bates, Inc., New York advertising agency, awarded the American Public Relations Association's anvil of

public opinion in the field of personalities at the association's annual award luncheon in the Waldorf-Astoria April 9. Bates' campaign was based on the launching of Dennis Day's NBC program.

WWDC, Washington, entered a formal request to the Radio Correspondents' Association for "equal privileges" for independents and webs in broadcasting of Congressional hearings. The indie complained it had not been cut in on plans for broadcasting from hearing rooms. . . WWDC is broadcasting the Basketball Association of America championship play-off series from Uline's Arena.

Ivar H. Peterson has been transferred to the legal staff of the National Association of Broadcasters, from the employee-employer relations department. . . Gen. Omar Bradley, administrator of veterans affairs, recently applauded achievements of radio in testimony before a subcommittee of the House Committee on Appropriations.

LEROY E. STRUBLE, KOY, Phoenix, Ariz., appointed chief of promotion and publicity, replacing Dick Canady. The latter is now flacking for Johns-Hopkins University, Baltimore. . . Jan Minor takes over the role of the newspaper reporter on CBS's *Crime Photographer*. The part was vacated by Lesley Woods, who goes on a European tour. . . "Tip" Saggau is the new sports editor of WOW, Omaha, succeeding Tom Daily, who resigned to go to KWK, St. Louis.

Agency Notes

HUBBELL ROBINSON, radio director of Foote, Cone & Belding, due back from the Coast Thursday (17). . . Harry Rauch, radio publicity director, Young & Rubicam, will be guest lecturer at the Publicity & Advertising Society of the College of the City of New York Thursday (17).

Hoag & Provandie now handling WHDH, Boston. . . Republic Advertising Agency and Maxine Keith, radio consultant, will handle press and radio advertising for Par Products, distributor of Waldor space savers. . . J. B. McKinney & Son named reps for WEEB, new ABC affiliate in Pittsfield, Mass. . . Jules Alberti is now radio producer with Byrde, Richard & Pound. Agency produces *Patterns in Melody*, NBC show for Maytag Washing Machines. . . Malcolm D. Reybold Jr., has switched from Foote, Cone & Belding to Compton Agency as account exec.

MARTIN FLEER is the new radio director at Morison Norel Agency. . . Young & Rubicam is building a radio and newspaper campaign for General Foods' LaFrance bluing flakes. . . Sydney Rubin now associate radio and television director with Lester Harrison, Inc. Formerly with Emil Mogul Company. . . Melina Palma to Walter Weir as copywriter from J. Walter Thompson. . . Donald Cooke, Inc., now handling KFVD, Los Angeles, and KBOW, Butte, Mont.

Tartan, new suntan lotion of McKesson & Robbins, will be introduced with spot radio advertising, as well as other media, in campaign being mapped by Benton & Bowles. . . Paul Carey has shifted to Federal Advertising from Walter Weir. . . James B. Hill is now radio director of the Detroit division of Brooks, Smith, French & Dorrance.

Males' Favors Far Cry From the Fems

(Continued from page 13)

15 in Hooperatings. These are *Metropolitan Opera*, *Front Page Farrell*, *Tom Mix*, *Breakfast in Hollywood* (Procter & Gamble), *Just Plain Bill*, *Breakfast Club* (Swift, 9:30 a.m.) and same show, 9:15 a.m. seg. These shows all have more men listeners in cities of 25,000 or more than others with more impressive Hooperatings, including *Let's Pretend*, *Aunt Jenny*, *Breakfast in Hollywood* (Kellogg), *Right to Happiness*, *Pepper Young's Family* and *Ma Perkins*.

Men Like the Opera

Unusual differences between Hooperatings and popularity with city men listeners are exemplified in the case of *Metropolitan Opera*. With a Hooperating of only 4.9, lowest of all those listed, *Opera* nevertheless drew the fourth largest urban male daytime audience. On the other hand, *Young Widder Brown's* 7.9 has the fifth best point rating, while the show stands only 15th in daytime urban men listeners.

Among evening shows *Radio Theater* stands 10th in male listeners. Yet the same program is fifth in Hooper point standings and sixth in overall urban listeners. *Screen Guild Players*, 13th in male listeners, is eighth in Hooper points and 11th in overall urban listeners. Some shows retain a level spot in standings, however. *Amos 'n' Andy*, for example, is seventh in men listeners in overall urban listenership and in Hooper points.

BREAK THE BANK

(Continued from page 14)

program produces a mounting tension as the bank kitty grows weekly. At the end of the program reviewed, there was close to 4G waiting to be picked up by some omniscient participant. This tension transmits itself to listeners, as well, and presumably should deliver considerable carry-over interest in the program from week to week.

Simple Format

Format is simple, contestants, singly or paired, answer questions with increasing value—\$10, \$20, \$50, \$100, \$200 and \$500; last question, if answered, entitling contestant to take a crack at the bank total. Bank grows as contestants flub, even though they are allowed two wrong answers prior to disqualification and are assured of some cash winnings by virtue of simple opening questions.

Bert Parks, as emcee, has a none too easy assignment in that contestants, as usual offer little more than monosyllabic comments. Result is he uses a forced, synthetic enthusiasm which doesn't wear too well. Peter Van Steeden's musical assignment other than for theme and play on and play off, is virtually non-existent.

Commercials, for Mum deodorant and Sal Hepatica laxative, follow the standardized Bristol-Myers pattern, as set by Doherty, Clifford & Shenfield Agency. The nature of the products obviously means they cannot be too palatable at best and hitting some parts of the country at dinner time adds an additional burden.

But as quizzes, ratings and cost-per-point factors go, *Break the Bank* is still an excellent radio buy.

Jerry Franken.

HOWARD PHOTO REPRODUCTIONS

No Order Too Small or Too Large. Enlargements mounted. 20x30, \$2.00; 30x40, \$3.00. Photo post cards, 2¢. 24-hour service. Mail orders coast to coast. Write. Call. Free Sample Kit.

Howard Photo Service, Dept. B
168 W. 46 St., New York 19, N. Y. BR. 9-2490

100 8x10 PHOTOS for ONLY \$6.60

Professional publicity photos reproduced in quantity. Superb at quality on best grade paper at prices you would expect to pay for cheapest cut rate work. Enthusiastic, satisfied customers coast to coast.

250 POST CARDS \$7.15

Before ordering anywhere send for the facts, full price list, ordering instructions, etc.

COURTEOUS and HONORABLE TREATMENT Guaranteed!

MULSON STUDIO BRIDGEPORT 8, CONN.

Bergen Asks 25% Of Video Sets For Los Angeles

HOLLYWOOD, April 12. — Edgar Bergen, prexy of Coast's Academy of Television Arts and Sciences, called upon tele industry to allocate at least 25 per cent of total sets manufactured this year to Los Angeles area in order to attract talent and advertising dollars to infant art. In an exclusive statement to *The Billboard*, Bergen declared:

"The quick growth of television will be largely dependent on sponsors buying airtime. They will not spend their money until there are enough sets to warrant this expenditure. Sets will guarantee audiences and most important of all, enough sets will enable top talent to produce fine shows. Allocation of sets in the Los Angeles area should be made with this thought in mind."

Bergen held that set manufacturers have overlooked the fact that Hollywood and New York are the two entertainment capitals of the country. With an abundance of creative talent in Hollywood eager to enter tele field, set makers should fill all local orders first, thereby encouraging talent to create top productions in turn justifying big expenditures by bankers.

Tele Academy also went on record as opposed to spotty disposition of present limited supply of sets, contending strongly that hinterland areas should wait until L. A. and New York areas were well saturated with sets. Org informally asked for 50,000 sets this year, to be increased to 150,000 receivers in 1948. Group recommended that set producers withhold any further "T-Day" promotions until primary demands of two major production centers have been satisfied. Set allocation, Academy contends, should not be based on area purchasing power, but rather on tele production capacity and programing possibilities.

While it was held unlikely that tele manufacturers would consent to flooding L. A. area at the expense of other markets, RCA's Walter Stickel has already asked his firm for an increase in tele set allocation in this area from skedded 15,000 sets to a new high of 30,000 in 1947.

Durr's Nix Futile; Crosley Wins TV Permit for Dayton

WASHINGTON, April 12. — The Crosley Broadcasting Corporation obtained a construction permit this week for a commercial television station in Dayton, O. Commissioner Clifford J. Durr dissented from the Federal Communications Commission approval, insisting that a hearing should be held on the bid. Durr also had dissented from the commission's original approval of sale of Crosley radio properties to the Avco Corporation because of diversity of business interests unrelated to broadcasting and because of non-residence of stockholders.

Durr explained that he would have recommended a hearing on the Dayton station, regardless of his opinion on the transfer of the Crosley properties. He said the case warranted a hearing because of the possibility of overlapping service areas. Crosley has AM stations in Cincinnati, Dayton and Columbus.

ST. PAUL, April 12.—After 20 years of occupancy, KSTP, 50-kw. affiliate of the National Broadcasting Company in the Twin Cities, is vacating its 12th floor quarters in the Hotel St. Paul to give the inn more space for individual rooms.

New Wash. Station Built in 26 Days

WASHINGTON, April 12.—WEAM, newest standard broadcast outlet in the District of Columbia area, is claiming an all-time record for speed in completion of a station. The 1000-watter (daytime only) went on the air Monday (7), exactly 26 days after breaking of ground for transmitter and starting of remodeling of office building for studios in Arlington, Va. W. W. Robinson, assistant manager, describing the hectic last-minute rush, said that half a dozen planes brought pieces of equipment to the district from various parts of the nation.

In the excitement of the opening, WEAM time signals were being sent too fast. Engineer Carson Andrick, of WOL, discovered the discrepancy and phoned the info to WEAM morning man Jerry Strong, who corrected the error and credited Andrick and WOL on the air, informing his listeners that the correct time came to them thru courtesy of "WOL, Washington's news station."

FM Meet Hears Hopeful Predictions

(Continued from page 15)

manufacturers, who are turning to FM in a big way, was stressed by E. C. Bonfig, vice-president of Zenith Radio Corporation, while an optimistic transmitter outlook was predicted by W. R. David, general sales manager of General Electric's Broadcast Equipment Division.

A panel on FM was held, featuring discussion by Jack Gould, radio editor of *The New York Times*; Fritz Updike, publisher of the *Rome (N.Y.) Sentinel*; Sol Paul, advertising director of *Broadcasting* and Helen Wood, managing director of WIBX and WIBX-FM, Utica, N. Y.

Activities of the new FM Continental network, whose activities were first disclosed this month by *The Billboard*, were described by one of its founders, Everett L. Dillard, of WASH, Washington, after the luncheon. Comments on FM programing were made by Elliot Sanger, of WQXR-WQXQ, New York, and Morris Novik, radio consultant. Panel on facsimile was held, featuring John V. L. Hogan, of WQXR-WQXQ, and president of Radio Inventions, Inc. Other participants were A. J. Eaves, vice-president of Finch Telecommunications, and R. E. Mathes, chief engineer of Finch. Sessions wound up with reports from the meet's committees, passage of resolutions and election of officers.

Summer Fill-In For Crosby Is Out

HOLLYWOOD, April 12.—There will be no summer replacement for the Philco-Crosby platter show unless a last-minute change of heart develops on the part of the Hutchins agency and the radio maker. Reason is that Philco doesn't want a high-priced summer series since it is already dishing out \$35,000 per week on the Crosby winter waxings.

A cheap replacement would not warrant the expensive machinery set-up to wax and distribute the Crosby show. Any replacement would have to use that machinery to be effective and hit all the areas now reached via ABC's complete chain plus the other outlets airing Der Bingle's transcriptions (total stations carrying Crosby Lit 400). Talk that the Judy Garland show, mixed by De Soto (*The Billboard*, April 5), is being eyed by Philco as replacement material was squelched both by Hutchins here and by Miss Garland's reps.

Preachers Fill Detroit Air Via Indies, Plug 'Em In Ads, But Webs Pass Up Their Biz

Evangelists Draw Tuners by Hundreds of Thousands

DETROIT, April 12.—Broadcasting of religious programs by Detroit's smaller stations has become so extensive, particularly on Sundays, that the air waves are now a pathway to salvation for hundreds of thousands.

Sponsors are chiefly the fundamentalist Protestant denominations, together with a number of inter and non-denominational churches. Their relatively limited resources restrict them to the baby watters, as does the fact that the web outlets are well filled with network shows and are not too anxious to cater to a

highly restricted audience interested in a prime controversial subject presentation.

Much of the radio religious time is a by-product of, or a contributing factor to personal evangelism, where the emphasis is on the individual preacher rather than on the doctrine taught. Outstanding example is the Rev. J. Frank Norris, who achieved national attention in connection with a shooting in Texas some years ago. His name is plugged in 48-point type in a solid page of church ads in the Saturday newspapers—the biggest type on the page.

For Home Bodies

Norris's picture, together with those of 10 star preachers and singers from other churches, two of them women, appears in the ads. Norris's ad, for the Temple Baptist Church, plugs two shows on WJBK, 250-watter, one of which uses a 300-voice choir.

Newspaper ads stress the programs put on by different churches and denominations, designed for the stay-at-home audience. Joint ad for the Assemblies of God ballyhoos WCAR's *Sermons in Song* at 9:15 a.m., while the same group's Brightmoor Tabernacle announces its 9:30 a.m. show on the same station. Bethesda Missionary Temple—denomination not specified—plugs an *America to Your Knees* broadcast on three stations, WJLB, WCAR and WEXL.

Everybody's Tabernacle, non-denominational, stresses the WJLB call letters in its ads for its daily program. One inter-denominational group, the Radio Temple, follows up with daily shows on both WEXL and WCAR.

Other Denominations

Among individual denominations, Gospel Temple of the Apostolic Church has a WEXL show at 9 a.m. Sunday. The Kercheval Church of the Nazarene goes on at 2:30 p.m. St. Paul's Protestant Episcopal Cathedral is carrying on a 25-year tradition of broadcasting every Sunday over WWJ—probably the first and certainly the oldest continuous religious program in radio. The six Free Methodist churches unite in a Sunday program over WCAR at 1 p.m. Unity has a daily morning show on WJLB.

Gilead Baptist Church uses a 120-line ad to advertise both Saturday and Sunday programs on WJBK. The First Nazarene Church, in addition to plugging its four-a-week show over WEXL, uses art work plus display type to stress its stellar attraction in Constance Templeton, "former NBC soprano." This is typical of the emphasis being placed on radio tie-ups by many local religious groups.

I NEVER MISS A CUE

Always ready to turn out a fine glossy Photo on short notice. And do I play my part! Over 50,000 photos daily.

8x10's—5c each
Postcards 2c each
(1,000 lots)
Mounted Blow-Ups—
20x30, \$2.00; 30x40, \$3.00
(Quantity)

Write for
Free Samples
and
Price List B.

MOSS PHOTO
155 W. 46th St.
Bklyn 9-8482 N. Y. C. 19



CBS Farm Segs Given Dressing

NEW YORK, April 12.—Columbia Broadcasting System (CBS) is moving away from the old-style type of farm broadcasts by accenting the necessity of relating agriculture to business and industry of the nation and of the world. The web is stressing this not only on its *Columbia's Country Journal* show, Saturdays, 2:30-3 p.m., but also to its affiliates for adaptation on other farm shows. Don Lerch, the net's agricultural director, gave an interview this week in which he pointed out that changed conditions of farm life, including automobiles, mechanized equipment, radio, newspapers, etc., had made the old approach inadvisable. What's needed, he said, is more imagination in farm broadcasts. The older type farm shows, according to Lerch, merely stressed production of food and fiber.

Country Journal has been on the air since 1939. Lerch, who came to the web six months ago, has been gradually developing this new line of thought in his program building—namely, that farmers need a wider approach to new problems.

Urban Appeal, Too

Additionally, Lerch is patterning the show to appeal to city dwellers as well as rural folk. The reason is two-fold. First, it is necessary for the farmer and the urbanite to understand one another's problems, according to Lerch; secondly, a recent mail count showed that *Country Journal* has a wide urban audience—and, of course, the web is anxious to hold on to it.

According to Lerch, there's been a great expansion in farm broadcasts since before the war. For example, he said, four stations in Texas recently hired farm directors. The increased interest is traceable in large degree to the wartime emphasis on agriculture. An expectation that relapse would follow with the peace was proven false.

HOPES ARE RAISED

(Continued from page 15)

been rebroadcasting on his Utica station, program originations of the Armstrong stations in Alpine. Asch has been working on an FM web for some time.

With FM set production increasing steadily, with more FM stations nearing completion and with an association that has shown it is full of pep and vinegar, FM picture, network and otherwise, appears unusually promising.

BIG DISKERS' CLEAN BILL

FTC Compares Major Waxers Favorably With Other Biz, Finds Less Monopoly Trend

Langer Committee Follows Up on Vets' Gripes

(Continued from page 3)

spokesmen say they will at least not be subpoenaed again soon.

The committee is following up on its inquiry into the record industry's attitude toward newcomers in the retail business, with emphasis on determining whether returning war veterans are getting a break in obtaining franchises to operate small businesses in competition with old-line record stores.

It was revealed today that the committee is carrying every new ex-G.I. complaint directly to the top officials of the major record companies. For instance, a complaint was received this week from a veteran who said he wanted to become a retail record dealer but was unable to get MGM records in a certain distribution area unless he could get a franchise for Victor records, and this was impossible. Langer relayed the complaint to Leopold Friedman, vice-president and secretary in charge of MGM Records. (Friedman was one of the officials who testified here last Saturday).

Prompt Action

Friedman promised in a prompt reply to inquire into the matter, even the distribution of MGM records is handled separately from the producing company. A Langer subcommittee spokesman said: "This is an example of what we intend to continue to do—carry these problems directly to the manufacturers, inasmuch as they testified before us that they would be interested in seeing that

Contact Union Seeks Ruling on Severance Pay

NEW YORK, April 12.—Question of whether a songplugger who holds a contract with a music pub is entitled to severance pay is being pushed by the Music Publishers' Contact Employees Union (MPCE).

Arising out of plugger Frank Hennigs' departure from E. B. Marks last month, the problem confronting MPCE is that if the severance dough issue is not pressed, a precedent governing all contactmen on contract may be set.

Hennigs left the Marks firm two weeks before termination of a three-year contract on March 31. Final two weeks were paid off as vacation wages. MPCE now claims that Hennigs is entitled to severance pay, since termination of his contract was tantamount to being fired.

Marks firm, thru attorney Julian Abeles, replied to MPCE demands with a letter stating that Hennigs was not discharged but that, at request of Hennigs, his contract was terminated. Abeles could see no application, therefore, to the clause in MPCE's agreement with pubs covering severance payments.

fair play is given to dealers, especially small dealers and prospective newcomers in the trade."

The subcommittee's next hearing on Wednesday will focus attention on possible monopoly trends in the liquor industry. Officials of the "big four" distilleries have been summoned to testify. These are Seagram's, Schenley, Hiram Walker and National. An earlier FTC report complained of acquisitions of smaller distilleries by large operators.

5-Week Lay-Off For J. Dorsey

NEW YORK, April 12.—Jimmy Dorsey band will take a five-week lay-off following closing of the Paramount Theater date here April 30. Reasons officially cited are that JD is tired and wants a rest, but the usual economic factors are understood to be involved as well.

Observers point to the fact that the lay-off period falls in the lull before the extra-cushy summer season when ork prices will be at their highest for the year. They believe that rather than play right up to

Strike May Zero Production Of Sonora Tallow; Union's 30-Day Notice Up April 25

Firm Claims Wage Boost Would End 39-Cent Label

CHICAGO, April 12.—A strike which would completely stop production of Sonora Record releases and wage demands which if granted, allegedly could prevent further issuance of the company's 39-cent label, are being faced by the Sonora Radio & Television Corporation at its record plant in Meriden, Conn., it became known here this week. Union in the plant had already given a 30-day strike notice which expires April 25, and, according to Sonora spokesmen here, will strike unless a general wage increase of 20 per cent is given to the 234 employees. Other benefits, such as increased vacations, insurance, and hospitalization, are also asked for. Company claims latter, if granted, would constitute an additional 23 to 25 per cent increase. Company is offering a 6 per cent increase, but since the union has stated it wants the general 20 per cent increase plus other benefits, likelihood is that strike will occur.

New Organization

Plant has been newly organized by the United Construction Workers, Local 50, a branch of the United Mine Workers (AFL), which was recognized as bargaining force for employees in January of this year.

According to Sonora execs, if the Meriden plant is closed by strike it will shut down all of Sonora's record production, which now is averaging about a million and a quarter records (See *Strike May Hurt* on page 34)

Love Those Jocks

NEW YORK, April 12.—It turns out now that disk jockey Stan Pintarich (Station KALE, Portland, Ore.) was a bit hasty in barring Perry Como platters from his air show (*The Billboard*, April 12).

Pintarich thought he read in *This Week* mag that Como rebuked disk jocks by saying: "There ought to be a law against those guys." The Dave Alber office here (Como flackery) now points out that the spinner mistook the target of Como's remark. The preceding sentence in article read: "He (Como) kept getting disk jockeys who were spinning the wax works of Como, Crosby and Sinatra." The crack that followed was supposed to be a rib at all crooners, including Como.

Press reps for Perry pointed out that the sub-heading in article reads: "He's Against Crooners."

"It was all a gentle self-ribbing and in no way related to the disk jockeys," was their capping comment.

June-July when he's got two weeks of one-nighters and a Virginia Beach stand already set, JD is knocking off and avoiding May dates in spots where he'd have little chance of coming out ahead.

Speculation that the move may be one to revamp the band pay roll by the simple expedient of rehiring men later at a lower scale also has been put forward. In this, Dorsey would be following a recent trend set by many other orksters.

2 Union Cards For Leaders Who Perform?

AGVA After Jurisdiction

NEW YORK, April 12.—Name band leaders who sing, emcee or entertain in any way other than baton-waving look to be headed for membership in two theatrical unions. This, because American Guild of Variety Artists (AGVA) appears to be making a bid for jurisdiction over "performing" maestri who already are under American Federation of Musicians (AFM).

Section clashes over AFM orksters cutting into alleged AGVA domain have cropped up before, but it is known currently that both AGVA and AFM have taken new interest in the problem. Belief is that ultimately the matter may be simply resolved by having the Louis Primas, Eddy Howards and Kay Kysers take out an AGVA card in addition to their AFM certification. AGVA long has contended that when a musician sings or entertains he should come under its jurisdiction. Currently the union is known to be negotiating with chain theaters on contract clauses which would limit musicians to playing an instrument and leaders to wielding a baton. If the maestri and sidemen insist on "performing"—and in the case of a Prima, Kaye or Howard, this would be a box-office necessity—then AGVA wants them to join the variety org as well as AFM.

Local 802 Unconcerned

While Local 802, AFM, always has been unconcerned about its orkster members making inroads into "performing" circles, question of maestri's livelihood being affected by a determined AGVA stand now appears to have started significant discussions.

Altho no official meetings have taken place, leaders of both groups have held "lunchroom" confabs on the jurisdiction problem and, with both reportedly anxious to settle the question amicably, trade expects dual-membership of performing orksters to eventually result.

Suns, Majestic In Suits Over Switch to Vic

NEW YORK, April 12.—Further complicating a snarl which started when they switched record affiliation from Majestic to Radio Corporation of America (RCA)-Victor recently, the Three Suns last week served papers on Majestic demanding an accounting of profits and suing for royalty moneys allegedly due. Majestic has entered a counterclaim for damages claimed to have been caused by the trio's disking switch.

The Suns' suit stems out of the claim that Majestic withheld payment from them in the disk firm's last released royalty statement. Majestic's contention is that it is entitled to damages arising from the Suns' recording of *Twilight Time* for Victor; (See *Sun, Majestic Suits* on page 34)

Leeds Sets Coast Sheet Printery

(Continued from page 3)

savings in freight charges.

At the same time, Levy announced appointment of Sam Snetiker, formerly office manager of Leeds in New York, to new post of general Coast manager of all Leeds companies, Happy Goday remaining in New York. Both are under Levy's direct piloting.

Levy, meanwhile, sails for England in June for a look-see at Leeds, Ltd., London, and Continental Leeds, Paris. He will remain in London four weeks.

BAND BIZ FUTURE A TOSS-UP

Big ? Is What Happens After Summer Ends

Some See Week-End Industry

By Hal Webman

NEW YORK, April 12.—In ork circles the question is: After the summer season, then what? Is band biz headed for the proverbial deluge this fall? Some tradesters say the possibility is strong that the ork whirl will resolve into a strict summer and week-end industry. Others categorically deny such a possibility, but all agree that summer, old Indian summer, will tell the do-or-die story.

All agency execs have been excessively verbose about the summer season, predicting great biz comes the warm weather. William Morris (WM) Agency claims its volume biz was upped 25 per cent for the first six months of this year, mainly because of summer bookings, with General Artists Corporation (GAC) also claiming its books will show a slight increase in billings for the same reason.

But both WM's Nat Kalchein and GAC's Art Weems point out that the fact that agency biz may be up is no assurance that grosses also will be up. Weems indicated summer grosses will be the determining factor for what happens in the fall and winter. Kalchein pointed out that, more than grosses, primary factors involved are the national labor and economy pictures. If consumer prices level off and wages are adjusted to the prevalent standard of living, Kalchein feels that people will be more apt to spend for entertainment. But if the adjustment isn't made and terperies find it tough to cover their nut, band biz will find it rough sledding in the fall.

Many Spots Closed

But more than theoretical is the fact that many locations and theaters have shuttered to bands in the past nine months. On top of the fact that there are fewer spots to play, it is well known that more orks are looking for work today than ever before. Realizing these conditions, agencies are showing a reluctance to add new band properties, unless they are almost assured attractions. In one recent instance where a semi-name ork switched agencies, his new bookers immediately warned him that he was being taken on for the summer and if nothing happened in the fall the orkster would be given his release. Another agency exec has said that his office currently is more interested in keeping its orks working than in building them.

Other trade observers believe band biz will remain at a low ebb regardless of seasons until a new generation grows up. Such observations are based on the fact that the war-bred generation is more retiring than the pre-war youth which gave band biz the limelight after the rise of the Benny Goodman ork in the late '30s.

It remains to be seen how orks will fare at the summer tills and in what direction the nation's economy will move before true observations and predictions can be made.

Silent Songplugger New Twist for Pubs

NEW YORK, April 12.—Music pubs who thought they'd seen everything were confronted with a new one this week—tune disk.

Essentially a "silent songplugger," the tune disk gimmick involves a unique combination of a transparent vinylite disk superimposed over a cardboard lead sheet. The latter is perforated in the center and the square-cut, will fit on ordinary record turntables. The disk on which pubs would furnish demonstrator rendition of "plugs" songs, allows for complete legibility of entire music page.

Worked up by flack Mike Elliott; Lee Savin, of Musicraft, and a third partner, Ray Fisch, the tune disk already has been presented to a few major pubs and reaction is said to have been favorable. Boys claim they can turn out 1,000 "silent pluggers" for \$250, with pubs only required to deliver original professional copies.

ASCAP Talk With MPTOA Lawyer Set

NEW YORK, April 12.—Paving the way for the American Society of Composers, Authors and Publishers (ASCAP) drive to raise rates for use of music in film theaters, John G. Paine, ASCAP general manager, has arranged a confab with Herman Levy, general counsel to the Motion Picture Theater Operators' Association (MPTOA).

Meeting, skedded for this week, was set by Paine after Levy had sounded off in Connecticut about lack of unity among exhibitor associations. Levy pointed out that ASCAP was out to collect more money from theaters and decried the absence of an industry group representing all interests for discussion of such a move with the Society.

AFM Calls Hotels' Banquet Chiefs to N.Y. 'Trust' Parley

NEW YORK, April 12.—Continuing its move against "monopoly" in the single engagement dance field, Local 802 of the American Federation of Musicians (AFM) will talk turkey to caterers next week. Letters have gone out requesting the banquet managers of the Waldorf-Astoria, Sherry's, Pierre's, St. George, Commodore and Riverside Plaza to appear at union headquarters Thursday (17).

Music union officials are expected to stress the importance of co-operation between the org and private function managers in the matter of hiring musicians to play affairs. Local 802 recently adopted a rule prohibiting its members from accepting engagements thru caterers, banquet managers and hall keepers, claiming that a few leaders, working in collusion with the employers, had sewed the biz into a tight combine.

It is believed that the meeting will take the form of an official warning that the practice must be discontinued or members found guilty will

ASCAP Asks Dismissal of Lawrence Suit

NEW YORK, April 12.—American Society of Composers, Authors and Publishers (ASCAP) this week asked for a dismissal of the test case thrown at the Society by songwriter Jack Lawrence in U. S. District Court. Lawrence is suing ASCAP for a classification better than his current "BB" listing with the org, taking his action to court after ASCAP's writer classification committee and board of directors rejected a similar request.

ASCAP is seeking dismissal on the ground that Lawrence agreed, when he became a member of the Society, to abide by ASCAP's constitution and by-laws. It says he also agreed in writing that his classification as determined by the writers' committee and the board of directors should be final and binding on him. The Society claims that because of his agreement as an ASCAP member, Lawrence is barred from objecting to rules of the Society's method of classification.

ASCAP showed that Lawrence had applied for membership in 1933 and was elected in 1934 and had since been upped in his classification periodically from Class 2 to his current "BB." In addition the writer won prizes in 1939 and 1940. ASCAP says he accepted the prizes and elevations with no objections and also accepted his share of royalties until the start of the current action.

Apollo May Get Boswell, Barnet

NEW YORK, April 12.—Apollo diskery is on the verge of landing its first top name pop artist. Firm will record Connee Boswell, altho currently the diskery has none but a verbal agreement with orkster Charlie Barnet.

Holding up the deal with Barnet is approval of his contact by the American Federation of Musicians. Anticipating an early okay, Lou Randell, Barnet's manager, and Hy Seigal, diskery's artist and rep head, are slated to go to the Coast next week to complete the deal with Barnet. Orkster's last released wax was for the Cardinal label.

Disposition of the Cardinal pairing is said to have been an additional obstacle to the Apollo deal, but Randell says that AFM has been asked to settle that matter as well.

Baumgarten to MCA N. Y. Band Dept.

CHICAGO, April 12.—Dave Baumgarten, for the past two years in the location section of the Chi Music Corporation of America (MCA) band department, will head for the MCA New York office sometime late in May, it was revealed this week. Baumgarten, who has risen rapidly since coming to MCA after years with Frankie Masters' ork as business manager, will join MCA's Gotham band department, handling locations.

be punished and the establishments will be placed on the org's unfair list which would prevent them from hiring union tootlers.

Day Launches Pub Firm

HOLLYWOOD, April 12.—Radio tenor Dennis Day is latest singer to launch his own music publishing firm. Pubbery, to be called Patmar Music, will kick-off in next few weeks with a new Johnny Mercer ballad, still untitled. Firm will head-quarter in Hollywood, with staff and pluggers yet to be announced.



Music---As Written

NEW YORK:

National Diskery talking to Dean Hudson about a waxing pact. . . . Claude Thornhill's ork's engagement at Glen Island Casino beginning May 29 for four weeks has been made a five-weeker. . . . Sonny Terry, harmonica player from *Finian's Rainbow*, has been signed by Capitol Records to a one-year waxing deal, with initial side, *Whoppin' the Blues*, already cut. . . . Paul Cohen, Decca folk music specialist, on tour of South looking for new talent and material and cutting folk wax. . . . Capitol Diskery opened new branch offices in Oklahoma City and Portland, Ore., with another slated for unshuttering in Milwaukee soon.

Vox Records, which has been specializing in longhair albums, soon will release some jazz disks featuring unreleased masters by the late Charlie Christians and four Louis Armstrong sides. . . . Keynote Diskery will make its initial release under the new John Hammond regime in a couple of weeks. Firm will issue an album of be-bop with Red Rodney's group and a Neil Hefti ork featured. Other Keynote albums soon to be released are a Lennie Tristano package and one featuring guitarist George Barnes. . . . Mel Torme opening at Copacabana here set for June 5.

Jazz at the Philharmonic unit skedded to do a series of Midwestern and Canadian dates, including Grand Rapids, Mich.; Chicago, Winnipeg; Saginaw, Mich.; Detroit, Cincinnati; Dayton, O.; Milwaukee, and Toledo. . . . Paul-Jeffrey Company, Syracuse, has been appointed distrib for Continental Records for Central New York. . . . Victor will record four choral numbers made by the National Opera Company of Mexico for the RKO flick, *The Fugitive*. . . . Conductor Eugene Ormandy and pianist Artur Schnabel will be paired to perform Leith Stevens' *Piano Concerto in C Minor* for a sequence in a film, *Counterpoint*.

Ray Anthony is skedded for Lakeside Park, Denver, May 16, with ork one-nighting it out West. . . . Seena Hamilton just joined Columbia diskery's flackery. . . . Guitarist Andres Segovia has been signed to a Musi-craft recording paper. . . . The Carnegie pops season will again feature five bashes with Norman Granz's Jazz at the Philharmonic unit. . . . Former orkster Claude Hopkins is now leading a quintet and is under a pact with the Leonard Green Agency.

CHICAGO:

The Flame, Duluth bistro, has gone from small band policy to big band attractions, with Teddy Phillips' ork as starter, opening April 12. . . . Dave Baumgarten, MCA location band booker, has inked the Dorothy Lewis ice revue to an office paper. . . . Dell Welcome, vocalist-wife of fronter Sherman Hayes, leaves the ork next week to await the birth of a child, and will be replaced by Wyoma. . . . Freddy Nagel's ork and the Mel Henke Trio have been pacted by Vitacoustic Label.

Jazz 88-er Arnold Ross is accompanist for Lena Horne at the Chez Paree, Chi. . . . Dan Burley Negro columnist, has made an album of piano records for Circle Records. . . . Eddie Heywood reportedly breaking up his small band for a trio. . . . Mercury Records has inked vocalist Jackie Cain to a pact. . . . Chicago cafe operators' group met this week, but lack of a quorum withheld any action on the BMI licensing program.

Charlie Venturo's Quintet, with singer Buddy Stewart, open at the Club Continental, Milwaukee, May 4.

. . . Al Miller, sales manager of King Records, has appointed three sales district managers, with Ben Mann handling Eastern States, Al Sherman, West Coast, and Eddie Miller the South and Midwest. . . . The Scamps, K. C. Negro harmony group, have been inked by Modern Music label. . . . Plans for a new Chi record label, Aristocrat, will be announced by a group of Chicagoans any day.

King Kolax, ex-fronter and more recently with Billy Eckstine as solo trumpet, has reorganized his band and is booking thru Frederick Bros. . . . Mercury putting out 600 pre-release copies on transparent vinylite with complete legend on running time for disk jock promotion. . . . The Walnut Room of the Bismarck Hotel rumored ready to put in a concert ork, instead of the previously scheduled Eddie Fens pop ork, during the summer.

Nat (King) Cole will play celeste on some of his forthcoming Capitol releases. . . . Lionel Hampton's ork with singer June Richmond set for the Oriental, May 15. . . . Bob Carter Trio, Negro bass, guitar and piano threesome, inked by Sunbeam Records. . . . Dave Charlton, ex-manager of the Regal Theater, Negro vaude house, is now overseeing Earl Hines's holdings in the El Grotto, South Side club which Hines's ork is playing. . . . Frankie Master's ork did 14 numbers for Langworth E. T.'s March 31.

HOLLYWOOD:

Al Donahue begins eight-week Southwestern States tour this week winding up in San Antonio to play

annual fiesta. . . . Agent Ed Fishman recuperating after serious heart attack siege, altho still unable to devote full time to biz. . . . Leonard Joy, Decca's West Coast recording chief, to New York for home office confabs. . . . Lou Levy's Leeds Music will push Christmas early this year, starting plug campaign in July. Tune is called *I'm Doing My Christmas Dreaming Early This Year*, by Lester Lee and Irving Gordon.

Joe E. Lewis has waxed *Gin Rummy Song* and *Simple Little Things* for Decca. . . . Modern Music Records closed deal with Ballen Record Company, Philly, to handle all East Coast pressings of modern disks. . . . Howard Bibeling, Spike Jones, ork arranger, pacted for cleffing chores with new Bill Millner band. . . . Peggy McCall, ex-Alvino Rey canary, now waxing for Black and White records. . . . Enterprise Records set deal with U-A pix to plug tune *When the Blues Were Born in New Orleans* in film *New Orleans*, tying in with Enterprise's Jimmy Dodd version of tune. . . . Bobby Byrne ork held over at Casino Gardens until May 11. . . . Tony Martin wound up Mercury recording with recent session, and moves to RCA-Victor May 1.

Paul Page goes into Larry Potter's with a reorganized 11-piece ork. . . . Bill Burton, top Hollywood personal manager, announced his engagement this week to client Margo Woode. . . . Sandor A. Porges, manager of the Capitol's new international division, leaves film city after a series of huddles with Cap brass. . . . Byrl Davis cut four sides for Victor. . . . GAC inked Chuck Gould ork (14), a Seattle ensemble currently playing Las Vegas' Last Frontier. . . . Los Angeles Philharmonic Symphony Orchestra last week asked the city of Los Angeles for appropriation of \$30,000.

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 and the TEXAS TOPHANDS

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COO-SE-COO
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Mercury Reorg; Adams Named Board Chairman

CHICAGO, April 12.—In a move designed to facilitate co-ordination of all branches of the firm, Mercury Records last week changed its monicker from Mercury Radio & Television Corporation to Mercury Record Corporation, reorganized its slate of officers and consolidated its two presseries, Green-Lee Plastics, St. Louis, and Olsen & Tilgner, Chicago, under the newly-named corporation.

Shuffle in execs had Berle Adams, ex-prexy, moving in as chairman of the board, in which capacity he will supervise the whole Mercury operation. Previously he was primarily working on talent inking and recording. Irv Green was named prexy and will handle production and distribution, with Art Talmadge being made a v.-p. in charge of advertising and promotion, and Jimmy Hilliard a v.-p. in charge of recording.

Green last week set up a Mercury pressing plant on the West Coast, taking over control of the old Key-note plant. He said that he will add an exclusive East Coast pressery within the next 10 days.

The Chi label announced last week that major emphasis would be placed on the hillbilly catalog. Along with the artists already inked, Adams signed Homer Briarhopper, singer from WFTP, Raleigh, N. C.; Curly Kinsey, WSK's Grand Ole Opry vocalist; Willis Brothers and the Oklahoma Wranglers, Southwest group, and Cliff Bruner, singer, formerly with Decca.

Reports of Decca Shifting Joy and Palitz Are Denied

NEW YORK, April 12.—Trade tattle this week had Morty Palitz, Decca recording exec, shifting to the Coast shortly to take over wax chores in place of Leonard Joy, Decca's Hollywood recording director. Joy reportedly would go to England in an important capacity for Decca.

But authoritative Decca sources, outside of stating that Joy was coming to New York next week for general company talks and indicating that Prexy Jack Kapp would make a combined biz-vacation trip to Europe this summer, could not understand "where such conversation started." A Decca spokesman said, "No decisions of any kind have been reached, no precipitous action is contemplated, and if anything is going to happen, it isn't going to happen now."

Irving Gwartz Illness Starts Rumor Flood

NEW YORK, April 12.—With Irving Gwartz taken ill and confined to bed all week, street was flooded with reports that his Chelsea-Viking-Saunders Music Publishing group would be posted for sale soon. Buzing was touched off when professional staff was inactivated last week, Charlie Lang resigning Tuesday (8).

Spokesmen for Gwartz Enterprises, which include Diamond Records, denied that C-V-S catalogs would be peddled and stated that Gwartz was only resting after "overworking" and would resume normal activities soon.

COAST RECORDS

Latest Release by **JACK McLEAN**
AND HIS ORCHESTRA

8007 "MY MELANCHOLY BABY"
"LOVE TURNS WINTER TO SPRING"

Still Going Strong . . .

8005 "I'LL CLOSE MY EYES"
"MI VIDA" 8006 "I'LL NEVER LOVE AGAIN"

8001 "MY ADOBE HACIENDA"
"WALKING WITH MY SHADOW" "WHY DID I HAVE TO FALL IN LOVE WITH YOU"

PEERLESS DISCOS

HITS FROM MEXICO

- | | | |
|---|--|---|
| 2471
ACABASTE!
(Son)
AGUAI
(Son)
MARCA LLERGO CON ORQ. | 2481
AUNQUE TENGAS RAZON
(Bolero)
SERA POR ESO
(Bolero)
EDUARDO ALEXANDER
CON ORQ. | 2509
MORENA LA CAUSA FUISTE
(Cancion Ranchera)
TRES CARINOS
(Cancion Ranchera)
HERMANAS RUELAS CON
MARIACHI |
| 2495
EL GALLO TUERTO
(Porro)
MICAELA
(Porro)
JOHNNY LOPEZ CON ORQ. | 2500
MARIA BONITA
(Cancion)
EL MUNDO ENGANOSO
(Cancion)
SALVADOR GARCIA CON
MARIACHI | 2519
JUAN CHARRASQUEADO
(Corrido)
TE DIGO ADIOS
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Coast RECORDS

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RELEASE NO. 31

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backed by
I'm Satisfied With Life
by **Smiley Wilson** *with the Crossroad Gang*



Country Style
from Paramount's "Welcome Stranger"
backed by
As Long As I Dream
from Paramount's "Welcome Stranger"
Apollo no. 1053
by **The Murphy Sisters**
Orch. under the direction of Jerry Jerome



For Smooth Harmony!
It's A Sin To Tell A Lie
backed by
The Same Old Dream
from MGM's "It Happened In Brooklyn"
Apollo no. 1054
by **The Smoothies**
Orch. under the direction of Jerry Jerome



El Salvador
(The Whistler)
backed by
Un Brujo En Guayabacoa
(Voodoo Witch) *Apollo no. 1047*
Laszlos AND Pepito

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DAVIS-WEISS, INC.

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending
April 11



HONOR ROLL OF HITS

(TRADEMARK)

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Position This Week Position Last Week

- 1. HEARTACHES** 2
By Al Hoffman and Al Klenner
Published by Leeds (ASCAP)
 Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Jimmy Dorsey, MGM 10001; Harry James, Columbia 37305; Monica Lewis, Signature 15065; Gordon MacRae, Apollo 1045; Ted Martin-The Airline Trio, De Luxe 1068; Red McKenzie, National 9036; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057; Eddie Howard, Majestic 1111.
 Electrical transcription libraries: Chuck Foster, Lang-Worth; Eddy Howard, World; Eddie Skrivanek, MacGregor.
- 2. ANNIVERSARY SONG** 1
By Al Jolson and Saul Chaplin
Published by Mood (ASCAP)
 From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23789; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musicraft 428; Dinah Shore, Columbia 37234; Kate Smith, MGM 10003; George Towne Ork, Sonora 2004.
 Electrical transcription libraries: Barclay Allen, MacGregor; Hal Derwin, Capitol; Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; Silver Strings, MacGregor; George Towne, Associated.
- 3. LINDA** 3
By Jack Lawrence
Published by E. H. Morris (ASCAP)
 Records available: Bob Chester Ork, Sonora 2006; Larry Douglas, Signature 15106; Chuck Foster Ork, Mercury 3058; Hollywood Rhythm-Aires, Hollywood Rhythms 1551; Gordon Jenkins Ork, Decca 23864; Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362.
 Electrical transcription libraries: Barclay Allen, MacGregor; Jack Fina, Standard; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Jack Lawrence, Lang-Worth; Leighton Noble, Standard; The Sweetwood Serenaders, NBC-Thesaurus.
- 4. MANAGUA, NICARAGUA** 4
By Albert Gamse and Irving Fields
Published by Encore (BMI)
 Records available: Jose Curbelo Ork, Victor 26-9015; Julie Conway, Signature 15086; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 8014; Dick Peterson and the Vocal Yokels, Enterprise 251.
 Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBO Thesaurus; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Elliot Lawrence, Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones, MacGregor; Arthur Smith, World; Jerry Sears Ork, Muzak.
- 5. HOW ARE THINGS IN GLOCCA MORRA!** 5
By E. Y. Harburg and Burton Lane
Published by Crawford (ASCAP)
 From the legit musical "Finian's Rainbow." Records available: Harry Babbitt, Mercury 3056; Buddy Clark, Columbia 37233; Tommy Dorsey, Victor 20-2121; Georgia Gibbs, Majestic 12009; Dick Haymes-Gorden Jenkins Ork, Decca 23830; Bob Houston, Sonora 3043; Johnny Long, Signature 15064; Martha Tilton, Capitol 345.
 Electrical transcription libraries: Louise Carlyle-The Music of Manhattan Ork, NBC Thesaurus; The Sweetwood Serenaders, NBC Thesaurus; John Gart Trio-Bob Eberly, World; George Towne, Associated; Eddie LeMar, Capitol; Skitch Henderson, Capitol; Mel Torme, MacGregor; Chuck Foster, Lang-Worth; Jack Fina, Standard.
- 6. GUILTY** 6
By Gus Cahn, Harry Akst and Richard A. Whiting
Published by Feist (ASCAP)
 Records available: Nick De Lano, Black & White BW-821; Del Courtney Ork, Enterprise 247; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Ella Fitzgerald-Eddie Heywood Ork, Decca 23844; Monica Lewis, Signature 15090; Tony Martin, Mercury 3042; Tony Mottola Four, Majestic 1106; Artie Shaw-Mel Torme and the Mel-Tones, Musicraft 428; Margaret Whiting, Capitol 324.
 Electrical transcription libraries: The Music of Manhattan Ork, NBC Thesaurus; Russ Morgan, World; Freddy Martin, Standard; Silver Strings, MacGregor.
- 7. MAM'SELLE** 7
By Mack Gordon and Edmund Coulding
Published by Feist (ASCAP)
 From the 20th Century-Fox film "The Razor's Edge." Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Falligant, Enterprise 257; Frankie Laine, Mercury 5048; The Pied Pipers, Capitol 396; George Towne Ork, Sonora 2023. (No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. MY ADOBE HACIENDA** 7
By Louise Massey and Lee Penny
Published by Peer International Corp. (BMI)
 Records available: Kenny Baker-Russ Morgan, Decca 23846; The Dinning Sisters, Capitol 389; The Esquire Trio, Rhapsody RR-101; The Hammondairs, Mars 1037; Eddie Howard, Majestic 1117; Billy Hughes, King 609; Art Kassel, Vogue R-785; Louise Massey-The Westerners, Columbia 37332; Jack McLean Ork, Coast 8001; Bobby True Trio, Mercury 3057; Billy Williams, Victor 20-2150.
 Electrical transcription libraries: Chuck Foster, Lang-Worth; Leighton Noble, Standard; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmy Wakely Ork, MacGregor.
- 9. I'LL CLOSE MY EYES** 9
By Buddy Kaye and Billy Reid
Published by Peter Maurice (ASCAP)
 Records available: Ray Anthony Ork, Sonora 3034; Mildred Bailey, Majestic 1093; Johnny Bothwell Ork, Signature 15066; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Jack Fina Ork, Mercury 3046; Hildegard-Percy Faith Ork, Decca 23756; Jack McLean Ork, Coast 8005; Andy Russell, Capitol 342; The Sentimentalists, Manor 1047; Dinah Shore, Columbia 37213; Teddy Walters, Musicraft 15097.
 Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Vic Damone, Associated; Hal Derwin, Capitol; Dinner Music, Lang-Worth; Freddy Martin, Standard; George Towne, Muzak; George Wright, NBC Thesaurus.
- 10. IT'S A GOOD DAY** 10
By Peggy Lee and Dave Barbour
Published by Capitol Songs (ASCAP)
 Records available: Harry Cool Ork, Signature 15069; Phil Harris Ork, Victor 20-2163; Gene Krupa, Columbia 37209; Peggy Lee, Capitol 322.
 Electrical transcription libraries: Vic Damone, Associated; Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; The Four Knights, Lang-Worth; Gene Krupa, Capitol; Eddie Lemar, Capitol; Freddy Martin, Standard.

**NEW MEMBER DECCA
MILLION RECORD CLUB**



CARMEN CAVALLARO

**HITS A NEW HIGH
ON DECCA RECORDS!**

Carmen Cavallaro joins Decca "1,000,000 Club"!

Over 1,000,000 records of "Polonaise" sold so far! Currently selling over 30,000 a month!

Decca congratulates Carmen on joining fellow members Bing Crosby, the Andrews Sisters, the Mills Brothers, Ella Fitzgerald, the Ink Spots, Dick Haymes and Louis Jordan.

Like other best sellers, Carmen Cavallaro is

Exclusively on

DECCA RECORDS

Here's Jack For Your Juke Box!

JACK, JACK, JACK CU-TU-GU-RU

As Recorded By

ENRIC

Madriguera

AND HIS ORCHESTRA

NATIONAL RECORD NO. 9028

THE NATION'S NEXT NO. 1 SONG
COMING UP FAST

ROSES in the RAIN

By FRANKIE CARLE,
AL FRISCH and FRED WISE

Recorded by

FRANKIE CARLE	EDDY HOWARD
PAUL WESTON AND	BOB CHESTER
MATT DENNIS	THE YAGABONDS
CHUCK FOSTER	THE HOLLYWOOD AIRS
SKITCH HENDERSON	GEORGE TOWNE
VINCENT LOPEZ	EDDIE STONE

BARTON MUSIC CORPORATION

MACK MARTIN, PROF. MGR

NEW YORK • CHICAGO • HOLLYWOOD

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending
April 11

TRADE SERVICE FEATURE

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION	Last Week	This Week	Tune	Publisher
13	1	1	1	ANNIVERSARY SONG (F) (R)	Mood
6	2	2	2	LINDA (R)	E. H. Morris
7	3	3	3	HEARTACHES (R)	Leeds
9	4	4	4	HOW ARE THINGS IN GLOCCA MORRA? (M) (R)	Crawford
13	5	5	5	MANAGUA, NICARAGUA (R)	Encore
3	6	6	6	MAM'SELLE (F) (R)	Feist
4	7	7	7	IT'S A GOOD DAY (R)	Capitol Songs
11	8	8	8	GUILTY (R)	Feist
16	9	9	9	I'LL CLOSE MY EYES (R)	Peter Maurice
3	10	10	10	YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING (R)	George Simon
21	7	10	11	(I Love You) FOR SENTIMENTAL REASONS (R)	Duchess
3	13	11	12	MY ADOBE HACIENDA (R)	Peer
1	—	12	13	APRIL SHOWERS (F) (R)	Harms, Inc.
2	12	13	14	IF I HAD MY LIFE TO LIVE OVER AGAIN (R)	General
4	11	14	15	BLESS YOU (For Being an Angel) (R)	Shapiro-Bernstein
2	14	15	16	ROSES IN THE RAIN (R)	Barton

ENGLAND'S TOP TWENTY

Weeks to date	POSITION	Last Week	This Week	Tune	Publisher
13	2	1	1	ANNIVERSARY SONG	Campbell Connelly Mood
16	1	2	2	THE OLD LAMPLIGHTER	Irwin Dash Shaprio-Bernstein
17	3	3	3	THE STARS WILL REMEMBER	Feldman
4	4	4	4	OPEN THE DOOR, RICHARD	Leeds
11	5	5	5	APRIL SHOWERS	Chappell Harms, Inc.
6	7	6	6	HOW LUCKY YOU ARE	Kassner
15	6	7	7	GO HOME (Your Mother Wants You)	Yale
6	8	8	8	DON'T FALL IN LOVE	Chappell
8	9	9	9	THE RICKETY RICK-SHAW MAN	Southern Peer
12	11	11	11	(I Love You) FOR SENTIMENTAL REASONS	Peter Maurice Duchess
4	13	12	12	WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies
10	17	13	13	ZIP-A-DEE DOO-DAH	Sun Santly-Joy
10	15	14	14	THE THINGS WE DID LAST SUMMER	Edwin H. Morris E. H. Morris
3	14	15	15	HI JIG A JIG	Box and Cox
29	12	16	16	TO EACH HIS OWN	Victoria Paramount
1	—	17	17	THAT'S THE BEGINNING OF THE END	Victoria ABC
11	15	17	17	MAY I CALL YOU SWEETHEART	Irwin Dash
9	16	18	18	THE ACCORDION	Lawrence Wright
3	20	18	18	IF I'M LUCKY	Chappell Triangle
20	—	19	19	TILL THEN	Chappell Sun
1	—	20	20	OLE BUTTERMILK SKY	Edwin H. Morris Burke-Van Heusen

* 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.

A GAL IN CALICO (Remick), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.	IT'S THE SAME OLD DREAM (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
ALEXANDER'S RAGTIME BAND (Berlin), in 20th Century-Fox's "Alexander's Ragtime Band." Re-released April, 1947.	MAM'SELLE (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.	MY HEART GOES CRAZY (Burke-Van Heusen), in Wesley Ruggles production, "My Heart Goes Crazy." National release date not set.
APRIL SHOWERS (Harms, Inc.), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.	WHAT AM I GONNA DO ABOUT YOU? (Paramount), sung by Eddie Bracken and Virginia Welles in Paramount's "Ladies' Man." National release date—February 7, 1947.
IT'S DREAMTIME (Santly-Joy), sung by Deanna Durbin in Universal-International's "I'll Be Yours." National release date—January 7, 1947.	ZIP-A-DEE DOO-DAH (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.
I GOT A GAL I LOVE (In North and South Dakota) (Famous), sung by Eddie Bracken in Paramount's "Ladies' Man." National release date—February 7, 1947.	

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending April 11



Give your box a shot of
S.A.
 ('SOUTH AMERICAN-THAT IS!')

RALPH FONT
 AND HIS RUMBA MUSIC

When South America holds sway over your Juke Box you can start picking up the pesos. And nobody's South American stuff gives your box a heftier hypo than Ralph Font's. Get him on and watch the customers come cavorting up, coins in hand.

"MAMBO" and "ESTOY ACABANDO"
 Majestic No. 7219

"OLÈ OLÈ" and "RUMBA IN E MINOR"
 Majestic No. 7220

MAJESTIC RECORDS • MAJESTIC RECORDS • MAJESTIC RECORDS

And here's more S. A., and this time we don't mean South American

"Who? Me?" is a tune that's been tested, checked—and acclaimed. It's a talking-singing number with a feverish finish the box fiends will love. It's Riley Shepard at his best.

"WHO? ME?" and "NEW JOLE BLON"
 Majestic No. 6012

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

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, April 1, 8 a.m., and ending Friday, April 11, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York. Radio Checking Service in Chicago. Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderately (over 60 per cent) alive.

- | | | |
|-----|--|-------------------------|
| 20. | A Gal In Calico (F) (R) | Remick—ASCAP |
| 1. | Alexander's Ragtime Band (F) (R) | Berlin—ASCAP |
| 14. | Anniversary Song (F) (R) | Mood—ASCAP |
| 4. | April Showers (F) (R) | Harms, Inc.—ASCAP |
| 2. | At Sundown (R) | Feist—ASCAP |
| 21. | (I Love You) For Sentimental Reasons (R) | Duchess—BMI |
| 14. | Guilty (R) | Feist—ASCAP |
| 6. | Heartaches (R) | Leeds—ASCAP |
| 11. | How Are Things In Glocca Morra? (M) (R) | Crawford—ASCAP |
| 3. | I Got a Gal I Love (In North and South Dakota) (F) (R) | Famous—ASCAP |
| 16. | I'll Close My Eyes (R) | Peter Maurice—ASCAP |
| 14. | It's a Good Day (R) | Capitol Songs—ASCAP |
| 2. | It's Dreamtime (F) (R) | Santly-Joy—ASCAP |
| 2. | It's the Same Old Dream (F) (R) | Sinatra Songs—ASCAP |
| 5. | Linda (R) | E. H. Morris—ASCAP |
| 2. | Mam'selle (F) (R) | Feist—ASCAP |
| 13. | Managua, Nicaragua (R) | Encore—BMI |
| 4. | Maybe You'll Be There (R) | Triangle—ASCAP |
| 1. | Midnight Masquerade (R) | Shapiro-Bernstein—ASCAP |
| 4. | My Adobe Hacienda (R) | Peer—BMI |
| 1. | My Heart Goes Crazy (F) (R) | Burke-Van Heusen—ASCAP |
| 2. | My Number One Dream Came True (R) | E. H. Morris—ASCAP |
| 2. | My Pretty Girl (R) | Republic—BMI |
| 9. | (There Is) No Greater Love (R) | World—ASCAP |
| 1. | Roses In the Rain (R) | Barton—ASCAP |
| 4. | That's Where I Came In (R) | Robbins—ASCAP |
| 4. | We Could Make Such Beautiful Music (R) | BMI—BMI |
| 6. | What Am I Gonna Do About You? (F) (R) | Paramount—ASCAP |
| 7. | You Can't See the Sun When You're Crying (R) | George Simon—ASCAP |
| 1. | You'll Know When It Happens (R) | Bourne—ASCAP |

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last This	Going Strong	Lic. By
8	1	1. HEARTACHES ... Ted Weems (Elmo Tanner)	Decca 25017—ASCAP
10	3	2. LINDA ... Ray Noble-Buddy Clark	Columbia 37215—ASCAP
8	2	3. ANNIVERSARY SONG (F) ... Dinah Shore (Morris Stoloff Ork)	Columbia 37234—ASCAP
11	10	4. GUILTY ... Margaret Whiting (Jerry Grant Ork)	Capitol 324—ASCAP
7	6	5. ANNIVERSARY SONG (F) ... Andy Russell (Paul Weston Ork)	Capitol 368—ASCAP
2	8	6. MY ADOBE HACIENDA ... Eddy Howard (Eddy Howard-Trio)	Majestic 1117—BMI
3	4	7. HEARTACHES ... Harry James	Columbia 37305—ASCAP
7	9	8. ANNIVERSARY SONG (F) ... Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Victor 20-2126—ASCAP
6	5	9. ANNIVERSARY SONG (F) ... Al Jolson (Morris Stoloff Ork)	Decca 23714—ASCAP
1	—	10. THAT'S HOW MUCH I LOVE YOU ... Frank Sinatra	Columbia 37231—BMI
1	—	11. HEARTACHES ... Eddy Howard	Majestic 1111—ASCAP
14	6	11. MANAGUA, NICARAGUA ... Kay Kyser (The Campus Kids)	Columbia 37214—BMI
7	—	12. HOW ARE THINGS IN GLOCCA MORRA? (M) ... Buddy Clark (Mitchell Ayres Ork)	Columbia 37223—ASCAP
1	—	12. MY MELANCHOLY BABY ... Sam Donahue	Capitol 357—ASCAP
4	7	13. A RAINY NIGHT IN RIO (F) ... Sam Donahue	Capitol 325—ASCAP
1	—	14. LINDA ... Paul Weston Ork (Matt Dennis)	Capitol 362—ASCAP
1	—	14. FREE EATS ... Count Basie	Victor 20-2148—ASCAP
3	—	15. GUILTY ... Johnny Desmond-Page Cavanaugh Trio	Victor 20-2109—ASCAP
2	11	15. LINDA ... Charlie Spivak	Victor 20-2047—ASCAP
13	11	15. MANAGUA, NICARAGUA ... Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2026—BMI

Coming Up

- THE EGG AND I ... Dinah Shore (Sonny Burke Ork) ... Columbia 37278—ASCAP

Sterling's

201 HILLBILLY RECORD
by HANK WILLIAMS
is a **BIG HIT**

CALLING YOU and NEVER AGAIN...

HANK has a SURE HIT with this one. Play it . . . and you'll sell it. It's as hillbilly as korn likker. The country's going crazy for hillbillys and completely loco over this one. So stock up!

And here's another hit by Hank Williams and his Drifting Cowboys.

204. WEALTH WON'T SAVE YOUR SOUL and WHEN GOD COMES AND FATHERS HIS JEWELS

HANK'S NEWEST RELEASE

208. MY LOVE FOR YOU HAS TURNED TO HATE and I DON'T CARE (if tomorrow never comes) . . .

Both of above are by Hank Williams and his Drifting Cowboys. We predict you'll sell carloads of these Hank Williams Records.

207. LOOK IN THE LOOKING GLASS and OKLAHOMA CITY
By LOUIS and the INNIS CLAN

Louis Innis is the bass and guitar player in Rod Foley's band that broadcasts at the GRAND OL' OPRY in Nashville every Saturday night. This is his initial bow as a Sterling artist . . . and we are sure he will be asked for plenty of encores.

And for a change of pace — here's **RILEY SHEPARD**

205. STRIKE! WHO? ME? (Who are you talking to?)
By Riley Shepard, The Cowboy Philosopher, accompanied by The Briarhoppers.

Wily Riley has a style of his own. His records are on the wanted, quick list. You'll want them, and you'll want them quickly!

HOT WESTERNS

These are a-steamin' — 'cause they were made by the OKLAHOMA WRANGLERS — who can wrangle a hot tune out of a steer's horns.

202 I Can't Go On This Way and You Don't Have To Worry

203 I'm Sorry If That's The Way You Feel and Farther And Farther Apart

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

The **Billboard** MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
Week Ending April 11

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
7	1	1	HEARTACHES	Ted Weems (Elmo Tanner)	Decca 25017
			<i>Oh, Monah</i>	Ted Weems (Elmo Tanner)	Decca 25017
			<i>Piccolo Pete</i>	Ted Weems (Elmo Tanner)	Decca 25017
4	3	2	LINDA	Ray Noble Ork-Buddy Clark	Columbia 37215
10	2	3	ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork)	Decca 23714
			<i>Avalon</i>	Al Jolson (Morris Stoloff Ork)	Decca 23714
2	6	4	MY ADOBE HACIENDA	Eddy Howard (Eddy Howard-Trio)	Majestic 1117
			<i>Midnight Masquerade</i>	Eddy Howard (Eddy Howard-Trio)	Majestic 1117
7	7	5	ANNIVERSARY SONG (F)	Dinah Shore, (Morris Sholoff Ork)	Columbia 37234
			<i>Heartaches, Sadness and Tears</i>	Dinah Shore, (Morris Sholoff Ork)	Columbia 37234
11	5	6	MANAGUA, NICARAGUA	Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2026
			<i>Heaven Knows When</i>	Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2026
4	10	7	LINDA	Charlie Spivak	Victor 20-2047
			<i>So They Tell Me</i>	Charlie Spivak	Victor 20-2047
9	8	8	ANNIVERSARY SONG (F)	Guy Lombardo (Kenny Gardner)	Decca 23799
			<i>Uncle Remus Said</i>	Guy Lombardo (Kenny Gardner)	Decca 23799
1	—	9	MAM'SELLE (F)	Art Lund (Johnny Tompson Ork)	MGM 10011
			<i>Sleepy Time Gal</i>	Art Lund (Johnny Tompson Ork)	MGM 10011
9	4	10	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23782
			<i>What More Can I Ask For?</i>	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23782

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
14	1	1	Al Jolson Album	Al Jolson	Decca 469
1	—	2	Will Bradley Ork-Ray McKinley Album	Will Bradley Ork-Ray McKinley	Columbia C-123
9	5	3	All-Time Hits Album	Tommy Dorsey	Victor P-163
3	4	4	Romance Album	Eddy Howard	Majestic 15
5	2	5	Concerto Album	Freddy Martin	Victor P-169

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
31	1	1	Rachmaninoff Concerto No. 2 in C Minor	Artur Rubinstein, pianist, NBC Ork; Valdimir Golschmann, conductor	Victor 1075
86	2	2	Rhapsody in Blue	Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor	Columbia X-251
2	5	3	Khatchaturian; Gayne-Ballet Suite	New York Symphony Ork; Efren Kurtz, conductor	Columbia MM-664
3	3	4	Beethoven (Sonata Pathetique No. 8 in C Minor)	Artur Rubinstein	Victor M-1102
14	3	5	Tchaikowsky Nutcracker Suite	New York Philharmonic Snyphony Ork; Rodzinski, conductor	Columbia MM-627

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
95	4	1	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
53	1	2	Jalousie	Boston Pops	Victor 12160..
80	3	3	Clair de Lune	Jose Iturbi	Victor 11-8851
69	2	4	Warsaw Concerto	Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops	Victor 11-8863
52	—	5	Warsaw Concerto	Wallenstein, Los Angeles Philharmonic Ork	Decca 29150

The Billboard
MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART V

Week Ending April 11



MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
7	1			1. HEARTACHES—Ted Weems (Elmo Tanner)	Decca 25017
7	3			2. LINDA—Buddy Clark-Ray Noble	Victor 20-2127
3	8			3. MY ADOBE HACIENDA—Eddy Howard (Eddy Howard Trio)	Columbia 37215
8	2			4. ANNIVERSARY SONG (F)—Guy Lombardo (Kenny Gardner)	Majestic 1117
8	7			5. ANNIVERSARY SONG (F)—Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Decca 23799
6	6			6. ANNIVERSARY SONG (F)—Al Jolson (Morris Stoloff Ork)	Victor 20-2126
13	4			7. MANAGUA, NICARAGUA—Guy Lombardo (Done Rodney-The Lombardo Trio)	Decca 23714
6	6			8. ANNIVERSARY SONG—Dinah Shore (Morris Stoloff Ork)	Decca 23782
4	9			9. LINDA—Charlie Spivak	Columbia 37234
13	5			10. MANAGUA, NICARAGUA—Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2047
4	15			11. HOW ARE THINGS IN GLOCCA MORRA? (M)—Tommy Dorsey (Stuart Foster)	Victor 20-2026
2	14			12. GUILTY—Ella Fitzgerald-Eddie Heywood Ork	Decca 23844
1	—			13. HEARTACHES—Harry James	Columbia 37305
3	11			14. HOW ARE THINGS IN GLOCCA MORRA? (M)—Buddy Clark (Mitchell Ayres Ork)	Columbia 37223
1	—			15. LINDA—Paul Weston Ork (Matt Dennis)	Capitol 362
4	13			16. HOW ARE THINGS IN GLOCCA MORRA? (M)—Dick Haymes-Gorden Jenkins	Decca 23830
6	10			17. GUILTY—Margaret Whiting (Jerry Gray Ork)	Capitol 324
1	—			18. ROSES IN THE RAIN—Frankie Carle (Marjorie Hughes)	Columbia 37252

Coming Up

THAT'S MY DESIRE—Frankie LaineMercury 5007

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
13	1			1. SO ROUND, SO FIRM, SO FULLY PACKED	Merle TravisCapitol 349
8	2			2. WHAT IS LIFE WITHOUT LOVE?	Eddy ArnoldVictor 20-2058
3	3			3. NEW JOLIE BLONDE	Red Foley (The Cumberland Valley Boys)Decca 46034
1	—			4. JOLE BLON	Roy Acuff and His Smokey Mountain Boys (Roy Acuff)Columbia 37287
10	4			5. NEW PRETTY BLONDE (JOLE BLON)	Moon Mullican and the Show-boysKing 578
5	5			6. SO ROUND, SO FIRM, SO FULLY PACKED	Johnny Bond and His Red Valley BoysColumbia 37255

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
18	1			1. AIN'T NOBODY HERE BUT US CHICKENS	Louis JordanDecca 23741
5	4			2. OLE MAID BOOGIE	Eddie Vinson Ork (Eddie Vinson)Mercury 8028
7	2			3. TEXAS AND PACIFIC	Louis Jordan (Louis Jordan)Decca 23810
17	—			4. LET THE GOOD TIMES ROLL	Louis JordanDecca 23741
3	5			5. I WANT TO BE LOVED	Savannah ChurchillManor 1046

Another JACKPOT WINNER
By

DICK JURGENS
and his Orchestra



IT'S DREAMTIME

(from "I'll Be Yours")
vocal by Rey Blanco

THAT'S WHERE I CAME IN

vocal by Jimmy Castle
COLUMBIA 37290

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia," and "30" Reg. U. S. Pat. Off.



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RECORDED BY

ERNEST TUBBS

ON TWO NEW DECCA RECORDS

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NOW"**
(YOUR BROKEN HEART IS
SHOWIN')

DECCA
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**"SO ROUND,
SO FIRM,
SO FULLY PACKED"**

**"I'LL STEP
ASIDE"**

**"THERE'S GONNA
BE SOME
CHANGES MADE
AROUND HERE"**

DECCA
NO. 46041

The
Billboard

MUSIC POPULARITY CHARTS

PART
VI

Record Reviews and Possibilities

Week Ending
April 11



RECORD POSSIBILITIES

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

I WONDER, I WONDER, I WONDER... Eddie Howard with vocal by Eddy Howard and Trio... Majestic 1124

As an exception to Tin Pan Alley's rule, there is every indication that newcomer Daryl Hutchins will crash the sacrosanct hit portals with this highly attractive and tuneful ballad that represents a fine blend of melodic, lyrical and rhythmic content. It's the kind of song that lends itself to immediate contagion, and you can expect all and sundry to hop its wax-wagon. Eddy Howard, singing the lilting lyrics with the assisting male trio, gives it a head-strong start as he spins it slowly, sweetly and smoothly. Back side is another slow ballad of attraction, with maestro Howard and the trio for the vocal, in "Ask Anyone Who Knows." Also hitting the racks with "I Wonder, I Wonder, I Wonder" is the Air Lane Trio, with Ted Martin singing the refreshing refrain (De Luxe 1068), backing with the waltz favorite, "If I Had My Life to Live Over."

IT'S THE SAME OLD DREAM... Pied Pipers with Paul Weston Ork... Capitol 396

Dreamy rendition of the "It Happened in Brooklyn" ballad, embellished with celeste and plectrum solos and backing. The Pipers, at the top of their form on this side, benefit from the tasteful arrangement and ork backing of Paul Weston. This one should catch a plentiful share of disk box coin. Flip, "Mam'selle," offers the rapidly rising song in a non-too-inspired rendition, but the tune itself should help make it a solid pairing. Pipers' pipes and Weston's ork show to better advantage on the "Dream" ballad, which also has been waxed and released by Columbia with Sinatra, Victor with T. Dorsey, and Musicraft with Mel Torme and Artie Shaw.

ACROSS THE ALLEY FROM THE ALAMO... The Starlighters with Earl Hagen's Ork... Mercury 1060

"Across" is the new rhythm ditty that's already out by Stan Kenton on Capitol and Woody Herman on Columbia. For pure commercial purposes, however, Mercury has found the happiest wedding of artist and rendition. Kenton overworks "Across," Woody does a heavily solo-stylized "kicks" impression, while The Starlighters, a harmony fivesome, do it "straight" and right for the sales ledgers. Judging by this performance and their big Chicago air connections, these kids should make some neat competition for the Modernaires or Pied Pipers. Both "Across" and the flip, "Why Did It Have to End So Soon?" (a ballad made pleasant by the vocalizing), giving the melody its due, carry enthusiasm and should sell. "Across" is due for much publisher activity and the mass-market appeal of The Starlighters' version makes it the side to watch.

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.

KAY KYSER (Columbia 37292)

As Long as I Live—FT; VC.
Possum Song—FT; VC.

Jane Russell may well possess a pair of abutments strong enough to make for the storm in censor circles over her "The Outlaw" movie, but for all her physical attributes, the gal can't sing. And sight unseen, in spite of the equal billing Kay Kyser gives her for the oldie, "As long as I Live," the gal gives out as if she were two-fisted instead of too-chested. She is given to most of the side, singing listlessly at a moderate pace. Backside is more in keeping with capabilities of Kyser's camp, ringing in Gloria Wood and the Campus Kids to harmonize for a bright rhythm novelty, a Deep South "Possum Song."

Nothing here for nickels.

EDDY HOWARD (Majestic 1123-1124)

Beside You—FT; VC.
Would You Believe Me?—FT; VC.
Ask Anyone Who Knows—FT; VC.
I Wonder, I Wonder, I Wonder—FT; VC.

The sugar-coated chanting of maestro Eddy Howard, particularly when framed by the smooth and soft harmonies of the male trio, lends itself best to Daryl Hutchins' "I Wonder" ballad, a rolling rhythm melody that packs a load of contagion in its words and music. Also taken at a slow spin is the mated ballad, a pleasant "Ask Anyone Who Knows." It's the same dreamy disking in the maestro's sweet singing and the band's soft playing for "Beside You," which he sings with the trio, and for "Would You Believe Me?," which the maestro sings alone. However, there is not enough substance either in the singing or playing to sustain an even flow at the slow drag set for this doublet.

"I Wonder, I Wonder, I Wonder" stacks up extra strong as a song hit to hit in the money.

DUKE ELLINGTON (Musicraft 484)

It Shouldn't Happen to a Dream—FT; VC.
Trumpet No End—FT.

It's a lush torch song with a beautiful mood melody for "Happen to a Dream," sung with full romantic expression by Al Hibler. And adding to his selling is the instrumental gloss provided by Johnny Hodges, who improvises his own melody

on the alto sax to set the stage for Hibler's full-voiced interpretation. Backside spins at a faster beat, Duke Ellington parading the four trumpet toolsters in his band, each blowing it hot, high and dirty for "Trumpet No End," which identifies the exciting horn work. The melody for the take-off is Irving Berlin's "Blue Skies."

The "Dream" ballad if the ditty strikes a popular fancy.

GENE KARDOS (Continental C-5102)

Last Night on the Back Porch—FT; VC.
All by Myself—FT; VC.

A band name back in the halcyon days of the Roseland Ballroom in New York, Gene Kardos still dishes out pert and danceable syncopated beats with the melodic lines cut along a sharply-defined rhythmic pattern. For both of these oldies it's ballroom music inviting for stepping out on the polished floor, with Buddy Marvin's singing on both counts in keeping with the rhythmic pace.

The revived "Back Porch" ditty may bring another round of coins.

SAMMY KAYE (Victor 20-2209)

The Egg and I—FT; VC.
After Graduation Day—FT; VC.

The rich voice and expressive lyrical phrasings of Mary Marlow contributes much to the lyrical sentiments expressed in "The Egg and I" ballad. And equally strong on the song selling is the campus lullaby, "After Graduation Day," from Sammy Cahn's and Jule Styne's musical comedy score, "Barefooted Boy With Cheek," with the sweet tenor pipes of Johnny Ryan and the band choir adding lyrical charm to a pretty melody. To each the Kaye band provides a smooth and inviting dance pattern.

Picture tie brings attraction to "The Egg and I."

CARMEN CAVALLARO (Decca 23852)

It's Dreamtime—FT; VC.
Midnight Masquerade—FT; VC.

The sonata Steinway-styling of Carmen Cavallaro provides the instrumental sparkle for both of these attractive lullabies, both when up front and when adding luster to the full band oody paced by the fiddle section. Without detracting from the smooth-flowing dance rhythms in the

(Continued on opp. page)

(Continued from opp. page)

ballad tempo, Cavallaro adds a symphonic flavor in his keyboarding for "It's Dreamtime" while keeping close to the melodic line for "Midnight Masquerade." On both counts, Bob Allen's full-voiced baritone makes the wordage count.

Both selections should count for coins at class locations where this brand of music is popular.

HARRY JAMES (Columbia 37301)
What Am I Gonna Do About You?—FT; VC.
I Can't Get Up the Nerve To Kiss You—FT; VC.

You'll find none of that Harry James finesse either in the scoring or the playing of these two lovely ballads. Moreover, the maestro's own horn work lacks as much polish as the playing of the band itself, and it all sounds like something that was cut on the run. James ignores the melodic charm in each of the two ballads and whips them out at an alleged bounce beat. Only there is no bite to the rhythm section, pounding out the rhythms as listlessly as the others. Art Lund comes in for the singing on both sides. And while he imparts some rhythmic spark in his song, it's not in keeping either with the tunes or the tootling.

It will take blind devotion on the part of James fans to keep these in coin boxes.

FREDDY MARTIN (Victor 20-2208)

Beside You—FT; VC.
Your Wish Is My Command—FT; VC.

From the movie, "My Favorite Brunette," Freddy Martin cuts a smooth spinning disk that is plenty dance inviting for the lovely "Beside You" ballad. Instrumentally, it's the string section and the maestro's tenor sax that carry the melody with Stuart Wade's romantic bary pipes to carry the words. Mated is another slow-spinning ballad, "Your Wish Is My Command," which gets the full band body for its melodic exposition with Gene Conklin applying dramatic force for the words. However, all the melodic charm is packed in the "Beside You" side of the biscuit.

Screen will center attention on "Beside You."

GUY LOMBARDO (Decca 23845)

April Showers—FT; VC.
If I Had My Way—FT; VC.

The "Jolson" movie again centering attention on the song, Guy Lombardo chalks up a winning wax with his bright and breezy cutting of "April Showers," made all the more inviting with the engaging keyboard capers of the twin pianos and with Jimmy Brown adding the lyrical force. Backside is another evergreen, spinning it slow and smooth for Jimmy Kendis' "If I Had My Way," with Brown again providing the vocal attraction.

Shower of coins should attend "April Showers."

RAY McKINLEY (Majestic 7216)

Red Silk Stockings and Green Perfume—FT; VC.
Jiminy Crickets—FT.

Ray McKinley goes back to the days of forty-niners to fashion a bright and engaging rhythm novelty in "Red Silk Stockings and Green Perfume." Adding an attractive patter to set the stage for his rhythmic chanting, McKinley sets the old gal in an up-to-date rhythmic stage framed by the even flow of solid rhythms by the band boys who join in on singing the refrain. At the same up-beat, the band boys have their inning for the riff-fashioned "Jiminy Crickets." While the riffing is repetitious, the scoring and ensemble work provide plenty to arrest attention.

Title brings added coin attraction to the "Red Silk Stockings" novelty.

DICK JURGENS (Columbia 37290)

That's Where I Came In—FT; VC.
It's Dreamtime—FT; VC.

It's the straightforward dance music, without frills or fancies, that Dick Jurgens dishes out for both of these tuneless ballads. The playing is scaled along sweet lines, as is the singing of Rey Blanco for "It's Dreamtime" and Jimmy Castle for "That's Where I Came In."

Satisfying spinning where the coin boxes creates smooth music for dancing.

JOHNNY LONG (Signature 15088)

Please Take Me Home This Moment—FT; VC.
The White Star of Sigma Nu—FT; VC.

Johnny Long, seeking out the saucy songs, comes forth with another spicy spin in "Please Take Me Home This Moment." Turns it all over to his canary, Francey Lane, who takes tempo liberty in singing it with piano accompaniment most of the way. However, there's nothing seductive in the gal's singing style, but the wolfish lyrics and the usual tag-twist make for the selling as it may be for such banter. For the flip, Long resolves the band into a glee club for "White Star of Sigma Nu," an alma mater song of interest only to the frat freres.

They'll lay it on the line for "Please Take Me Home This Moment."

GEORGE OLSEN (Majestic 7215)

Let Me Call You Sweetheart—W; VC.
The Train Wheels Sang a Song—FT; VC.

The sweet tenor piping of Ray Adams, banked by the sustained vocal harmonies of the trio, make it a nostalgic nicety for the everlasting "Let Me Call You Sweetheart" waltz favorite. For the flip, George Olsen cuts an attractive choo-choo rhythm novelty, with the sweet singling of Adams in keeping with the tenor of his music making, sharpened by the band boys singing the choo-choo song.

"Let Me Call You Sweetheart" good for another long round of coins at the taps and taverns.

BOYD RAEBURN (Musicraft 489-490)

Interlude—FT.
Boyd's Nest—FT.
March of the Boyds—FT.
Blue Prelude—FT.

The scoring skill of Boyd Raeburn, bringing new harmonic overtones and designs to jazz orchestration, is set forth here over four instrumental sides which include the maestro's own "Boyd's Nest" and "March of the Boyds;" the Woody Herman blues them in "Blue Prelude," and Dizzy Gillespie's "Interlude," also known as "Night in Tunisia." Raeburn has rounded up an excellent aggregation and his scores pack plenty of musical meat, even if removed from commercial lines. Moreover, the spinning shows off some fine instrumental solo work as well as rock-solid orchestrating. Outstanding is the alto sating of Johnny Bothwell, who carries the "Blue Prelude" cutting, and the torrid trumpeting of Dizzy Gillespie, most pronounced for his "Interlude" plattering.

For musicians and hot jazz fans.

PHIL HARRIS (Victor 20-2153)

It's a Good Day—FT; VC.
The Possum Song—FT; VC.

The inimitable vocal styling of draw-ditting Phil Harris, with the band boys bringing up a lively and infectious rhythmic beat, stands out well for both of these specialties, particularly for the droll deep South story of the "Possum" who has been stealing all his chickens and is slated to end up in a pot with candied yams. For the flip, it's happy singing for the happy swing spiritual, "It's a Good Day."

Phil Harris fans will favor both sides with special attention to "The Possum Song."

ALFRED NEWMAN (Majestic 20015)

Dance of the Comedians—W.
The Minute Waltz and The Bee—W. & FT.

Conducting a large concert orchestra, Alfred Newman packages three short concert pieces on both sides of the platter. Even if not brilliant, Newman gives a faithful reading for "Dance of the Comedians," the gay ballet music from Smetana's "The Bartered Bride" opera. For the flip, two short pieces are coupled, the side spinning out Chopin's "Minute Waltz" and Schubert's "The Bee."

For the home library.

AL GOODMAN

(Victor 46-0006 & 46-0007)

La Paloma—FT.
Nola—FT.
That Naughty Waltz—W; VC.
Beautiful Ohio—W; VC.

Al Goodman brings a musical bouquet of four everlasting melodies for this pair of 12-inch platters. His large orchestra playing in the restful and refreshing salon style, enriched with fiddle luster, Goodman gives with greatest melodic charm for the waltzes. Adds much lyrical charm to the spinning with Jimmy Carroll and Audrey Marsh dueting for "The Naughty Waltz" and the softly blended harmonies of The Guild Quintet for the lilting "Beautiful Ohio." Also makes it a sumptuous Latin serenade as the rich Strad section banks Larry Green's keyboarding for "La Paloma." For the fourth side, the strings scintillate for "Nola," with Green adding some of the Vincent Lopez ivory designs.

For the parlor phones.

RAY SMITH (Continental 8019-8021)

So Round, So Firm, So Fully Packed—FT; V.

The Leaf of Love—FT; V.
Heartaches—FT; V.
Honey, Be My Honey Bee—FT; V.

While Ray Smith sports a sweet set of singing pipes, it's entirely without that rustic feeling that makes for attention-getting in Western circles. As a result, it's only when singing the Tin Pan Alley "Heartaches," to which is added a dash of whistling, that the singer sells himself. For the other sides, he has the advantage of good song material in the novelty lyrics of "So Round, So Firm, So Fully Packed," and especially in the catchy "Honey, Be My Honey Bee," taking both ditties at a lively clip. "The Leaf of Love," also at a fast pace, is a repetitious ditty that falls flat on the disk. Far more interesting than the singer are the pert dance rhythms of the Pinetoppers, a little jam band with a better flair for the Western. The popular "Heartaches" hits the music machine mark.

(Continued on page 118)

FRED KIRBY

and the MOUNTAINEERS

SONORA RECORD NO. 3038

"The Wreck of the Old '97 (Lost Lost)"
"Deep in the Bottom of the Sea"

SONORA RECORD NO. H7037

"My Boy Blue"
"Boogie Woogie Farmer"

Here's a double-barrelled profit builder. Fred Kirby's style in these numbers will not only sell your Hillbilly fans, but be equally popular with the many fans of authentic folk tunes. NOW is the time to stock-up and get your share of the calls Fred's many fans are sure to make.



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SONORA RECORD NO. H7031

"Missouri"
"Blueberry Lane"

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JIM JAM TRIO

featuring JIM JAM SMITH

SONORA RECORD NO. 107

"Riffin' Rufus"
Vocal by Jim Jam Smith
"Jim Jam Boogie"

SONORA RECORD NO. 108

"I Got Ya' Covered, Mr. Buzzard"
"Ev'ry Day Blues"

Vocals by Jim Jam Smith
Featuring the vibrant, throbbing bass of Jim Jam Smith, this popular trio gives your customers the scintillating rhythm they demand... the solid dance numbers and intriguing vocal arrangements that keep the customers coming back for more. Be sure you have enough of these popular releases.



CLYDE BERNHARDT

and the BLUE BLAZERS

SONORA RECORD NO. 109

"Good Woman Blues"
"If It's Any News to You"

Vocals by Clyde Bernhardt

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The Billboard

MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending
April 11

TRADE SERVICE FEATURE

ADVANCE RECORD RELEASES

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

POPULAR

- ACROSS THE ALLEY FROM THE ALAMO Earle Hagen Ork (WHY DID)..... Mercury 3060
- ALL OF ME Frankie Laine (MAM'SELLE) Mercury 5048
- AM I BLUE? Annette Warren (LOTS OF)..... Black & White 826
- BUT NOT FOR ME Allan Schrader Ork (THINGS)..... Black & White 834
- CECILIA Dick Jurgens Ork (Ronnie Kemper) (I WON'T)..... Columbia 37342
- CHI-BABA CHI-BABA George Towne Ork (Mary Ann Wayne-Ensemble) (MAM'SELLE) Sonora 2023
- DREAMS ARE A DIME A DOZEN The Four Vagabonds (I WONDER)..... Apollo 1055
- GET UP THOSE STAIRS, MADEMOISELLE Tony Pastor (RED SILK)..... Columbia 37330
- PHIL HARRIS SONG ALBUM Phil Harris..... Stinson 201
- Careless..... Stinson 201-2
- Just Awhistlin' and Awhistlin'..... Stinson 201-2
- Rose Bloom..... Stinson 201-1
- What's the Matter With Dixie?..... Stinson 201-1
- HELP ME (Cuatro Vidas) Emil Coleman (Ted Martin-Judith Arlen) (THE WEDDING) De Luxe 1071
- I WONDER, I WONDER, I WONDER Martha Tilton (Dean Elliott Ork) (THAT'S MY) Capitol 395
- I WONDER WHO'S KISSING HER NOW The Four Vagabonds (DREAMS ARE) Apollo 1055
- I WON'T BE HOME ANYMORE Dick Jurgens Ork (Al Galante) (CECILIA) Columbia 37342
- WHEN YOU CALL
- IT'S THE SAME OLD DREAM The Pied Pipers (Paul Weston Ork) (MAM'SELLE) Capitol 396
- IVY Woody Herman (The Four Chips) (THAT'S MY) Columbia 37329
- LOTS OF LUCK TO YOU Annette Warren (AM I) Black & White 826
- MAHZEL Ted Straeter Ork (Ted Straeter-Ensemble) (MY PRETTY) Sonora 2022
- MAM'SELLE Derry Falligant (THE BEAUTIFUL) Enterprise 257
- MAM'SELLE Frankie Laine (ALL OF) Mercury 5048
- MAM'SELLE The Pied Pipers (Paul Weston Ork) (IT'S THE) Capitol 396
- MAM'SELLE George Towne Ork (Don Burke) (CHI-BABA) Sonora 2023
- MARIA ELENA Emil Coleman (MIAMI BEACH) De Luxe 1073
- MAYBE YOU'LL BE THERE Billy Butterfield Ork (Pat O'Connor) (STELLA BY) Capitol 397
- MEET ME AT NO SPECIAL PLACE (And I'll Be There At No Particular time) King Cole Trio (King Cole) (YOU DON'T) Capitol 393
- MIAMI BEACH RHUMBA Emil Coleman (MARIA ELENA) De Luxe 1073
- MUSIC OUT OF THE MOON ALBUM Dr. Samuel J. Hoffman..... Capitol CC-47
- Celestial Nocturne..... Capitol 10080
- Lunar Rhapsody..... Capitol 10080
- Lunette..... Capitol 10081
- Mist of the Moon..... Capitol 10082
- Moon Moods..... Capitol 10081
- Radar Blues..... Capitol 10082
- MY MELANCHOLY BABY Derry Falligant (TORCHY) Enterprise 255
- MY PRETTY GIRL Ted Straeter Ork (Kitty Crawford) (MAHZEL) Sonora 2022
- RED SILK STOCKINGS AND GREEN PERFUME Tony Pastor (GET UP) Columbia 37330
- STELLA BY STARLIGHT Billy Butterfield Ork (Billy Butterfield) (MAYBE YOU'LL) Capitol 397
- THAT'S MY DESIRE Ray Anthony Ork (Dee Keating) (WE KNEW) Sonora 2019
- THAT'S MY DESIRE Woody Herman (The Four Chips) (IVY) Columbia 37329
- THAT'S MY DESIRE Martha Tilton (Dean Elliott Ork) (I WONDER) Capitol 395
- THE BEAUTIFUL LADY IN BLUE Derry Falligant (MAM'SELLE) Enterprise 257
- THE WEDDING RHUMBA Emil Coleman (HELP ME) De Luxe 1071
- THINGS (I'll Remember You By) Allan Schraeder Ork (Bob Hayward-Elo-Quints) (BUT NOT) Black & White 834
- TORCHY Derry Falligant (MY MELANCHOLY) Enterprise 255
- TOY TRUMPET Gaylor Carter (TWILIGHT IN) Black & White 3015
- TWILIGHT IN TURKEY Gaylor Carter (TOY TRUMPET) Black & White 3015
- WE KNEW IT ALL THE TIME Ray Anthony Ork (Dee Keating-Billy Johnson) (THAT'S MY) Sonora 2019
- WHO'S ON FIRST? Parts I and II Abbott and Costello..... Enterprise 501

(Continued on opp. page)

YOU CAN CONTACT THE DISK JOCKEYS

A complete list of record airshows, so important for promotion tie-ups, is included in the Eighth Annual Encyclopedia of Music, the big, two-volume reference book that all the music trade is using. This is only one of 72 vital reference lists and 50 feature articles in its more than 800 pages.

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Billboard ENCYCLOPEDIA OF MUSIC

(Continued from opposite page)

WHY DID IT HAVE TO END SO SOON? Earle Hagen Ork (ACROSS THE)..... Mercury 3060
 YOU DON'T LEARN THAT IN SCHOOL King Cole Trio (King Cole) (MEET ME) Capitol 393

RACE

AIN'T THAT GRAVY GOOD? The Aristo-Kats (JACK, YOU'RE)..... Victor 20-2243
 ALL IN ALL BLUES Jazz Gillman-Big Macco (CAN'T TRUST) Victor 20-2232
 BIG TOWN BLUES Jesse Price and His Blues Band (Jesse Price) (YOU CAN'T) Capitol 391
 BLUES IN MY HEART Roy Milton and His Solid Senders (GROOVIN' WITH) Specialty 514
 BOBBY SOX BLUES Roosevelt Sykes and His Original Honey-drippers (PEEPING TOM) Victor 20-2201
 CAN'T TRUST MYSELF Jazz Gilman (ALL IN) Victor 20-2232
 DARKTOWN STRUTTERS BALL Loumell Morgan Trio (OL' MAN) Apollo 1038
 DON'T TAKE EVERYBODY TO BE YOUR FRIEND Sister Rosetta Tharpe (Sam Price Trio) (WHEN I) Decca 48025
 FAREWELL, NIGHT LIFE John Sellers (Instrumental Accom.) (PLAY AROUND) Victor 20-2238
 FAT AND FORTY Albert Hibbler Ork (MY LITTLE) Sunrise 2002
 FEATHER ROLL BLUES Billy Strayhorn Ork (SOLITUDE) Sunrise 2001
 FINE BROWN FRAME BLUES Milton Bugg (Ray Abrams Ork) (I LIVE) Savoy 648
 FINE JELLY BLUES Redd Foxx (REDD FOXX) Savoy 631
 FOR OLD-TIME SAKE Little Miss Cornshucks (Marl Young Ork) (HAVE YOU) Sunbeam S-105
 FOR YOU Bill Samuels (The Cats 'N Jammer Three) (MY BABY) Mercury 8033
 GLOOMY SUNDAY Billie Stewart (SOLITUDE) Savoy 647
 GOIN' DOWN SLOW St. Louis Jimmy (I WON'T) Bullet 270
 GOIN' HOME BLUES Sylvester Scott Ork (George Vann, The Blues Man) (TIME OF) Juke Box JB-519
 GO TO SLEEP (MY SLEEPY HEAD) Etta Jones (J. C. Heard Band) (I SOLD) Victor 20-2231
 GROOVIN' WITH JOE Roy Milton and His Solid Senders (BLUES IN) Specialty 514
 HAVE YOU EVER LOVED SOMEBODY? Little Miss Cornshucks (Marl Young Ork) (FOR OLD-TIME) Sunbeam S-105
 HIP CHICK BLUES Bill Crosby and His Band (Bill Crosby) (THOSE DOG-GONE) Columbia 37327
 HOT SAUCE SUSIE Ruby Smith (Gene "Honeybear" Sedic Ork) (I'M SCARED) Victor 20-2244
 I FEEL LIKE LAYIN' IN ANOTHER WOMAN'S ARMS Danny and Blu Lu Barker (Danny Barker Sextet) (THERE WAS) Apollo 382
 I LIVE TRUE TO YOU Milton Bugg (Ray Abrams Ork) (FINE BROWN) Savoy 648
 I SOLD MY HEART TO THE JUNK-MAN Etta Jones (J. C. Heard Band) (GO TO) Victor 20-2231
 I WON'T DO THAT NO MORE St. Louis Jimmy (GOIN' DOWN) Bullet 270
 I'LL ALWAYS BE IN LOVE WITH YOU Roy Milton and His Solid Senders (ON THE) Specialty 513
 I'M GONNA TAKE THE "U" CAR Sylvester Scott Ork (Paul De Vorn) (IT'S THE) Juke Box JB 517
 I'M LIVING FOR YOU Walter Brown (Tiny Grimes Sextet) (LET'S GET) Signature 1008
 I'M SCARED OF THAT WOMAN Ruby Smith (Gene "Honeybear" Sedic Ork) (HOT SAUCE) Victor 20-2244
 I'M STILL YOUR BABY The Four Clefs (THE FIRST) Bullet 268
 IT'S DANGEROUS TO BE A HUSBAND Cousin Joe Sextette (LITTLE WOMAN) De Luxe 1067
 IT'S THE TRUTH FROM MY HEART Sylvester Scott Ork (Red Mack-Ensemble) (I'M GONNA) Juke Box JB 517
 JACK, YOU'RE DEAD The Aristo-Kats (AIN'T THE) Victor 20-2243
 JOHNNY TAKE MY WIFE The Three Flames ("Bill" Pollard-"Tiger" Haynes) (VIDDLE DE) Columbia 37321
 LET'S GET SOME UNDERSTANDIN' Walter Brown (Tiny Grimes Sextet) (I'M LIVING) Signature 1008
 LITTLE BOY BLUE Roy Milton and His Solid Senders (THEM THERE) Specialty 516
 LITTLE WOMAN BLUES Cousin Joe Sextette (IT'S DANGEROUS) De Luxe 1067
 LOP-POW Babs' 3 Bips and a Bop (PAY DEM) Blue Note BN 535
 MEAN AND EVIL BLUES Dinah Washington (Dave Matthews) (YOU SATISFY) Mercury 8035
 MR. FINE Roy Milton and His Solid Senders (RAINY DAY) Specialty 515
 MY LITTLE BROWN BOOK Al Hibbler Ork (FAT AND) Sunrise 2002
 MY BABY DIDN'T EVEN SAY GOODBYE Bill Samuels (The Cats 'N Jammer Three) (FOR YOU) Mercury 8033
 OL' MAN RIVER Loumell Morgan Trio (DARKTOWN STRUTTERS) Apollo 1038
 ON THE SUNNY SIDE OF THE STREET Roy Milton and His Solid Senders (I'LL ALWAYS) Specialty 513
 OOP-POP-A-DA Babs' 3 Bips and a Bop (STOMPING AT) Blue Note BN 534
 PAY DEM DUES Babs' 3 Bips and a Bop (LOP-POW) Blue Note BN 535
 PEEPING TOM Roosevelt Sykes and His Original Honey-drippers (BOBBY SOX) Victor 20-2201
 PLAY AROUND WITH MY HEAD John Sellers (Instrumental (Accom.) (FAREWELL NIGHT) Victor 20-2238
 RAINY DAY BLUES Roy Milton and His Solid Senders (MR. FINE) Specialty 515
 REDD FOXX BLUES Redd Foxx (FINE JELLY) Savoy 631
 SATURDAY EVENING BLUES Big Bill and His Rhythm Band (WHAT CAN) Columbia 37314
 SOLITUDE Albert Hibbler Ork (FEATHER ROLL) Sunrise 2001
 SOLITUDE Billie Stewart (GLOOMY SUNDAY) Savoy 647
 STOMPING AT THE SAVOY Babs' 3 Bips and a Bop (OOP-POP-A-DA) Blue Note BN 534
 THE FIRST THING IN THE MORNING The Four Clefs (I'M STILL) Bullet 268
 THEM THERE EYES Roy Milton and His Solid Senders (LITTLE BOY) Specialty 516
 THERE WAS A LIL' MOUSE Blu Lu Barker (Danny Barker Sextet) (I FEEL) Apollo 382
 THOSE DOG-GONE BLUES Bill Crosby and His Band (Bill Crosby) (HIP CHICK) Columbia 37327
 TIME OF DAY BLUES Sylvester Scott Ork (George Vann, The Blues Man) (GOING HOME) Juke Box JB 519
 VIDDELE DE VOP The Three Flames ("Tiger" Haynes-Group) (JOHNNY TAKE) Columbia 37321
 WHAT CAN I DO? Big Bill and His Rhythm Band (SATURDAY EVENING) Columbia 37314
 WHEN I MOVE TO THE SKY Sister Rosetta Tharpe (Sam Price Trio) (DON'T TAKE) Decca 48025
 WOMAN'S BLUES, Parts I and II Duke Henderson Apollo 384
 YOU CAN'T TAKE IT WITH YOU Ralph Font Ork (MAMBO) Majestic 7219
 YOU SATISFY Jesse Price and His Blues Band (Jesse Price) (BIG TOWN) Capitol 391
 YOU SATISFY Dinah Washington (Dave Matthews) (MEAN AND) Mercury 8035

(Continued on page 120)

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**MERCURY
RECORDS**

Lopez Pointing For Jockey Slot

NEW YORK, April 12.—Orkster Vincent Lopez is reported to be dickering for a disk jockey slot on the WOR-Mutual network. According to Pat O'Connor, who recently joined Lopez as personal manager, the long-time maestro is trying to set himself up as competition to the pending Paul Whiteman spin show of the American Broadcasting Company (ABC).

Lopez, now in his sixth year at the Taft Hotel here, intends leaving that spot at the end of his present contract in June. The maestro also is fishing around for a location to revive his nitery, Casa Lopez. He is said to be dickering for the spot which once housed the Rainbow Room in the RCA building in Rockefeller Center.

Sherman Seeks Band Ear Hypo With Name P.A.

CHICAGO, April 12.—In an effort to perk up lagging listener interest in dance band remotes locally, Val Sherman, WBBM producer in charge of CBS remotes here, is trying to work out a deal to have name musical and vocal acts do several appearances on Chi location shots. First efforts are centered around the College Inn of the Hotel Sherman, which is now airing Herbie Fields' Octet, and which is also playing the Harmonicats, Hayne Walton and the Jan August Quartet. Sherman is also trying to work out a deal to have Lena Horne do appearances during the Chez Paree remotes, which regularly air Don Davis's ork.

CarnegiePopSeries Sets New Features

(Continued from page 4)

Irving Caesar narrating, Mary Small, Del Casino and Maggie Fisher's Piano Playhouse. Later in the season there will be an *Oriental Night* with Alan Hovajness highlighting Armenian folk music (May 24) and *Irish Night* and a *Palestinian Night* (June 1) which will feature folk songs composed during World War II in Palestine, the manuscripts of which were brought to this country recently.

Likova Deb

Also skedded for the season on opening night (May 1) is Czechoslovakian coloratura soprano, Eva Likova, who was discovered last summer by Karl Kreuger, fronter for the Detroit Symphony, during his guest podium trek of Europe. Miss Likova was for a number of years diva of the Brno Opera and prior to her entrance into opera was a noted dramatic thesp in Czechoslovakia.

Carlos Ramirez, pic and nitery chanter, will appear in the Latin-American Fiesta May 2. Ivan Petroff, noted Russian basso, will headline May 3 in the Tschaikovsky Night. Elaine Malbin, of NBC's *Serenade to America*, on the Viennese night. Brian Sullivan, leading tenor of *Street Scene* and Lawrence Winters, chirper of *Call Me Mister*, will appear on Musical Comedy Night May 11.

Batoneer for five of the first two weeks' concerts will be David Broekman. Opening night he will share the podium with ex-mayor Fiorello H. LaGuardia. Other frontiers include Vladimir Bakaleinikoff, associate conductor of the Pittsburgh Symphony; Ann Kullmer, Bert Shefter, O'Artega and Nick Aversano.

SUN, MAJESTIC SUITS

(Continued from page 20)

hence, royalties were not paid.

According to Majestic's Ben Selvin, the Suns had cut *Twilight* for Victor before a restriction clause in a Majestic-held contract had run out. He said the clause forbade the Suns to record any tunes they had made for Majestic until three years after the initial cuttings. Selvin said that when Victor released its *Twilight Time* platter, this was called to the company's attention and Victor promptly withheld further shipment and advised its distributors to hold up sales.

Selvin contends premature release of the platter damaged Majestic's own sales potential on Suns' platters.

STRIKE MAY HURT

(Continued from page 20)

a month. They also claim that if large increases have to be granted, production of the 39-cent label will be discontinued. Since Sonora's attempt to put out a 39-cent label has been watched closely by the trade, and since in some quarters it is considered a significant move that could bring about a general lowering of record prices elsewhere, strike or general wage increase at the Sonora plant could have strong effect on the record industry.

At the present time average hourly wage at the Sonora plant is \$1.42. Pressmen are getting an average \$1.60 hourly.

Palisades' Week-End Orks

NEW YORK, April 12.—Palisades Park will open its season April 19 with a week-end ork policy, which will become a full-week policy beginning May 29. Enoch Light's ork is skedded to kick off, Johnny Messenger to follow.

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WATCH??

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

Benny Strong

(Reviewed at the Trianon Ballroom, Chicago, March 26. Booked thru Music Corp. of America)

TRUMPETS: Harry Gosling, Ed Downs, Art Ramsey.
 TROMBONES: Bernard Press, Allan Jylha.
 SAXES: Elwood Carl, Weddy Caruso, Ed Shields, Jack Wichman.
 RHYTHM: Wendell Tracy, piano; Gil Baer, drums; and William McDonald, bass.
 VOCALISTS: Benny Strong, Dianne Paige, Harry Gosling and Elwood Carl.

The Strong aggregation is definitely built around its leader, with Benny punching always at the crowd out front and getting the desired effect consistently. Guy's personality projects even across the vast confines of this major dancery and the novelties and vocals he did won mitts, which is unusual for a mid-week crowd in any Chi terpery.

Unlike most commercial crews today, Strong men accent brass just as often as they do the reeds. Tho the horn corps numbers only five, boys get a big, mello sound and they don't have to overblow their instruments to get it. Rhythm section is strictly pointed for dancing, with drummer Gil Baer pushing just enough to keep even the slowest ballad a bit zippy. Strong is missing a bet in not building a novelty around 88-er Wendell Tracy, whose normal ivory tickling is exaggerated enough already to warrant the spot.

Band's book is substantial in the number of current tune leaders, as well as a large stock of the lesser-heard standards. Payees at this ballroom make very few requests for Latin ditties, but those that came got prompt returns. Since the band was heard last a year ago, plenty of show-tune and semi-classic instrumentals, highlighting melodious section blends, have been added to pace the dancing programs.

Band is heavy on male vocalists, with the leader stepping mikeward for the peppier novelties and oldies, while Elwood Carl and Harry Gosling split the more romantic ditties. For harmony tunes, the Minute Men offer adequate treatment. Diane Paige proved easy on the eye and ear and is versatile enough to handle an assortment of lyrics. *John Sippel.*

Thornhill Booked For One-Nighters

NEW YORK, April 12.—Claude Thornhill's ork has been set by the William Morris Agency for a series of one-nighters before its debut at Glen Island Casino May 29. In the month beginning April 26, Thornhill will play 11 college dates and six additional private dates, averaging \$2,500 a night. Phil Brown, Morris one-night booker, says that of the 10 dates not yet filled, he expects half to be taken shortly.

Among colleges Thornhill will hit on his tour are Colgate, Tennessee, West Virginia, Temple and Lehigh.

Synthetic Plastics Enters Kidisk Field Next Month

NEW YORK, April 12.—Synthetic plastics, owned by Henry LaPidus, bows into the kidisk field first of next month with new Rocking Horse Label. First release will be a box-package of three seven-inch shellac disks to be sold at \$1.09 retail.

Synthetic firm, which up to now has confined its disk biz to pressing and stamping service, aims eventually to turn out unbreakable tottallow.

Denny Beckner

(Reviewed at Aragon Ballroom, Ocean Park, Calif., March 15. Booked thru Music Corporation of America. Road Manager, Ken Foeller.)

SAXES: Pedro Tapia, Joe Vento, Al Horky, George Francis.
 TRUMPETS: John Beltz, Ken Foeller.
 TROMBONES: Ken Martlock, M. Calcut.
 RHYTHM: Larry Medcalf, piano; Reed Curry, drums; Cal Tittle, bass.
 VOCALISTS: Dick Baldwin, Denny Beckner.
 ARRANGER: Ivan Washabaugh.

The op driven to an aspirin diet by dead-pan batoneers with music to match, will find a welcome breather in Denny Beckner. Guy is a one-man show and beats his brains out to give the kids their buck's worth in bellylaughs as well as terpsible music.

Beckner's current crew is about seven months old. During the six-month period between the break-up of his old jazz band and his present commercial outfit, MCA booked him as a nitery-vaude single.

For bandstand manner, Beckner leans to the zany side of the laugh fence. Customers never know what to expect when he takes to the podium and those who decide to look and listen instead of dance are in stitches from start to finish.

While brand of music-making is dated, kids and oldsters who jammed this spot ate it up and clamored for more. Arrangements throw full emphasis on the melody line, backed up with a good strong beat. Tempi are moderate for the most part, with an occasional bouncer tossed in to keep swingsters happy. Book is well stocked with yesteryear items, balanced with current faves. When it comes to novelties, Beckner is in his prime.

Best is his vocal fling at *St. Louis Blues*, with altered lyrics, in which he literally climbs the bass fiddle to sling the wordage.

Some will turn up their sophisticated nose and claim this is all too corny for cultivated palates, but all in all, the average patron will be satisfied with music designed strictly for dancing plus Beckner's podium antics. While this type of crew is tailor-made for club and stage dates, it's proving its dancery merits here now.

Beckner at present is sans disk affiliation and, until he can gain a label tie, has little chance of developing stature. *Lee Zhitto.*

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FB Hinterland Faves for Army Midwestern Radio Recruit Drive

CHICAGO, April 12.—Frederick Bros.' Chi band department last week snatched up a rich promotional plum and patriotic assist when FB's Joe Callan closed a deal with Warrant Officer Chuck Fresse, of the Fifth Service Command's public relations' department, to utilize FB talent exclusively on the forthcoming radio transcription enlistment program. While the army previously had utilized only national names to sell its enlistment campaign with pop music, Fresse set the deal for FB talent which was widely known thruout the Midwest. Bands set for the waxing are George Winslow, Ray Pearl, Phil Levant, Billy Bishop and others which have played every hamlet in the hinterlands. The army feels that such names are better known in the smaller communities and will create more interest. Besides bands, which will be picked up from spots at which they are working and band remotes, which will be recorded with the recruiting commercial dubbed in, army enlistment program will use singers and cocktail combos and singles on the FB roster. Fact that the army is using actual air checks of remotes will prove a big promotion for locations where bands are playing. Location will get further plugging from a series of spot announcements, previous to the 15-minute e.t., which will inform listener that they'll be hearing waxing of the band from the particular spot.

Series will be distributed to 210 Midwestern stations in the Fifth Service Command area, which will start piping the army enlistment drive e.t.'s about May 15 at the rate of one per week. Length of the army radio drive is uncertain, but informed sources expect it to last at least five months.

AFRA, AGMA Seek Equitable Concert Break in Chi Park

CHICAGO, April 12.—Incensed because Chi's Park District which handles Grant Park Summer Concerts has in the past almost completely ignored Chi musical talent, combined group of American Federation of Radio Artists (AFRA) and American Guild of Musical Artists (AGMA) this week called on reps of the district and asked for "more equitable representation" on the concerts.

Out of more than 30 skedded performances, only one Chi singer is on the roster for 1947. Park execs pleaded to group only big names would draw the crowds, but union group pointed out that most of the crowds would come anyway since admission is free. (Concerts draw from 25,000 to 75,000 persons every Sunday.) Committee, composed of Win Stracke, folk singer, Joe Eschert, George Tozzi, Irving Myers, AGMA counsel, and spearheaded by Studs Terkel, American Broadcasting Company emcee, believe at least half of the concerts should feature Chi talent. Altho sked for this season can't be changed, the committee wrangled from the Park District a promise to hold a Chicago Week at the end of the season. Week would star leading Chicago composers, singers and possibly an entire opera would be staged and sung.

Assoc. Composers Stays BMI

NEW YORK, April 12.—Associated Composers, Inc., Continental Record's publishing outlet, which last week was reported ready to switch licensing affiliations from Broadcast Music, Inc., (BMI) to American Society of Composers and Publishers (ASCAP), changed its mind and re-signed with BMI this week. Understood that pub's squawk about BMI not putting up enough financial backing had been settled with a small hike.

Another Wax Flack Feed For Org Jocks

HOLLYWOOD, April 12.—Formation of a national service org to feed platter pilots with supplemental material on recording artists was announced this week by International RPM Corporation, new Hollywood personal management-publicity combo. Offering its facilities gratis to diskers, outfit will launch its Disk Jockey Representation Association next week with a charter membership list of 325 platter spinners.

Service to jockeys will include flack material on recording artists, weekly news letter with fan and spot news, background info on platters, data on band sidemen, biographical material of stars, etc. Thru news letter, outfit will exchange stunt ideas between diskers, as well as coordinate promotion gimmicks of various Hollywood waxeries. Also in the works is a plan for supplying transcribed interviews with record personalities for local release. Plattered spots would be tailored for local release with jockey-star questioning arranged so that local platter spinner will read queries "live" with star responding via wax, thus injecting local home-town flavor into gab sessions.

RPM topper Robert L. Ray plans to build org into a full-scale representation set-up for jockeys in hinterland areas under which he will act as liaison with Hollywood waxeries and platter spinners. Basic aim, according to Ray, is to eliminate any suspicion of favoritism and insure uniform treatment in getting pressings to small-town disk pilots.

RPM says new disk service will be on the cuff to both platter pilots or wax works. Operating costs of new project will be borne by revenue earned thru firm's regular management and flackery activities. Firm believes that addition of new special service will be big sales point in snagging new biz.

Majestic Hunts New Home in NY

NEW YORK, April 12.—Majestic Records branch here will be moved lock, stock and recording studios before September. Building on 57th Street in which Majestic's Eastern departments are housed has been taken over by new owners, who granted the September deadline to the disk firm. Majestic exec Ben Selvin already is scouting about for new quarters, with a 40th Street location so far being given chief consideration.

That the move will take place as soon as possible is reflected by diskery's desire to keep turning out its fallow without interruption especially now that firm is well in the black. Majestic, which last year persisted and finally got off the red-ink hook, now is rolling along at 2,000,000-disk monthly production rate and is casting eyes on top talent to back up its swelling manufacturing potential.



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IN SHORT

Puleo To Form Own Group, Tour Europe

NEW YORK, April 12.—Johnny Puleo, of the Borrah Minevitch Rascals, has decided to pull away from Minevitch, form his own group and tour Europe and South America. That Puleo has been unhappy with Minevitch is no secret. In a recent date at the Diamond Horseshoe, he became "sick" in what was believed to be an effort to break away from Minevitch. Later Puleo appealed to the American Guild of Variety Artists (AGVA) asking for a release, but the actors' union ruled that his contract, which still had some five years to run, was not voidable on the grounds Puleo gave.

In the past few weeks Puleo has received offers from English booker, Harry Lowe and, altho his contract has not been nixed, has decided to accept Lowe's offer. He has formed Johnny Puleo's Harmonica Wizards (6), asking \$3,500, and will start for England in the near future.

200G W. C. Handy Theater, Memphis, To Light May 11

NEW YORK, April 12.—New W. C. Handy Theater, Memphis, built at a reported cost of \$200,000 by owners Nate Evans and Chalmers Cullens, will open May 11 with Cootie Williams' ork, Mantan Moreland and Company, the Congaroes, and Miller and Boojie. W. C. Handy, for whom the theater was named, will make a personal appearance during the first four days.

House will operate on full week stand, with Buddy Johnson's ork coming in May 18. Theater has a capacity of 1,275. Robert Henry is to be house manager.

Tishman Joins Continental

NEW YORK, April 12.—Max Tishman, who left General Artists' Corporation (GAC) recently, has joined the new Continental Artists' Corporation (CAC), formed three weeks ago by Milt Deutsch. Tishman will head a new theater department being formed at CAC.

Taylor: 'No Liquor'

To the Editor:

My attention has been drawn to the article which appeared under a Toronto, January 11, date line in *The Billboard* of January 18, 1947, under the heading, *Liquor Law Switch Brings Ontario Scramble for Acts* in which the statement is made, "E. P. Taylor . . . is converting part of his restaurant chain to cocktaileries and plans several new ones." The article also goes on to say that I may open my own booking office in this connection.

The article, insofar as it refers to myself or to companies or interests with which I am associated, is entirely incorrect. No alterations are being made in any of the restaurants in the chains with which I am associated to convert them to cocktail lounges or to provide for the sale of beer, wine or spirits, nor have I, nor have Canadian Food Products Limited or its subsidiaries, any intention of selling beer, wine or spirits in any of the existing restaurants or coffee shops or in any new ones. It is perhaps unnecessary for me to add that I am not arranging to open a booking office in order to provide acts for these alleged "cocktaileries."

The restaurant chains with which I am associated are controlled by Canadian Food Products, Ltd., and officials of that company would be very glad to furnish you with accurate information as to that company's plans at any time.

E. P. TAYLOR,
Chairman of the Board,
Canadian Food Products, Ltd.

New York:

Howard Ross has left the Stan Zucker Agency to open his own office. . . . Jack Kalcheim has moved to new offices in the RKO Building. . . . Fran Ling has been extended for another six weeks at the China Doll. . . . Commodore Dutch is running his 47th annual clambake at the Ring-side Cafe May 16, this time as a memorial to Damon Runyon. . . . Harry Schnyder, bartender at Lindy's for 21 years, has bowed out.

Jack Lewis is organizing a national theatrical political club "to promote and protect the welfare of show people from Coast to Coast thru legislation." . . . Richard Cannon bows into the Twin Bar Cocktail Lounge, Gloucester, N. J. April 15. . . . Aristocrats go into the Merryland Club, Washington, April 21 for six weeks. . . . Charlie Tidwell started at the Guard Hotel, Hartford, April 7.

Ben Beri, who opened at the Vanity Fair April 11, is doubling from the Radio City Music Hall. . . . The Thurons (6) will come in from their native Mexico City in August for a week at the Capitol, Washington, starting the 14th and a week at Loew's State starting August 21. . . . Tip, Tap and Toe also get a Loew's State date beginning April 24 with Lowe, Hite and Stanley in May 8. The latter trio are current at the Vogue Room, Pittsburgh.

Dynamite Jefferson is bowing at the Campamoor Theater, Havana, April 16 for a two-weeker with options. . . . Mack Herbert, ex-manager of the Dow Theater, Hartford, Conn., is in town. . . . Buell Thomas moved into the Plantation Club, St. Louis, April 10 for three weeks.

Hildegard ends her six-month engagement at the Persian Room of the Hotel Plaza April 30 and starts a limited date May 5 in the Embassy Room of the Hotel Statler, Washington. Hal Kanner's ork will accompany her. . . . Olivia Davis, op of Merryland Club, Washington, has doubled spot's entertainment budget and is bringing in the Aristocrats (4) April 21.

Barbara O'Brien, who became a mother on March 12, will resume theater work next month. Her husband, Sam Wall, has changed office, quarters and is now located with Joe Williams. . . . Daurice Shaw current at the Red Mill, Bronx. Ditto Jackie Janis at the Howard Cafe, Bridgeport. . . . Tito Guizar due back on the Coast immediately following his Wedgewood Room stint to do flicker work.

The hat check girl at Ciro's has brilliant green hair. . . . Virginia Maison debuts at the Hotel Elysee's Monkey Bar April 17. . . . Erskine Butterfield goes into The Dome, Minneapolis, April 21 for his third date there and will get \$350 per week on a 12-week flat deal, highest ever paid a single at that spot.

Philadelphia:

Andy Mayo, flying in from Hollywood to become a silent partner in his brother Bill's booking agency, brought with him two acts he manages, George Gray's cocktail unit and Armand Del Rio, Latin singer. . . . Sy Kaliner is readying for his Little Rathskeller's 14th anniversary in mid-April. . . . Frank Palumbo closed his Theater-Restaurant in the Latin Quarter for holy week.

Wally Wanger has taken over the production chores at Latin Casino, Guy Martin bowing out. . . . Gus Centrene will add another cocktailery to the midtown scene with the opening of his Chanticleer in mid-April. . . . Sy Kaliner has been installed as prexy of the newly formed Cafe Men's Association, with Harry (Latin Casino) Steinman as vice-president; Frank (Sciolla's Cafe) Sciolla, as treasurer, and Herb (Swan Club) Molter as secretary.

San Francisco:

At last it begins to look as if there might be a 2 a.m. closing ahead for niteries. Sometime in July, according to the word. . . . Joaquin Garay is dickering for a return of Jerry Lester to the Copacabana. Lester's asking price is \$3,000, too high for Copa blood. . . . Ah Hing, magician, and the Sing Lee Troupe, acros, are booked into Forbidden City. . . . Candyce and King have hit the road after six months dancing at the Copacabana.

They opened this week at the Kona Club, El Cerrito. Jack Benny may do a show at the Golden Gate, vaude house. Rumor was fanned when Benny hit a big gross at the newspaper frolic show at the Civic Auditorium here two weeks ago. . . . Benny Glassman's ork gets the summer season spot at Adobe Creek Lodge, in Santa Cruz Mountains. . . . Cafe Society, a new spot, is set to open in May.

Henry Torres, manager of Joaquin Garay's Copacabana, has shifted to the Restaurant Lombard. . . . Marilyn Hare, thrush, has replaced the Cooper Sisters in the Copacabana until April 16, when the Coopers return. . . . Club Shanghai shuttered after 24 years in business. . . . Club Lido reopened last week with a \$50,000 terrace lounge job. Ryck and Kaye top the show. . . . The Duncan Sisters are waxing their own tunes. . . . House of Harris, using a one-act policy, has inked Myrus, mentalist, for four weeks at \$1,000 per. . . . Ada Lynn renewed for six weeks at 365 Club. . . . Four Polynaires stay on for six months at the Tahitian Hut. . . . Bobby True Trio and Jean Aloise into El Cerrito's Kona Club.

Rio De Janeiro:

Madeleine Rosay tops the current show in Quintandinha Boite. . . . Claude Austin, Andre Penazzi and Louis Cole, musical threesome, are in Oasis Night Club, Sao Paulo. . . . Elivra Rios, Mexican thrush appearing in Casablanca floorshow, is set for twice-weekly broadcast over Radio Nacional, sponsored by Coca-Cola. . . . Erwin Herbst, Polish pianist, is airing weekly programs over an eight-station hook-up sponsored by Rio Light and Power.

Dercy Gonzalez heads the new musical by Luiz Peixoto and Geisa Boscoli in Teatro Joao Caetano. . . . The Lai Found's Troupe of Chinese acrobats is in the current Quintandinha show. . . . Quintandinha Serenadors, musical foursome, are booked for late April opening in Club Champs Elysees, Paris. Deal set by George Boronski.

Milwaukee:

Ted Wayne's ork is now at the Hotel Schroeder's Empire Room after 72 weeks at the Circus Room of the Wisconsin Hotel and a brief road spell. Carl "Red" Franks and Gordon Johnson have rejoined Wayne's after their recent army service.

Ray Styles' option picked up for another six weeks at the Club Terris. . . . The Ricchios getting a triple WEMP wire per week from the Towne Room. . . . Joe Frisco bowed into the Tic Toc April 7.

Here and There:

Doodles Weaver set for the Earle Theater, Philadelphia, week of April 16 with Spike Jones's ork. . . . Charlie Aaron current at Bimbo's 365 Club, San Francisco. . . . Princess and Willie current at the Rubber Room, Hotel Portage, Akron.

Gene Austin is shopping for a location for a supper club in the Tampa area. . . . Gordon's Entertainment Bureau, Hartford, has opened a branch office in Springfield, Mass. . . . Nick Lucas started at La Jolla Club, Tucson, Ariz., April 14 for two weeks.

Eppy Pearson Fails In Effort To Break Pact With Fishman

HOLLYWOOD, April 12.—A wire recording of a 12-hour American Guild of Variety Artists three-man arbitration board session on comic Eppy Pearson's second attempt to break his contract with Ed Fishman's Capitol Attractions has been sent by Fishman (who had the recording made) to Matt Shelvey for a permanent record of the case. Pearson was nixed in his efforts for the second time.

Current ruling supports similar decision by another AGVA board last year. Thus Pearson is forced to complete exclusive pact with Fishman, with two more years to go plus a three-year option.

Pearson claimed that he was not properly represented by Fishman, since agent peddled his act thru deals worked out with other 10-percenters. Board held Fishman had kept Pearson working many times over contractual requirements since gagster averaged 19 weeks work out of 27 weeks, while contract calls only for 4 weeks work every 90 days.

Chi Blackhawk Subs Food for Act Policy

CHICAGO, April 12.—The Blackhawk, major Loop niter, has pushed its floorshow out completely and its semi-name orks will get second billing to a new super-food policy, op Don Roth disclosed this week. Starting April 3, the room, which has used shows and bands for the past 12 years, dropped its single-act policy, while the band, Phil Levant, got second billing to the new food promotion.

In an attempt to encourage more diners for the early supper hour, by cutting out the 20 per cent fed tax, the Levant ork plays for dancing until 9:30 p.m. Bistro also has dropped its \$2.50 minimum, except for Saturday evening.

New Detroit Show Bar

DETROIT, April 12.—Ben Gastman, who formerly ran the Drexel Bar, has opened the Frolic Show Bar, in midtown. His brother, Hymie Gastman, is assisting in management. Spot uses two bands alternating, with a show bar policy of two to three Negro acts.

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AGVA CLUB DATE CODE READY

Long List of Conduct Rules Set for Acts

Bookers Start Balking

NEW YORK, April 12.—The widely expected rules applying to club date bookers are now off the fire and ready to be presented to the various agents' orgs throughout the country.

Artists Representative Association (ARA) will have a New York meeting April 29 to discuss the new regulations as presented by the American Guild of Variety Artists (AGVA). Prior to this meeting, ARA will hold a confab in Chicago at which ARA topper I. Robert Broder will discuss the new rules.

Club date rules, tentatively called "Rule X," will call for the following: No general agent may engage in club date bookings without a special AGVA franchise. No club date agent may act as a general agent without a separate franchise. Club agents may not collect commissions. Their compensation shall be in the form of profit and club agents are to be regarded as employers and treated as such. AGVA also gives its members the right to deal with buyers direct and by-pass agents.

Any club date agent may be suspended if he puts any AGVA member on a blacklist or circulates his name among other agents with malicious intent, or does anything to keep the actor out of work. No agent may garnishee or levy on the funds or property of an artist in any dispute arising out of any employment contract. Agents and associates who sign contracts on behalf of the office shall be individually responsible even tho set-up may be corporation.

Transportation, Rehearsals

Club date agents and associates shall furnish all artists first-class round-trip transportation to all jobs. Where this is not available, buses or autos in good repair may be used if fully insured. Where performer uses his own car, the agent shall pay the member the round trip rail fare. Rehearsal time shall be definitely stated in the contract. Rehearsals for a single job shall not be over one hour, and job shall not be over two hours. If it runs over, additional money must be paid. Where an artist is hired over the phone or by wire for any last-minute emergency date, a written contract must be provided to the artist before the job is done.

No dates may be canceled unless such cancellation is caused by "an act of God." For any other reason, the act must be paid in full. If act is out dough because of failure of a date to come thru, the agent will have to make up whatever has been spent. Rule says "pay or play."

If the show for which actor is hired doesn't start within 45 minutes after the time actor is required to appear as provided in the contract, and if the actor isn't called to actually perform within two hours of the time stated in contract, the actor can walk off the job and still get paid.

Agents may not advertise acts unless they actually have been signed. (See AGVA Club Date on page 43)

Billingsley Balked

NEW YORK, April 12.—Sherm Billingsley was nettled, sure, but not downhearted (he said) when, last week, a federal district judge in San Francisco denied the New York Stork Club's suit for an injunction to stop the Coast town's Stork from using the name. He said he'd appeal and he said he'd win. He noted he had won similar suits in New York State (Buffalo) and Pennsy (Philly) and had another pending in Detroit. "I'll fight 'em all," said Sherm.

California suit sought "token damages of \$50,000 to soothe Billingsley for loss (modestly put at \$9,655,864—and no pennies) allegedly suffered thru 10 years' use of the name Stork in Frisco.

MEA Sets Separate Act Seg; R. Lehr On His Own in Chi

CHICAGO, April 12.—Two new act booking departments teed off this week when Mutual Entertainment Agency (MEA), until now essentially a cocktail and club date office, set up a separate act skedding segment, and Raynor Lehr, ex-partner of June Darling, new Frederick Brothers (FB) Chicago act booker, set up his own office.

MEA's act section will be headed by Sid Harris, who left William Morris here to go on his own. Harris will handle the Latin Quarter and the Silver Frolics, Chicago, exclusively and has a stable of about 40 acts, which he will schedule.

Lehr will establish a Burbank, Calif., office as well as a Chi outlet. His wife, Zella, and Harry Taylor, vet act man, will handle the West Coast office. Office will be a general one, handling both indoor and outdoor attractions.

Cappy's Brings in Show, Reverses Detroit Trend

DETROIT, April 12.—Cappy's, midtown night spot on Woodward Avenue, formerly known as Ken Roberts' Bar, has switched to a floor-show policy, in place of just small bands and dancing. Move is contrary to the general trend of local spots, where shows have been cut, but appears to be clicking.

Show, booked by the Mabel Dugan office, features Lee Caron as emcee and Joe Banket's orchestra, plus three acts. Current bill includes Kim Kee, magician; Connie Lezon, thrush, and Doris Balshay, terp. Spot is operated by Fred Cappy, former marathon bicycle champion, with Phil Heathcote as manager.

Lenny Kent Shows 'Em How

NEW YORK, April 12.—While all the new comics are yelling murder, Lenny Kent, with percenter Jerry Rosen fronting for him, has picked up six weeks' additional work after his Embassy run here. He went into the Miami Beach, Fla., Five O'Clock Club for two weeks. April 10 he starts a one-weeker at the Boston RKO. This will be followed by two weeks at the Earle in Philly and three at the New York Strand.

Rumors Flying In Contractor, Chi's Copa Suit

CHICAGO, April 12.—Plenty of rumor surrounds the suit filed by Sugarman-Moore, Inc., contractors, against the Copacabana, major Loop nitery opened during the Christmas holiday. The \$17,500 claim asks that the corporation which handles the Copacabana be dissolved and a receiver appointed. Spokesman and front for the corporation is Sam Rinella, while his partners are not identified. The Sugarman-Moore firm charges part of this sum to sub-contractors who did work for the Copa, plus a \$5,000 bonus which Rinella promised if they completed the job before January 30 of the current year.

Rinella, when contacted, said that he had been making regular payments according to his agreement. The contracting firm would not comment and advised contacting their attorney, Joseph Horowich, who could not be reached.

Spot was erected at an estimated cost of \$450,000, and bistro has been watched closely, because it opened just when the nitery biz recession set in. Trade rumor is that the contractors are seeking to gain control of the Copa from the corporation now operating it.

New Wash. Nitery Playing Name Orks On Split-Wk. Basis

WASHINGTON, April 12.—Washington Aviation Country Club, new local nitery, opened Thursday (10) with a split-week name band policy. First ork in was Carmen Cavallaro, with Richard Himber in for the next two days. Sammy Kaye is slated for a three-dayer, opening Thursday (17).

John Price Hoberman is op of the club.

Lawrence and Yost Split

Lawrence has quit the Ben Yost office to start his own rep office. Yost is dropping his agent's franchise and Lawrence will take over the office's accounts. Parting was amiable and Lawrence will continue handling Yost's singing groups, which include the Vikings, the Royal Guards, the White Guards and the Mimic Men.

L. I.'s Blvd. Restoring Line

NEW YORK, April 12.—The Boulevard, Elmhurst, L. I., will go back to using a six or eight-girl line early in June, according to op Harold Conklin. The spot, operating on a medium budget policy, currently has George DeWitt, Phil Hanna, the Martins Trio, Nancy Bell and Bill Henry's ork (9). Line was dropped about five months ago.

Lerner Books in Detroit

DETROIT, April 12.—Ben Lerner has opened a booking office, the Nationwide Theatrical Agency, Inc., specializing in night club and private dates. He used to be with the Larry Lawrence Agency here and, before coming to Detroit a year ago, was with the William Morris office.

Sails for 5G

NEW YORK, April 12.—Herb Shriner, slated for a summer date at the Roxy, has become a landlubber again by buying a \$20,000 "land yacht" for \$5,000. The cruiser is a four-room job and the comic is living in it. The 90-foot houseboat which Shriner kept moored in Flushing Creek was sunk four weeks ago, and harbor cops are still after him to "remove the obstacle."

Gale Cocktaillery Out, CRA Takes It, With Rose and 3 Aids

NEW YORK, April 12.—The Gale Agency has dropped its cocktail department, which has been picked up by Consolidated Radio Artists (CRA). The move came about after Irwin Rose, who had been heading Gale's cocktaillery, signed with Charlie Green, CRA prexy, yesterday (11). Rose moved over with Edna Van Vien and Paul and James Barry, who worked with him at Gale.

The Gale Agency has been considering dropping the department after having a rough time over the past year, being in the hole for an estimated \$17,000, according to insiders. Several of Gale's cocktail acts will be handled by the theater and cafe department, while the lower priced ones will be released.

Green To Work on Concerts

Under the CRA set-up being planned, Green said, Rose will take over Green's duties in the pop division, which includes night clubs, theaters, cocktail lounges and radio, while the CRA topper concentrates on the concert department.

It is expected that Rose will take over CRA's entire cocktail department when Bill Peterson and Charlie Busch, its present heads, leave upon expiration of their contracts July 14. The two have been trying for seven months to get their release to open their own agency.

As far as the agency's night club division is concerned, it will still be run by Peggy Loeb, who has a contract making her the head. She denies that she will be working under Rose, altho that is the set-up outlined by Green.

Fischer to Import Parisian Chanteuse

NEW YORK, April 12.—Clifford Fischer will trek to Paris early next month to complete arrangements to import Edif Piaf, Parisian music hall chanteuse, to this country for vaude work. Fischer said a deal is in the negotiating stage with a major Stem vaude house for an appearance by Miss Piaf in September or October.

Cafeteria on Rogers Corner

NEW YORK, April 12.—Rogers Corner has been leased to a cafeteria concern and will be converted to a "serve yourself" spot in June, according to Joe Rogers, Corner owner. The cafeteria people have leased his place for \$50,000, but Rogers refused to identify the tenants who will be coming in.

New York:

Easter Hypos Stem Biz; MH Big 155G; State 45½G

NEW YORK, April 12.—The Easter holidays gave managers of the majority of the six Stem pic-vaude houses good reason for rejoicing when box-office grosses were totaled up for the past week to top half a million (\$504,500) as against \$456,500 the previous week. Radio City Music Hall, Loew's State, Capitol and Strand all bettered the preceding frame's takes, while the Paramount held its own. Roxy was the only theater to fall below.

Loew's State (3,500 seats; average, \$25,000) jumped to \$45,500 with Mickey Rooney, Jane Harvey, the Marvelettes and *The Mighty McGurk*, compared to \$28,500 the previous week with Jack Pearl, Sylvia Froos, Billy Wells and the Four Fays, Steve Evans and *Strange Woman*. The \$45,500 figure was bettered only once this year, when the house collected \$50,000 with Martin and Lewis, Thelma Carpenter and the first week of *The Jolson Story* in January. The Mickey Rooney bill stays for a second week.

Radio City Music Hall (6,200 seats; average, \$110,000) soared to \$155,000 for the third week of the Arnaut Brothers, Ben Beri, Glenn Burris, Lucille Cummings and *The Late George Apley*, as against \$140,000 the stanza before. Kicked off with \$138,500.

Roxy (6,000 seats; average, \$85,000) collected \$74,000 for second week with Connee Boswell, Jackie Miles, Peters Sisters, Buster Shaver and *Carnival in Costa Rica* compared with opener's \$81,000.

Capitol (4,627 seats; average, \$72,000) brought in \$67,000 for fourth and final week with Sammy Kaye's ork, Meribeth Old, Harvey Stone and *It Happened in Brooklyn* to total \$281,500 for the month's run. Opened with \$86,000, then went to \$68,500 and \$60,000. New bill, reviewed this issue, has Xavier Cugat's ork, Jerry Lewis and Dean Martin, Betty Reilly and *Smsqsh-Up*.

Paramount (3,654 seats; average, \$75,000) got \$100,000 for the third week of Jimmy Dorsey's ork, Louis

Jordan's Tympany Five, Pat Henning and *My Favorite Brunette* to match the figure of the previous week. Bowed with \$110,000.

Strand (2,700 seats; average, \$40,000) brought in \$63,000 for first week with Cab Calloway's ork, Dusty Fletcher, Miller Brothers and Lois, and *Stallion Road*.

Boston:

Easter Biz Holds; Boston Hits 28G

BOSTON, April 12.—The expected Easter dip in biz hit hard at the box offices around the Hub. Pleasantly surprising, however, was the solid lift which began on Easter Sunday and kept the figures from looking too sad.

Boston Theater's week wound up Wednesday (9) with \$28,000 in the till, or \$3,000 below average. Carmen Cavallaro and ork headed for the stage show. Pic, *Millie's Daughter*.

Current stage show is topped by Marion Hutton. Pic, *Trail Street*.

Dayton, O.:

Lombardo Cracks Dayton Record

DAYTON, April 12.—Guy Lombardo broke the house record for a band show here at the Keith Dayton when he took in almost \$40,000 for the week of April 3. On the bill with him were the Three Pitchmen, Bob Hopkins and Pride and Daye. This was Lombardo's first date at the Keith.

Flicker was a "B" Western.

Bayonne, N. J., Club Boosts Budget, Adds Wk.-End Shows

NEW YORK, April 12.—Bayview Club, Bayonne, N. J., has upped its budget by putting in week-end floorshows.

Spot has been using small units since it opened and currently has the Three M's Trio in their sixth week there.

Op Abe Bressler may extend the operation further in a few weeks by putting in a six-girl line.

Harrington-Hyers To Launch New Policy in Hartford Spot

NEW YORK, April 12.—Pat Harrington and Frankie Hyers will open at the Club Ferdinando, Hartford, Wednesday (16) to inaugurate a new-type show policy at the spot. The pair will introduce their Club 18 type of floorshow and also will break in a new routine there.

The show's line-up includes Terry Carroll, Billie Kelly and Marcia Kent and will be backed by a house ork.

No Necking in Aussie Spots

SYDNEY, April 12.—Restaurants and night clubs having cozy nooks where couples can neck are not entitled to liquor licenses under the amended law put thru by the New South Wales Legislature, according to local police. The statute allows sale of liquor with meals up to 9 p.m. for places with minimum capacity of 50 persons occupying movable seats. Many spots circumvent the law, however, by providing lockers in which customers may keep their own stuff.

Special Material Writers Elect Walker, Map Show

NEW YORK, April 12.—Special Material Writers' Guild (SMWG) elected a slate of officers for the 1947-'48 term at the first annual meeting Monday (7) at the Malin Studios. Allen Walker was re-elected to head the org, with Al Siegel as viceprexy. The secretary-treasurer slot, filled the past year by Al Sproul, was converted into two positions, with Sproul re-elected secretary and Marty Roth made treasurer. Chosen as directors were Abner Silver, Jules Oshins, Bobby Kroll, Al Siegel, Ken Hecht, Buddy Arnold, and Cye Baron. Max Weisman was appointed legal counsel.

Guild cut annual dues from \$40 to \$30 and initiation fee from \$50 to \$10. It also laid preliminary plans for an autumn benefit for showbiz charities. Show will be written, produced and performed by org members and acts they represent.

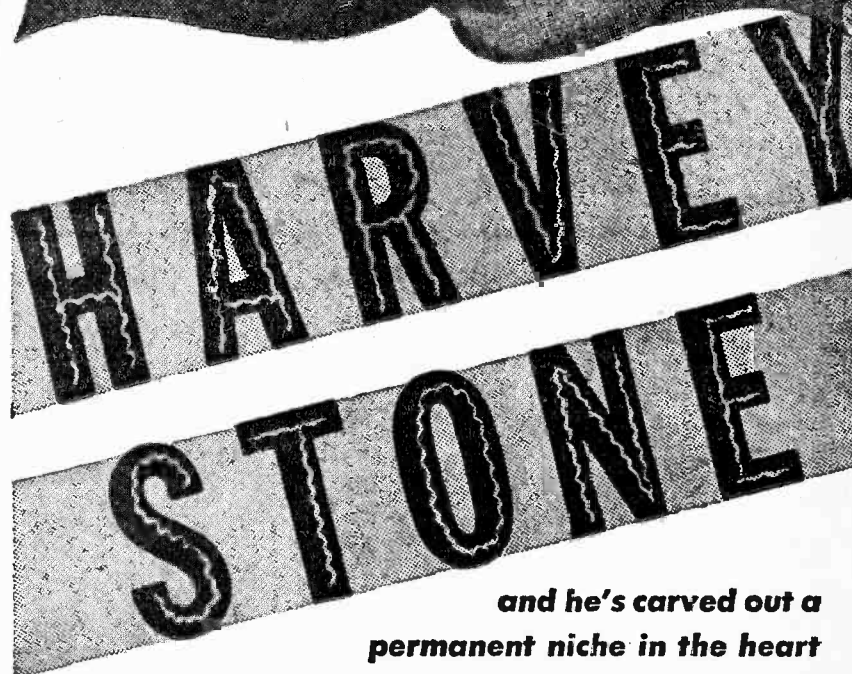
La Whiting Tours Theaters

NEW YORK, April 12.—Margaret Whiting will do a theater tour early this summer with her first date slated for the Capitol Theater. She was signed for the New York date last year, but was released so she could join the Eddie Cantor air show on the Coast.

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NIGHT CLUB REVIEWS

Copacabana, Miami Beach

(Sunday, April 6)

Capacity, 500. Price policy, no minimum. Shows at 9 and 12. Operator, Murray Weinger. Booking policy, non-exclusive. Publicity, Irving Mandell. Estimated budget this show, \$2,500.

New spring review played to a packed house first night. A production number opened with Martin Kent on the vocals, the June Taylor line (6) and Eddie Shine. Shine's fast tap brought an immediate hand.

Beautiful Joan Adair was nervous in her opening song, *Love Is Sweeping the Country*, but perked up after a shaky start and sold song and self nicely. *Glocca Morra* rated a big hand and then she switched tempo with *I'm Gonna Build a Big Fence Around Texas*.

Eddie Shine returned to blaze thru a fast tap routine that earned him an encore. Kent and chorus joined him in a number built around several Benny Davis song hits.

Marshall a Hit

Everett Marshall made a bid for attention with *It's a Grand Night for Singing*. *The Song Is You* brought better results, but it was *A Prayer* which got the hands. Marshall discarded the mike and encoored with the main part of the Cavatina from *Figaro*, roving the stage and making operatic gestures. Customers went overboard and shouted. He called on Joan Adair, and their *Sweetheart* duo brought down the house.

Comedian Phil Foster rocked the room from the start. His easy informal manner, perfect timing and excellent delivery are classic, his material new and welcome to this area. Foster kept the customers in an uproar as he discussed nitery patrons and the idiosyncrasies of advertising. He rated the biggest hand in a Miami club in a long time. Customers wouldn't let him off, so he doubled them up with a series of sly digs at the club owners, booking agents, and showbiz in general, pewholders were still yelling for Foster when the cast took its final bows.

Marilyn Taylor, blond chorus lovely, won hands for outstanding work in the production numbers. Dave Tyler and his band (7) gave beautiful backing to a good show.

Charles Duerkes

Helsing's Vodvil Lounge, Chicago

(Wednesday, April 9)

Capacity, 275. Price policy: No cover or minimum. Shows at 9:30, 12 and 2. Operators, Frank and Bill Helsing. Booking policy: Frank J. Hogan, exclusive. Publicity, Betty Rogers. Estimated budget this show, \$1,250.

This bistro, which has proved a nursery for future names, comes up with a likely candidate for the big-time in the Allen Sisters, harmony duo. Gals are blonde lookers who select their matching wardrobe wisely. Harmony duo chirping is a usual today, with other voice blend teams having three and more and it's good to hear this more simple mixture of voices for a change. Girls have some original material, such as their cavalcade of singing stars, dating back before the turn of the century, and extending to the present, and also do well with the modern novelty and pop ditties.

Billie Burke could use a general sprucing up of his routine. He has a trick voice and opens with the hackneyed *She Said Yes*, following with an impression of Phil Harris doing *Darktown Poker Club*. Latter gets only mild response, for Burke doesn't ape Harris' voice well. Closes with an impression of an overly-eager emcee, which is a good idea for a routine, but Burke needs some

Vanity Fair, New York

(Friday, April 11)

Capacity, 700. Price policy, no minimum, no cover. Shows at 8, 12 and 1:30. Operators, Joe Howard, Carl Erbe. Booking, exclusive, Bill Kent. Publicity, Carl Erbe. Estimated budget this show, \$9,000. Estimated budget last show, \$12,500.

New package generates a lot of excitement even if its wallops are sparsely scattered. Top results go to Rosenbloom and Baer, tho with Baer having all those annuities, the billing now is Baer and Rosenbloom. Both behemoths worked in tuxedos and did a whale of a job. The routine was a mixture of their standard theater act, plus bits of their cafe chatter. The combo was a success, to judge from the healthy yocks and tremendous mitts the lads got. Rosenbloom, who has developed into a real performer, handled lines like a trouper. Even his ad libs were managed with skill. Baer? Well, he's still Baer. The team, however, is slick.

Allan Jones, who closed the show, bellowed out each number as tho trying to reach them in the street. The voice, with mike up to the top, was deafening. The tenor looked smart in his tails and white tie and got his share of applause. His routine consisted of show tunes, standards and pops, closing with his familiar *Donkey Serenade* in which he came out in a donkey costume. The effect was odd, but added little to whatever impressions it was supposed to register. Jones, tho still a fine singer, isn't too strong in the closing spot, particularly with the fine job that the two Maxies do ahead of him.

Pierce and Roland

Pierce and Roland, ballroom team, look okay, but tend to slow up the show with their terps. The boy, a dark handsome guy, and the gal, an attractive blonde, do some nice work with a two-handed overhead spin lift their big trick. Corinne Anderson, a gorgeous fem, worked in the productions and had her own spot. Gal is fresh and alive looking, with a smile that's worth a picture deal. As a dancer she's exciting to watch. As a singer, she doesn't stack up too well.

Bob Kennedy, boy production singer, did all right, but was lost in the shuffle. Ben Beri kept things humming with his standard comedy juggling routine. His manual malaprops and bits of biz pulled plenty of chuckles.

Production numbers and costumes were beautiful. The show girls (6) and ponies (6), plus three boy dancers, went thru elaborate routines with plenty of zest.

Dave Dennis band cut show with skill. Monchito relieved for the rumbas.

Bill Smith.

fresher gags to put the bit across.

Headliner Ralph Lewis, a little guy with a big, penetrating voice, is just right for this spot, being able to feel his audience out and selecting routines from an evidently large stock to fit the mood of the crowd. He consistently keeps punching, dropping a bit when he sees it doesn't click and coming up with the proper prescription for yocks. Does good dialect impressions and several better-than-average celeb apings. For good measure, he throws in substantial parodies to pace his stint. He could chop out some of the blue material to soften the blow in this nabe spot.

Sid Fisher's New Yorkers (4) play a good show and the fronter does extra service as stooge for the acts. Denny Miles keeps entertainment continuous with his easy vocalizing and piano.

Johnny Sippel.

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Kitty Davis' Airliner, Miami Beach

(Wednesday, April 2)

Capacity, 250. Price policy, no minimum.
Shows at 9 and 12. Booking policy, non-
exclusive. Operator, Danny Davis. Publicity,
Les Simmonds. Estimated budget this show,
\$2,000.

Danny and Kitty Davis's new show
rates top-drawer congratulations. Johnny
Conrad opened with his dancing
troupe of six girls, with Robert
Lynwood supplying smooth vocals,
and almost stopped the show before
it started. Conrad is young, smart
and a versatile dancer. His tap work
clicked and he rated top mitting for
his ballet-tap-soft shoe combo. Chorus
was fast stepping and cleverly costumed.
Emsee Jimmie Leeds begged
off for the Conrad troupe after the
roaring take-off.

Leeds handled the emsee spot with
an unlimited ceiling of smart patter.
He used brief bits with a yo-yo, did
a little fast harmonica work and told
rib-tickling anecdotes about animals.
Handsome and gracious, Leeds did
nice work building up the acts.

Nicole Valliers Chirps

Brunette Nicole Valliers put her
songs across nicely, backed up by her
curves. She sings with a heavy
French accent and uses the Hilde-
garde approach to ringsiders. Nicole's
clear soprano was at best advantage
in *Begin the Beguine*.

Sascha Leonoff mixed a hilarious
accent with some top-flight accor-
dion playing to rate laughs and heavy
applause. He discarded the squeeze-
box for encore work and gave with
Hungarian Rhapsody No. 2 on the
piano. Sascha followed thru with
When Angels Sing and *Besame Mucho*,
in Rumanian gypsy tempos. He begged
off with a jammed house
yelling for more.

Tommy Dix made a three-point
landing with *Zing Went the Strings*
of *My Heart*, followed with the *Anniver-
sary Song* and *Temptation*. He
drew tremendous hands and had to
beg off after two encores.

Eddie White, Comic

Eddie White climaxed the show
with a brand of comedy that drew
yocks. New gags plus new twists on
old ones, rated laughs. White, a clever
dialectician, also worked in a
couple of vocals in a high, reedy
voice.

Johnny Silver's band (6) cut the
show brightly. Irving Laibson's bril-
liant interim keyboarding rates spe-
cial mention. *Charles Duerkes*

Freddy Lamb's 18 Club, New York

(Tuesday, April 8)

Capacity, 220. Price policy, \$1.50 liquor
minimum. Continuous entertainment starting
at 10. Booking policy, non-exclusive. Pub-
licity, Len Golos. Estimated budget this show,
\$1,000. Estimated budget last show, \$2,000.

This spot, known as the House of
Dixon since last summer, but chang-
ing next week, has followed up the
seven-month run of the Joe Mooney
Quartet with risque singer, Charlie
Drew, who came here after setting
up some sort of record by just having
concluded a nine-year run at the
Taft Grill. The Club is using the
Vivienne Garry Trio to spell Drew.

Altho practically all Drew's mate-
rial was on the blue side, he didn't
go overboard, sticking principally to
smart, sophisticated stuff. He
threaded his way cleverly thru novel-
ty numbers with a double-entendre
twist and worked in asides in an in-
offensive manner. Drew fits this
room perfectly and should do good
biz. His personal charm was en-
hanced by a good set of pipes, and he
accompanies himself at the 88. Dur-
ing his stint, several blackouts were
worked in to good effect.

The Garry Trio worked hard, but
outside of two or three good instru-
(See *Freddy Lamb's* on page 43)

College Inn, Hotel Sherman, Chicago

(Friday, April 4)

Capacity: 350. Price policy: \$2.50-\$3.50
minimum; shows at 8, 10 and 12. Operator,
Ernest Byfield. Booking policy, non-exclusive.
Publicity, Howard Mayer. Estimated budget
this show: \$2,750.

Taking a tip from the recent up-
surge of disk jockey shows in this vi-
cinity, College Inn has whipped up a
smart, pertinent package of radio
record names. Result was a show
that garnered ovations at the begin-
ning of each act and salvos at closing.

Eddie Hubbard, disk spieler for the
ABC club (WIND nightly), was
pressed into service as emsee and did
a surprisingly fine job. Nice looking
chap was noticeably stiff at the be-
ginning of the show missing lines at
first, but he got the feel rapidly. Did
some original timely material in his
own spot, with his Danny Kaye-ish
spiel of the sponsored products grab-
bing nice attention. Hotel got double
(See *College Inn* on page 43)

Copacabana, Chicago

(Thursday, April 10)

Capacity, 350. Price policy, \$2.00 minimum
for beverages. Shows at 8:30, 12:00 and 2:30.
Booking policy, Associated Booking Corpora-
tion. Publicity, Al Turner. Estimated budget
this show, \$10,500.

After several foul balls in the
search for a really meaty headliner,
this spot comes up with a strike in
Rudy Vallee. Besides his quivering
larynxing, Valle did yoeman service
with a ventro-stint, an emsee job of
the whole show and some better-
than-average gag telling. Guy got
hefty mitts all the way, but surpris-
ingly it was when he took over the
baton from the house ork leader
Arne Barnett and put the band thru
a spirited scoring of *Besame Mucho*
that he got the biggest mitt return.
Vallee stayed on the stage in the
background almost all the time and
his vigorous work-out should pay
dividends here.

Supporting cast also is best in this
(See *Copacabana, Chicago*, page 43)

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RKO-Boston, Boston

(Thursday, April 10)

Capacity, 3,200. Prices, 50 cents to \$1.10. Number of shows, four daily, six over week-ends. House booker, Dan Friendly. Show played by Larry Flint's house (11) band.

The show business often goes to pot in the spring, the RKO-Boston currently is offering the best variety bill of the season. For sheer entertainment values and for quality of acts, it's a topper.

Every act on the bill could occupy top spot. Due to the courage of some smart showman, the bill starts off at a high level and maintains interest all the way thru. There are no dead spots. The Herzogs lead off with some breathtaking twists and turns on trapeze, and the Three Flames wind up the afternoon with some of the freshest, most original small combo music-making seen in a vaude house in many a moon. In between, Bedell and Mattson offer the pantomimes with which they convulsed Gotham's Latin Quarter customers; Marion Hutton puts herself in solid with some really pleasant singing (so different from the run-of-the-mill vocalist), and Lenny Kent, from the night club circuit, lays his audience in the aisles with smart rapid-fire material.

Herzogs a Clicker

The Herzogs's regular acrobatics on the trapeze are sensational enough. But the closing number, in which one member of the troupe comes up from the audience dressed in street clothes, is a show-stopper. Her falls and gags, while struggling to keep her skirts down and her pocketbook in hand, are hilarious and wonderfully exciting. The Bedell and Mattson pantomime, to popular recordings, is both fresh and funny. Some acts of this type are pretty tame. But this

VAUDEVILLE REVIEWS

one gains momentum and works up to a smashing climax.

Marion Hutton's way with a song is legend. She captivated her audience singing *Pig Foot Pete*, *A Rainy Day in Rio* and *No Doubt About It*. Her manners and bright looks charmed the customers.

Lenny Kent's comedy had the audience yelling quicker than most comics can wink. The local aspects of his monolog in Camp Devens, which Kent "visited" during the war, set well with the customers. But the finish of his act, in which for a late comer he reviews the whole stage and screen bill in machine gun style, pulled the house down.

The calypso style specialties of the Three Flames went well from the start. The stage presence of this trio is something remarkable. All their work is good, but the closing, *Open the Door, Richard*, lasting at least 10 minutes, was tremendous. The whole middle section of this was an improvised tour de force of gags and rhymes, certainly the most original act of its kind the vaudeville stage has seen in a coon's age.

All around, this was a first-rate variety show, a well-arranged bill which cannot fail to entertain. It ought to tour as a unit. Larry Flint's house band furnished its customary expert accompaniments.

Pic, *Trail Street*. Bill Riley.

Loses Leg, Sues for 50G

DETROIT, April 12.—Robert Davidson, dancer, is suing the Wabash Railroad in Federal Court here for \$50,000 for loss of a leg suffered, he charges, when he was thrown from the vestibule of a train.

"... SO CHARMINGLY SOLD, SO BEAUTIFULLY DONE THAT IT PAID OFF WITH SOCK HANDS. COUPLE WORKED SMOOTHLY, LOOKED NICE AND WORKED AS THOUGH THEY ENJOYED THEIR WORK. THAT THE CUSTOMERS ALSO ENJOYED THEM, THERE WAS NO DOUBT."

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Capitol, New York

(Thursday, April 10)

Capacity, 4,627 seats. Prices, \$.80 to \$1.80. Four shows daily; five and occasionally six on week-ends. House booker, Sidney Piermont. Show played by name band.

Current fletcher has what it takes to keep them entertained and marquee value to bring them in. Show is fast, smooth and had both eye and ear values. Xavier Cugat, with 29 people, including his fem trio, put it on heavy in the rumba department. Numbers chosen were sufficiently familiar and delivery was catchy enough for the non-Latin addicts. Band's biggest number was a build-up around *Chiquita Banana*, with various sidemen down front and center for dialect bits. Stint wound up with two guys in king size banana peels, winning good results. Cugat himself has developed a nice stage personality. His emceeing, full of deliberate mispronunciations, was slickly handled and pulled lots of giggles.

Top hands and big yocks went to Dean Martin and Jerry Lewis. Two lads who teamed up a few months ago have smoothed out their act and sell it with plenty of savvy. Lewis' fronting while Martin was chanting *Old Man River* just about broke up the house, including the band. Lads' take-off quickies, mixed up with dialect bits, were hilarious.

Dialect Lines Get Hands

Betty Reilly's Latin warbling was competent, but it was her Yiddish lines in the *I Want a Fella* song that brought the applause. Singer's appearance was good and her hip-swivel bits in the Latin songs got the usual whistles. The Garcias opened with a slow number, then came back for a fast one with the boy doing the customary dance with a glass of water atop his noggin, keeping it on while he went thru some extra vigorous cavortings. Gal is sexy and boy can dance. Together they looked very nice up there.

With so much singing on the bill, Luis Del Campo apparently was kept under wraps. Boy singer did only one number and that one could barely be heard over the opening brass. Finished in good style when band toned down.

Pic, *Smash-Up*. Bill Smith.

Chicago, Chicago

(Wednesday, April 9)

Capacity, 3,900 seats. Price, \$.95 straight. Number of shows, five per day. House booker, Nate Platt.

Current variety bill carries three surefire Chi faves and a new act that clicked also. Newcomer Harold Barnes, wire walker, opened show in novel manner, starting his balancing as the curtain broke. Lad does standard wire stuff generally, but has enhanced his act by timing all his moves to various tempoed music. Tall, blond chap achieves the grace of a good ballet dancer and won salvo at closing.

Pianist Rolly Rolls ran thru his standard comedy 88-ing, saving a new bit, a series of satires on mannerisms of present-day Steinwayites, for a sock closer. The Digitanos got rapt interest immediately, when introduced as stars of the flicker, *Night and Day*, and their consistently top ballroom terping kept eyes glued on the stage. Jayne, possessor of an extremely provocative pair of gams, uses her pins as most women use lovely hands. While motions sometimes are a bit sexy, their sheer grace makes them inoffensive.

Georgie Price, in the anchor spot, milked the audience a bit with his frequent references to Chi, but that goes over big with Windy Cityites always. His off-key Jessel proved the biggest laugh-snatcher.

Johnny Sippel.

Oriental, Chicago

(Thursday, April 10)

Capacity, 3,300 seats. Price: \$.95 straight. Number of shows, five per day. House booker, Charles J. Hogan.

This week's revue, highlighting Ted Weems' ork, proves the value of one hit disk, in this case, *Heartaches*, as this band show pulled a house even a bit larger than opening show last week when Vaughn Monroe's band held the spot. Weems' ork is so packed with vocals that in order to give each chirp a chance, show ran way over in time. Those in the Weems' coterie who deserved to keep their spot were: Shirley Richards, vivacious novelty singer; bassist Billy Blair, heavy yock-nabber with comedy ditties, and Bob Edwards, one of the few remaining male singers with a robust and pleasant baritone. Saxist Glenn Martin, who warbles like Tex Beneke without the Texas twang, does only a mediocre job with the band in the background doing unison vocal.

House did a good presentation job for Weems' *Heartaches*, dimming house lights and wheeling brightly colored illuminated juke box out, as band did the top-requested spinning. Other novelty was the standard *Martins and the Coys*, with whistler Elmo Tanner doing the vocals, while lyrics were enacted on a transparent scrim in front of the band. Tanner, who rejoined Weems last week after an effort at fronting, did his standard *Nola* and *Stardust* to husky mitt.

Day Classy Cleater

Show doesn't need three supporting acts, with the entertainment-packed Weems crew on the stage. Ruth Day flashes a big smile from the minute she comes on with her top-drawer rhythm taps and her enthusiasm projects to audience which rewarded her with liberal mitts often. While gal is in a class by herself in rhythm cleating, she needs work in novel presentation to set her stint apart from other fem tappers, for public isn't hep enough to appreciate just straight terping.

Bonnie Baker won an ovation as she came on and kept interest thru-out with a prudently-selected set of tunes, save for the opening *Managua, Nicaragua*, which doesn't fit her style. Novelty romance ditties, with subtle innuendoes, are still her meat and her medley of recorded faves reaped generous mitts after almost every number.

Harry Savoy did his standard giberish to solid results, except when Helene Hogan, statuesque blonde, came on to do a romantic comedy bit. Gal slowed up the act and Savoy could do just as well without her.

Johnny Sippel.

New Acts: See Ed Fay

NEW YORK, April 12.—Edward M. Fay, op of Fay's Theater, Providence, R. I., is holding auditions here every two weeks for new acts which haven't been able to land a break-in booking in or around New York. Acceptable acts are given a week at Fay's house and are also booked by the Feinberg Agency for three weeks on the Comerford Circuit in Pennsylvania. Fay has placed about 40 so far.

Bridgeport Walter's Sold

BRIDGEPORT, Conn., April 12.—Walter's Night Club, one of Bridgeport's oldest after-dark spots, changed hands this week. Walter Morowski, the op from the beginning, bowed out. David S. Egan took over as operator, with Kenneth Harper as manager. The club will be renovated.

AGVA Club Date Code Ready; Long List of Conduct Rules Set

(Continued from page 38)

No actor shall be required to work in any illegal or indecent performance. If the artist finds that an engagement is of this nature, he may refuse to go on and the agent shall nevertheless pay him in full. If the actor does work and criminal or civil action follows, the agent must pay all legal fees, fines and judgments incurred thru such performance.

Agents agree to give artists adequate sanitary facilities, separate dressing rooms for male and female artists and make adequate provisions for safeguarding actors' costumes and other valuables. No club date agent shall collect, directly or indirectly, any fee or rebate from any artist or require him to buy advertising space. Unless an artist is hired as an emcee, he shall not be required to do any emceeing without additional pay. Agents are not allowed to emcee or work on stage as performers.

All compensation shall be net without any withholdings or deductions except those authorized by law. At present club dates are worked

on a hit-or-miss basis. If foregoing rule "X" is accepted, it will be the first set of regulations to control the club dates since AGVA came into being.

It is expected there will be violent reactions to most of the rules. AGVA, however, said it is willing to sit down and discuss them.

ARA to Spearhead Parley

CHICAGO, April 12.—Local bookers are looking to Artists' Representatives' Association (ARA), national percenters' group, to spearhead what shapes up to be an interesting confab with the American Guild of Variety Artists (AGVA) sometime in the near future. Chi percenters who are members from ARA this week received a notice from Gotham ARA headquarters notifying them of an April 29 New York meeting which will discuss several matters, pertinent to the booking biz.

Paramount interest locally lies in the talk about the proposed AGVA code on club-date booking. Local interest in any new AGVA ruling on club-date commissions is a matter of regard locally, for about 60 per cent of the Chi ARA membership are vitally dependent upon club-date bookings to keep their offices in the black. Talk of a projected AGVA code on club-date booking comes at a most inopportune time, for Chi bookers were hoping for a big club-date season to keep them out of the red, even if their bookings into vaude and niteries fell off. The Chi Convention Bureau announced this week that in the first quarter of 1947, convention attendance has averaged about 50 per cent above the same period in 1946 which would mean same increase in club-date bookings.

Agents Already Balking

Up to now, club dates always have been handled, according to AGVA regulations, on a strictly net basis, with the agent making whatever commission he could on the date. Bookers locally have held that they should be able to take their commissions net on club-dates, for these dates are highly competitive, and demand a large amount of customer entertaining and presents which aren't figured by AGVA. Chi ARA members further contend that they can see no reason why any man in business should have to show a union what he makes on a deal. Boys contend that they offer an act a job and the act is free to take the price they offer. All jobs, they contend, are well over the \$10 Chi scale for a single on a club date.

COPACABANA, CHICAGO

(Continued from page 41)
cafe's four-month history. D'Angelo and Vanya, noted for their outstanding footwork, have previously worked larger stages here, but adapted themselves aptly to this smaller platform. Didn't cut any of their fine lifts and whirls and as usual got salvos for their top ballroom terping.

Comic Jack Durant put out his best Chi effort in years to pull yocks all the way. Guy has lots of fine new gags, does a new impression of Cary Grant and had his hokey acro at a peak for opening here. Was called back once and might have made a second return had the clock permitted.

Producer Eddie Noll, making his bow here, and song-spinner Frank Warren worked up a timely set of productions for the Vallee opening. Called *Caribbean Cruise*, the three production numbers were richly cos-

Floorshow Policy For Detroit Copa

DETROIT, April 12.—Copacabana is switching from a name band to a floorshow policy starting this week-end with three to four acts booked, plus the Original McNamara's Band. Spot bowed two months ago and has been using Latin-American and Hawaiian style orks, including Enric Madriguera and Lani McIntyre. This is a return date for the McNamara crew, which was second ork to play spot.

N. News Beachcomber Dies

NEWPORT NEWS, Va., April 12.—The Beachcomber, most elaborate night club enterprise in town since the war, finally has folded because of dropping patronage. William C. Scott, formerly in charge of the Langley Field Officers Club, ran the place as a private supper joint, lavishly equipped and decorated, with good-sized-budget floorshow.

COLLEGE INN

(Continued from page 41)

buy in Hubbard in that he plugs his appearance at the hotel nightly over his popular recorded show.

Show was poorly routined, with Singer Jayne Walton starting off, leaving two musical acts to close. Should have worked middle slot, with the Harmonicats, who pack more drive, opening this revue. Warmed up the diners when the band joined en masse for a pop medley. Was called back.

Harmonicats Click

The harmonicats, threesome, got nifty mitt greeting, for they are riding on the crest of a big Midwest popularity boom, engineered by their first waxing, *Peg o' My Heart*, for Vitacoustic. Male trio offers unusual mouth-organ blending on some distinctive arrangements, and have packed a good deal of showmanship into their stint. Rang the bell with each of six numbers.

Jan August and his trio are making a quick return here, following the hypo they gave this hostelry's boite. August again pulled sock hands with his pulsating pianistics. He seemed more relaxed and gave out more frequent smiles, but he needs some additional work on presentation. Explaining between numbers some of the imitations of musical instruments he does on the 88 would be a step in pacing.

Herbie Fields' ork (four rhythm, two reeds and two brass) are just too small a band for this expansive room. Boys have to overblow their horns to get sound around and even that doesn't do the job that the usual 13 to 15-piece orks do here. Sound more like a big cocktail combo than a hotel dance band. *Johnny Sippel*.

FREDDY LAMB'S

(Continued from page 41)

mental numbers, didn't show much. What they could use is more numbers like their *Perido* and *Please Don't Talk About Me When I'm Gone*, which seemed to be about their only standouts. Most of their numbers were hampered by one monotonous style. The gal leader, a well stacked kid, handles the bass, while Arv Garrison works the guitar and Ted Kaye plays the 88. Garrison, incidentally, worked as the scared of someone in the house. *Don Marshall*.

tuned and packed good continuity. Ballerina Janet Gaylor did just so-so job in specialty slot, while production singer Buddy Worth needs more volume on the p.a. system during his stints. House band was enlarged with four fiddles for the Vallee show. *Johnny Sippel*.

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Stem Actors Set Up School For All-Around Self-Training

(Continued from page 3) the director and individual scenes from various plays picked by the students. Recently they have been concerned with bits from such diversified items as *Glass Menagerie*, *Ghosts*, *Harvey*, *Desire Under the Elms*, *Children's Hour*, *Macbeth* and *Golden Boy*.

"Of course," says Tom Ewell, "a lot of people will think it silly to study parts which we'd never physically be cast to play. But the important thing is to study and explore the approach to the role, so that you can draw on it for parts with similar characteristics. And most important are the clarifying class discussions, criticisms and analyses. Nothing that we do is intended as a finished project or to be seen. The idea is merely to broaden the individual acting range thru actual practice."

Serves Dual Purpose

An actor, Ewell points out, is obviously in a hit show or he's not working. Both states are bad, since in the former he is apt to drift into mechanical reproduction via repetition, and in the latter case he isn't acting at all. The group study idea, while naturally gaited to actors who know the rudiments of their trade and have accumulated experience and

technique, serves the dual purpose of keeping the employed thesp on his toes and stimulates the one who is waiting for a job.

"Naturally," says Ewell, "there is only one real way to know how you are doing—from an audience. Lacking that and a play, this is the next best thing. And aside from everything else, the preparation certainly gratifies the ham in all of us."

Word of the notion has got around the Stem and applications are on file from eager would-be thesping students. Likely a separate class will be formed shortly, as the originators feel that further additions to their own group would make it unwieldy.

Chorus Equity Votes Aid in Bias Fight; Group To Pick Slate

NEW YORK, April 12.—At the Chorus Equity (CE) quarterly meeting held Friday (11) in the Hotel Capitol, members unanimously passed a resolution affirming their desire to back up any action taken by Actors' Equity to resolve the Negro discrimination question at Washington's National Theater. CE members also recommended that the union develop a system whereby it would be possible to contact CE execs after office hours in case of emergency.

Singers and dancers from the Stem musicals elected a nominating committee of six—Olga Lunick, Jeffrey Warren, Earl Redding, Lynn Alden, Kenneth McCord and Frieda Flier—to prepare the regular ticket to be voted on at the next meeting. CE executives serving on the nominating committee are Vivian Cherry, Hayes Gordon and Margaret Gibson.

Nominating committee will select a slate to include a chairman and recording secretary, each for a one-year term, seven members of the executive committee for three-year terms, one replacement to the executive committee to serve for two years and one member of CE for Actors' Equity Council to serve the full five-year term.

4A's Rally To Fight Labor Curbs Apr. 21

NEW YORK, April 12.—Sponsored by the legislative committee of the Associated Actors and Artistes of America (4A's), there will be a rally Monday, April 21, in the 46th Street Theater to brief 4A's members on anti-labor legislation pending in Congress. Reports have it that the rally will produce a resolution condemning the anti-closed shop and anti-industry-wide-bargaining bills, and that a 4A's delegation probably will go to Washington to parley with the lawmakers. Walter Abel, Screen Actors' Guild (SAG) representative to the 4A's, will preside at the meeting.

Next week the legislative committee will send out a bulletin on the proposed statutes to the 40,000 members of the 4A's. The committee hopes the pamphlet will persuade members to write their Senators and manifest opposition to the bills.

N. Haven Test for 'La. Lady'

NEW HAVEN, Conn., April 12.—A new musical, *Louisiana Lady*, starring Hal Shelton and Irene Bordoni, has been booked into the Shubert May 8, 9, 10. It follows *Laura*, April 17, 18, 19; *The Ice Man Cometh*, April 24, 25, 26, and *Dear Ruth*, May 1, 2, 3.

BROADWAY SHOWLOG		
Performances Thru April 12, 1947		
New Dramas		
	Opened	Perfs.
All My Sons.....	1-29, '47	85
(Coronet)		
Another Part of the Forest.....	11-26, '47	165
(Fulton)		
Born Yesterday.....	2- 4, '46	505
(Lyceum)		
Happy Birthday.....	10-31, '46	184
(Broadhurst)		
Harvey.....	11- 1, '44	1,038
(48th Street)		
Jean of Lorraine.....	11-18, '46	168
(Alvin)		
John Loves Mary.....	2- 4, '47	79
(Music Box)		
Life With Father.....	11- 8, '39	3,113
(Bijou)		
O' Mistress Mine.....	1-23, '46	406
(Empire)		
State of the Union.....	11-15, '45	691
(Hudson)		
Tenting Tonight.....	4- 2, '47	13
(Booth)		
Voices of the Turtle, The.....	12- 3, '43	1,252
(Morse)		
Years Ago.....	12- 3, '46	142
(Albion)		
REVIVALS		
Alice in Wonderland.....	4- 5, '47	9
(International)		
Received an all-out nod from crits. Yes: Louis Kronenberger (PM), John Chapman (News), Robert Coleman (Mirror), Ward Morehouse (Sun), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Robert Garland (Journal-American), William Hawkins (World-Telegram), Richard Watts Jr. (Post).		
Burlesque.....	12-25, '46	126
(Belasco)		
Importance of Being Earnest, The.....	3- 8, '47	48
(Royale)		
Lady Windermere's Fan.....	10-14, '46	208
(Cort)		
Musicals		
Annie, Get Your Gun... ..	5-16, '46	370
(Imperial)		
Barefoot Boy With Cheek.....	4- 3, '47	12
(Martin-Beck)		
Brigadoon.....	3-13, '47	36
(Ziegfeld)		
Call Me Mister.....	4-18, '46	415
(National)		
Carousel.....	4-10, '45	631
(Majestic)		
Finian's Rainbow.....	1-10, '47	107
(46th Street Theater)		
Oklahoma.....	3-31, '43	1,732
(St. James)		
Street Scene.....	1- 9, '47	108
(Adelphi)		
REVIVALS		
Chocolate Soldier, The..	3-13, '47	67
(Century)		
Sweethearts.....	1-21, '47	96
(Shubert)		
COMING UP		
(Week of April 14, 1947)		
Message for Margaret...	4-16, '47	
(Plymouth)		
CLOSED		
Craig's Wife.....	2-12, '47	6
(Playhouse)		
Saturday (12)		
Eagle Has Two Heads.....	3-19, '47	29
The.....		
(Plymouth)		
Saturday (12)		
Ice-time.....	3-20, '46	412
(Center)		
Saturday (12)		

N. Y. Civic Op Season Debuts; Revives Chenier

NEW YORK, April 12.—The New York City Opera Company (NYCOC) took over the City Center of Music and Drama last Sunday (6) for another spring season. The chanters' skedded three-week stay, with wind-up Sunday (27), was spearheaded by a tidy 50G advance sale which indicates that local pop-priced opera is in favor with the public.

The troupe is repping nine operas this year, including two new to its list, *Andrea Chenier* and *Salome*. The cast roster has been augmented by 16 principals, boasting such Metopera names as Irra Petina and Frederick Jagel.

Chenier got its first New York unveiling in 14 years Wednesday (9), with Vivian Della Chiesa, Vasso Argyris and Enzo Mascherini in the top roles. The Umberto Giordano score adds up to a pleasantly melodic addition to the rep. La Della Chiesa made an auspicious NYCOC debut as Maddallena. Argyris was more than acceptable in the title role, as a last-moment replacement for sick-listed Irwin Dillon. Baritone Mascherini's Gerard was excellently conceived and sung thruout. His third-act aria had the customers screaming bravos.

Production is well up to the troupe's standard. H. A. Condell has designed an effective unit set which lends itself readily to background scenic changes. Theodore Komisarjevsky's direction is sound and Laszlo Halasz gives the score an excellent reading.

Salome, troupe's other new venture, skeds a debut Wednesday (16). The regular \$2.40 top prevails. The NYCOC longhair wares are again a smart buy for the money.

Bob Francis.

Equity Rejects Tighter Rules For Alien Actors

NEW YORK, April 12. — Altho pressured by several of its members, the council of Actors' Equity (AE), at its weekly meeting Tuesday (8) felt the present rules on alien actors adequate to protect its dues-payers and wound up the session without making any changes in regulations governing alien thesping.

When an American actor goes over to England he has to see the English Ministry of Labor for his permit to play (usually for a period of six weeks). Here an English thesp works thru AE and is permitted one role every six months, but may act again within that time if a producer requests it of council. AE reasoned that restricting British actors still further might result in less shows being done if a manager wanted a particular English actor for his cast.

Conn. Barns Get Set

BRIDGEPORT, Conn., April 12.—Strawhatters are setting up their schedules for operation thruout Connecticut this summer. Chapel Playhouse, in Guilford, plans a nine-week season starting June 30. The Playhouse in Greenwich will be operated by Herbert Kramer and Joel Spector starting June 23. Leonard Altobell and Lawrence Slade will open shop in Litchfield. A newly formed Children's Theater at Guilford will be directed by John Wildberg, and the Westport Country Playhouse will again be under supervision of Lawrence Lagner and Theresa Helburn.

Rio Pic Perks Up; Legit Gains House

RIO DE JANEIRO, April 12.—Local legit season looks promising with seven of the nine legit houses re-lighted and the other two announcing April openings. With a scarcity of houses, the Municipal, usually devoted to concert artists, symphonies and opera is currently occupied by compania's (Cia) Brasileira De Comedia, featuring Maria Sampaio and Rodolfo Mayer in *Quando Se Vive Outra Vez*. Chianca De Garcia has taken over the Teatro Carlos Gomes for a season of musicals. His first, *Um Milhao De Mulheres*, features Salome and Cole.

The Gloria is occupied by Jayme Costa heading his own company, *Piratao*. Dercy Goncalves also heads her own troupe in the Teatro Joao Caetano, in a musical revue *Sinho Do Bonfim*, Eva and her artists' first offering of the season is *Mocinha, Cia Artistas Unidos* continues in the Regina with *O Pecado Original*. Mesquitinha is featured in *O Pai De Minha Filha* at the Rival.

Negro Theater

The Negro Experimental Theater is readying a piece called *Aruanda* and has also announced an unveiling of *O Mulato* by Langston Hughes and *Anna Lucasta* a possible follow-up.

There will be no performances of the Municipal Ballet this year, due to internal dissension and the departure of many top dancers.

Worcester Strawhat Sets Earliest Bow, May 23

WORCESTER, Mass., April 12.—Guy Palmerton Players will open their fifth season (16 weeks) of summer stock at the Auditorium Playhouse here May 23, their earliest opening so far.

Frank Lyon, heads the members of the holdover company from last year—Elsbeth Hoffman, Isabel Price, Helen Horton and Edward Rowley.

Plays definitely skedded are *Dear Ruth*, *Father Malachi's Miracle*, *Dream Girl* and *Al! Wilderness*.

Palmerton has set June 30 for opening of his Lake Whalom Theater, Fitchburg (Mass.) troupe.

Ferrer Begs Equity Not To Destroy 'Cyrano' Film

NEW YORK, April 12.—Jose Ferrer, censured and fined by the Actors' Equity Council April 1 for making a 16mm. film of his production of *Cyrano De Bergerac*, has asked the council not to destroy the negative until he is able to appear and explain his position. *Cyrano* is now in Boston.

Ferrer claims the pic was made only for the record so that it could be deposited in a library for producers and actors to study. Some trade observers think the thesp was comparatively lucky to be handed only a light fine and a censure, when some producers have been made to pay a week's salary for each day's work filming scripts.

Jim Crow Suit Switcheroo on D. C.'s National

(Continued from page 4)
 a week's appearance at the National today, threatened to halt the show in the middle of the week and picket the theater in protest against the Jim Crow policy. It was reported that members of the troupe were dissuaded by Actors' Equity officials from carrying out the threat which, according to one spokesman, would have violated the contract.

Edmund Plohn, manager of the National, was a major witness the first day of the trial. Plohn testified that admission of Negroes to the theater would be "harmful to business . . . and distasteful to the clientele we have built up over the years." Plohn was supported by testimony from Marcus Heiman, of New York, in charge of the theater corporation.

The theater is being sued for refund of ticket purchases by seven citizens who attempted to take Negro guests to a performance December 11. It is charged with refusal to admit the guests and refusal to refund the money to the hostess. Among the plaintiffs is the wife of the rector of one of the capital's most fashionable churches.

Picket Line Assailed

The theater this week counter-charged that a picket line and boycott tactics, directed by the Committee for Racial Democracy, were in violation of anti-trust laws. The theater is threatening criminal conspiracy proceedings against committee members. The theater operators said the plaintiffs themselves violated printed sales conditions on the tickets which reserved the theater's right to refuse admission to those who violated the "known policy" of the theater. The "known policy" means no Negroes, among other things, the theater counsel contended. A battery of lawyers for the theater is headed by James M. Proctor, son of a district court justice.

Plaintiff Lawyer Ransom, a Negro and chairman of the Committee for Racial Democracy, declared after the first day's proceeding that he had been in the theater several times, and he contended that the theater's policy was to let some Negroes in and keep others out. Plaintiff Lawyer Cobb, referring to a declaration by the theater that wholesale admission of Negroes would threaten disorder, said that a strong civil rights law had been in operation in the District of Columbia for many years until 1913, and during that period "there was no disorder and no discrimination."

Grody Testifies

Cyril H. Grody, vice-president of the National Theater, testified that tactics of inter-racial groups in seeking refunds on blocks of tickets could have driven the theater out of business. Grody said he came to Washington early in November "to take steps to protect our business." He said that profits of the company were materially reduced whenever refunds on tickets were given.

Plohn said that the theater's policy was not to show "controversial" plays, such as any which star Negroes. He said that there had been some exceptions to this and that generally the appearance of Negroes featured in plays caused Negroes to seek admittance. Plohn said that Maj. Harvey G. Callahan, superintendent of police, warned him that Negro attendance could cause disorders. He complained that the Committee for Racial Democracy was trying to make the National Theater a guinea pig. The case is being heard by Judge Nadine Gallagher.

Library Theater

PEER GYNT

(Opened Monday, March 24, 1947)

GREENWICH MEWS PLAYHOUSE, NEW YORK

A drama by Henrik Ibsen. Adapted by Don Dickenson. Direction, Leonard Heech. Settings, Don Finlayson. Lighting, Scott Jackson. Choreography, Trudy Goth. Costumes, Mickey Donohue and Nancy Franklin. Stage manager, Vic Whitlock. Presented by Equity Library Theater.

CAST: Olga Fabian, Don Dickenson, Charity Grace, Clinton Anderson, Katherine Caley, Sam Fertig, Henry Bledinger, Ruth Ostrander, Dorothy Hyatt, Catherine Hyatt, Lillian De L'Aire, Frederick Seton, Franc Jorgensen, Monty Banks Jr., Carl Sautter, Margaret Draper, Joseph Boley, Solvei Wiberg, Mary Broussard, Marta Becket, Rosemary Stickrod, Jane White, Gordon Heath, Earle Hyman, Walter Scheinman, Edward Groag, Priscilla Weaver, Edwin Ross and Carl Jacobs.

Henrik Ibsen's *Peer Gynt* is another of those scripts announced for revival every season. The Theater Guild was slated to bring it to life this year. Jose Ferrer has the show tentatively skedded for next year. As tabbed in the production by the Equity Library Theater (ELT) the script, originally produced on Broadway in 1923, shows up well worth revival.

However, *Gynt* is an undertaking for a veteran manager who can marshal top-drawer talent and ideas and also has a bank roll. ELT productions are generally done on a very limited budget, using talent that is in a formative stage. This one is no exception. In sum, it proves too tough a production nut to crack.

Ibsen's "great romantic phantasmagory," as the producers dub it, tells of a fanciful boy who carries his childhood dreams into adolescence and even maturity in a search of a reality which disregards all responsibility to society.

Don Dickenson plays the role created here by Joseph Schildkraut.
 Leon Morse.

Foreign Podiums Bid For Yank Longhairs

NEW YORK, April 12.—Native-born longhair Yank frontiers and scribes are coming into their own, not only at home, but abroad. Whereas, before the war, few, if any Americans were invited to conduct the major foreign symphonies, while foreign conductors were lured to the U. S. by heavy dough and prestige-getting guesing. Today invitations are coming in from Europe and Latin America for Yanks to guest on podiums of top longhair orks.

The trend became noticeable last year when Karl Kreuger (Detroit Symphony) made a special tour of Europe, conducting in Vienna, Paris, London and Scandinavia. Leonard Bernstein, young composer-conductor, guested at the musical festival in Prague last May.

Leinsdorf Leads Off

This year, Erich Leinsdorf started the parade several months ago, when he sailed for Europe to conduct in a number of European cities. In April, J. Randolph Jones, frontier of the Jersey City Philharmonic, will conduct two concerts in Mexico City with the Orquestra Sinfonica de la Universidad, and in May, Bernstein will repeat his baton chore in Prague.

Yank composers, too, are getting more and more recognition abroad. A recent week's programing of England's BBC, showed an American work on almost every classical hour. Samuel Barber, Aaron Copland and Roy Harris were all represented.

THE SABINE WOMEN

(Opened Monday, March 31, 1947)

HUDSON PARK LIBRARY THEATER, NEW YORK

A comedy by Leonid Andreyev. Directed by Lee Kresel. Scenery and costumes, T. Loftus O'Hara. Lighting, Louise Renaud. Choreography, Mathilda Naaman. Stage manager, Richard Ullman. Presented by the Equity Library Theater.

Romulus Wendell Hulet
 Remus Charles Grunwell
 Agrippa Burke McHugh
 Marc Antony Roy Johnson
 Augustus Paul Olson
 Paulus Victor Chapin
 Scipio Cortlandt Steen
 Cleopatra Joan Wetmore
 Aurora Maud Burnes
 Sappho Patricia Horn
 Juno Frances Hammond
 Diana Nina Haven
 Veronica Philippa Bevans
 Proserpina Conoldine Crowell
 Martius Ken Tower
 Julius Bill Sheldy
 The Professor Cornelius T. Frizell
 Adolphus Jack Fletcher
 Janus Wilbur Rauch
 Marius Glenn McCausland
 Erasmus Charles Teufel
 The Stranger Otto Spelvin

The Equity Library Theater has come up with a winner in its production of Leonid Andreyev's *The Sabine Women*. Andreyev's script, never produced on the Stem, altho a bit too short to fill a bill by itself, running one hour and 20 minutes, is a fine choice as half a bill for any Broadway producer who wants to do two short plays.

This time the Russian doffs his gloomy mantle to script in a lighter vein anent seven Sabine gals who are abducted by Roman soldiers and, at first, refuse the latter's advances because of their marital ties. The feds reconsider but then the husbands intrude their legal rights. Might disperses right and the Sabine lads go home to empty beds.

Ken Tower Shines

In the role of the spokesman for the rejected husbands, Ken Tower sparks the play continuously. Tower draws plenty of laughs shepherding the other six Sabine men, as comical a crew of characters as could be found outside a booby hatch. Bill Sheldy turns in a nice performance as Julius, the man who can't live without Proserpina and mourns her the way a bull would his mate. Glenn McCausland, acting as if afflicted with the seven-year itch, rheumatism and St. Vitus's dance, provides plenty of entertainment.

Philippa Bevans plays a huge Sabine female unashamedly on the make for a man, no matter whom. She sprinkles her share of laughter thru the script. Other first rate thesping stints are turned in by Joan Wetmore, Roy Johnson and Cortlandt Steen.

However, on the distracting side is the choreography by Mathilda Naaman. The script could do well without the terping provided, unless the actors are willing to take several years of dancing lessons. T. Loftus O'Hara does an imaginative job with his set depicting a Sabinian countryside.

Staging by Lee Kresel shows a nice flair for comedy, something not to be sneezed at these days when producers howl about a shortage of directors.
 Leon Morse.

Puppet Opera U. S.-Bound

LONDON, April 12.—The puppet opera *Anfiparnasso*, operated successfully in England by Muriel and Waldo Lanchester, is being readied for a showing at the forthcoming puppeteers' convention in St. Louis. The opera, a 16th-century Madrigal, has musical accompaniment on his Master's Voice (British Victor) disks. It now fills Wigmore Hall (concert-recital house, 700-seats) twice a week.

Margo Jones Rep Company Starts June 1 in Dallas

DALLAS, April 12.—After two years of delays, disappointments and postponements, Margo Jones is getting her *Theater 47*, a revolving repertory stock company, under way June 1 at the Gulf Oil Theater. Miss Jones is now in New York signing 10 actors for the 10-week initial summer season to be followed by a fall legit sked.

Repertory program will consist of five scripts, three new ones and two classics. Already slated are Tennessee Williams' new script, *Summer Smoke*, Martyn Coleman's *How, Now, Hecate?* and William Inge's *Farther Off From Heaven*. Since the program will mean that three scripts will be done in the same week, playwrights will get royalties on individual performances of plays instead of weekly tabs.

Theater, seating 299, was given to Miss Jones after her last house was condemned while undergoing alterations. Ducats will be priced at \$1.95.

Mitchell Faces Equity Action For Delaying "Campaign"

NEW YORK, April 12.—Actors' Equity is considering action against Millard Mitchell for causing the postponement of *The Great Campaign*, the Experimental Theater, Inc. (ETI) production, from Monday afternoon (7) to Monday night of the same day.

Mitchell was bound by his ETI contract to give five performances within 15 days after the opening of the show. He later signed with Twentieth Century-Fox for 10G to do an acting bit in *Kiss of Death* that conflicted with his ETI agreement. Since he was working before the cameras on the afternoon the show was scheduled to open, the latter performance had to be canceled. *Campaign* already had been set over from the previous Monday (31) because of the illness of Robert Lieb and the second postponement cost ETI \$135 for telegrams to the subscription audience. Mitchell, it is reported, may get off with an Equity Council censure.

ROUTES Dramatic and Musical

Anna Lucasta (Plymouth) Boston.
 Anna Lucasta (Belasco) Los Angeles.
 Accidentally Yours (Curran) San Francisco.
 Blossom Time (Cox) Cincinnati.
 Born Yesterday (Erlanger) Chicago.
 Beggars Opera (Shubert) Chicago.
 Bloomer Girl (Cass) Detroit.
 Blackstone (Geary) San Francisco.
 Cyrano de Bergerac (Nixon) Pittsburgh.
 Call Me Mister (Hanna) Cleveland.
 Dear Ruth (National) Washington.
 Fatal Weakness, with Ina Claire (Setwyn) Chicago.
 Glass Menagerie (Davidson) Milwaukee.
 Hamlet, with Maurice Evans (Rajah) Reading, Pa., 16; (Lyric) Allentown 17; (McCarter) Princeton 18-19.
 Harvey, with Joe E. Brown (Harris) Chicago.
 Iceman Cometh (Walnut) Philadelphia.
 Lute Song (Studebaker) Chicago.
 Laura (Bushnell Auditorium) Hartford, Conn., 16; (Shubert) New Haven 17-19.
 Magnificent Yankee (Biltmore) Los Angeles.
 Oklahoma (Music Hall) Kansas City, Mo.
 Pymallion, with Gertrude Lawrence (American) St. Louis.
 Red Mill (Shubert) Boston.
 Student Prince (Auditorium) Oakland, Calif., 17-18; (Junior College Aud.) Marysville 19.
 State of the Union (Forrest) Philadelphia.
 State of the Union (Royal Alexandra) Toronto.
 This Is the Life (Locust) Philadelphia.
 Three to Make Ready (Blackstone) Chicago.
 Three Indelicate Ladies (Wilbur) Boston.
 Trouble for Rent (Shubert Lafayette) Detroit.
 Up in Central Park (Ford) Baltimore.
 Voice of the Turtle (English) Indianapolis 14-16; (Memorial Hall) Dayton O., 17-19.

OUT-OF-TOWN OPENINGS

THREE INDELICATE LADIES

SHUBERT THEATER,
NEW HAVEN, CONN.

A mystery-comedy by Hugh Evans. Directed by Jessie Royce Landis. Setting and lighting, Stewart Chaney. Gowns, Robert Lanza. Production associate, Thomas Elwell. Company Manager, Ralph Kravette. Press Representative, Dick Weaver. General Stage Manager, Phil Johnson. Presented by Hunt Stromberg Jr. and Thomas Spengler (in association with Irving Cooper).

Kelly.....Jayn Fortner
Roberts.....Elaine Stritch
Mr. Max.....Joey Faye
Morgan.....Ann Thomas
Alfred Brook.....Alexander Clark
Sam Phelps.....Ray Walston
Joe The Heart.....Jack Arnold
Francis X. O'Rourke.....Bela Lugosi
Mrs. Henrietta Brook.....Francis Brandt
Bernice Desota.....Katherine Squire
Gus.....Charles Mendick
Police Sergeant.....Robert Schuler
Paul Austin.....Stratton Walling

There is no doubt that Hugh Evans has written a very funny play in *Three Indelicate Ladies*, but the show that unveiled in New Haven needs a lot of sprucing before it is ready for a Stem audience. Its plot is good and there are many hilarious scenes, but the pacing is so far off that the first-nighters found themselves stifling yawns between the guffaws. While *Ladies* employs several of the tricks used in *Arsenic and Old Lace*, the two shows are by no means comparable. After a lot of hard work by both the author and the director, this new one may yet blossom into a first-rater.

Bela Lugosi, who is starred, is almost criminally miscast. Playing a rough, tough ganster named Francis X. O'Rourke, Lugosi is unable to bring any semblance of credibility to the part. It is extremely hard for the audience to accept an Hungarian accent and the O'Rourke tag (although the author tries to explain it off by having Lugosi born in Finland—making him "Mick-y Finn"). The cigar chewing, rough-and-tumble guy is not up to Bela's alley, so the audience never once was able to give the character the response that a William Bendix would have received.

Gal Steals Show

Ann Thomas, playing one of her typical Dumb Doras, walked off with the show without too much trouble. While most of the other principals tended to play the roles too broadly and fall out of character, she maintained a steady pace and was able to get every laugh out of her lines. Jayn Fortner and Elaine Stritch, cast as the other two indelicate ladies, showed their ability to play farce, but were betrayed by a decided tendency to overplay in the big scenes.

Frances Brandt, in a short bit as one of the victims, did an exceptionally good job as an eccentric old lady, while Katherine Squire, as her niece, played the rather difficult role right to the hilt. Joey Faye, as a highly impressionable furniture dealer, was grand with his short bit, and by use of the mugging technique he has developed got a lot more out of the lines than the author wrote in. Alexander Clark, Ray Walston, Jack Arnold, Charles Mendick, Robert Schuler and Stratton Walling all handled their bit parts to perfection.

Direction Weak

Jessie Royce Landis has not done a particularly distinguished job of directing. The pacing was noticeably bad and too many characters spoke lines either too far upstage or away for the audience, so that whole sequences were lost. Miss Landis, a top-drawer thesp herself, has a lot more to learn in her new endeavor. Stewart Chaney's single setting and his lighting of the show were in his usual Grade A manner.

In sum, *Three Indelicate Ladies* can be developed into a first-rate farce with a rewrite of Act 1, a general

PAPA IS ALL

(Opened Tuesday, April 8, 1947)

EL PATIO, HOLLYWOOD

A comedy in three acts by Patterson Greene. Produced and directed by Jan Boris. Setting by Kenneth MacClelland. Production assistant, Alvin Siddall. Press, Joe Gordon and Blake McVeigh.

Mama.....Jane Allen
Jake.....Rodger Paul
Brendle—State Trooper.....Richard Reeves
Emma.....Nancy Conover
Mrs. Yoder.....Edith Burritt
Papa.....Hugh Murray

Penned by *Los Angeles Examiner* drama critic Patterson Greene, *Papa Is All* is currently enjoying its initial professional staging in this area though having already survived a Broadway hearing and national tours.

Story of the dictatorial papa and the iron hand with which he rules his Mennonite family builds laughs upon an undercurrent of tenseness and tragedy. Jane Allen turns in an outstanding job as the understanding and obedient mama who acts as a buffer between her wrathful husband and her children. Hugh Murray's papa is capable but a little too forced to be convincing. Nancy Conover as Emma proves to be a sweet and pleasing daughter, with Rodger Paul's Jake passing the grade as the son. Edith Burritt as the overly talkative Mrs. Yoder is responsible for a goodly portion of the laughs.

For his initial venture as legit producer-director, Jan Boris comes thru with a highly polished and well-paced piece of stage fare. Although the first act lags in spots, Boris has been able to capture and project the blend of comedy and tragedy, as well as spotlight the odd and humorous sentence construction typical of the Pennsylvania Dutch.

Audience is getting a lot out of this, but if production is to be successful it will take bigger audiences than attended opening night. Playing a house that has as yet to come thru with a hit, *Papa* is going to need plenty of drum-beating before crowds are lured to the ticket window.

Lee Zhitto.

4-Year High Likely For Det. Light Opera

DETROIT, April 12.—With an estimated gross of \$390,000, the Detroit Civic Light Opera looks as if it has achieved a high for its four years of operation. Previous years' figures: \$350,000 (1944), \$336,000 (1945) and \$330,000 (1946).

The last two productions—*Bala-laika*, with Rosemary Brancato, Harry Stockwell and Ian Kieth, and *New Moon*—were among the top four for the season. They grossed \$43,029 and \$44,545, respectively. Seat sales for this pair were best in the higher brackets, in contrast to the *Mikado*, which, though attendance was only slightly lower, raked in \$10,000 less. Current *Wizard of Oz*, last of the 10-week season, with Evelyn Wyckoff, Gil Lamb and Patricia Bowman, is expected to gross about \$34,000.

The 1947 expenses (with an average per-show net including apportioned ad costs and all salaries of \$34,000) exceeded last year's total gross. However, high attendance and consistently bigger grosses will result in a satisfactory net for 1947.

Sponsors of the season are a non-profit group of many civic leaders. They have been more concerned this year, according to Director Barrie O'Daniels, with adequate standards of production than with profits.

revamping of the show's pacing, a tightening of the entire production and a much different third act curtain, along with some necessary recasting.

Sidney Golly.

EVERYTHING'S ON ICE

(Opened Tuesday, April 8)

CENTER THEATER, BOSTON

A musical comedy on ice. Devised and staged by Maribel Vinson and Guy Owen. Skating direction by Lillian Tribby. Settings and lighting, Edward Gilbert. Costumes, Ronald McRae. Original music, Selene Harmon. Lyrics, Lee Morris. Musical arrangements, Peter Bodge. Musical director, Sammy Eisen. Stage manager, Robert Zonlick. Publicity, Francis P. L. Cronin. Presented by Lawrence G. Lasky.

PRINCIPALS: Maribel Vinson, Guy Owen, Lillian Tribby, Heinie Brock, Chet Nelson, Ronny and Boots Roberts, Jimmy Kelly, Valerie Fortine-East, Spic & Span, Buddy LaLonde, Ralph Emory.

VOCALISTS: Gael O'Day, Bobby Wayne, Marge Chalmers.

It is a disappointment to have to report that *Everything's on Ice*, the first full-dress professional show to originate in Boston since Adam was a pup, does not meet expectations. A lot of hard work, talent and money have gone into it. But skill and imagination are sadly lacking. The good things of *Ice* are only occasionally apparent, for this musical comedy on ice is a poorly staged, badly integrated melange of athletics, stage properties, story and music. Still, the elements are there and a good deal of hauling and pushing might put it into shape as an evening's mild diversion.

Stars and moving spirits of the enterprise, the first big production to be put on at Boston's Center Theater, are champion skaters Maribel Vinson and Guy Owen, whose exciting night club shows have played to top business. They've had a hand in nearly every phase of the production, and the fact is evident, because they have tried to do too much. What they need now is the services of a highly competent director who will weed out the deadwood and point up the good things. No single feature of *Ice* now stands out, but the diverse acts and scenes can be made into an effective whole.

The book is a simple little fable about a Hollywood producer who vacillates between two stars before settling upon one. It's an adequate framework.

The stage of the Center Theater is large and square and allows room enough for some exciting revolutions by the starring team, for spectacular leaps by Buddy LaLonde, excellent ice ballet patterns by Chet Nelson (Hollywood ought to look at him) and some rather dubious and elemental comedy by Heinie Brock and Jimmy Kelly. Kelly's skit of a girl undressing is shamefully corny.

The costumes by Ronald McRae are okay (Miss Vinson's are stunning), the settings of Edward Gilbert quite serviceable. The music and lyrics of Selene Harmon and Lee Morris are hardly notable, and the singing of Gael O'Day, Bobby Wayne and Ralph Emory is poor.

While Maribel Vinson and Guy Owen are wonderful to watch, they have been generous in giving some top spots to others. Particularly striking were the incredible, impossible feats performed by Ronny and Boots Roberts.

Bill Riley.

Author Reps Protest 30% Bite in Brazil

NEW YORK, April 12.—Society of Authors' Representatives, Inc., has protested to the Sociedade Brasileira De Autores Theatrais (SBAT), Brazilian writers' org, and the Dramatists Guild the steep fees charged by the SBAT for collecting royalties on scripts produced in Brazil. SBAT nicks scripters for 20 per cent of the royalty, and the Brazilian government takes 10 per cent of the balance as income tax, so that it costs \$140 to collect a \$500 royalty.

The Dramatists' Guild has promised to consider the matter.

American plays recently produced in the land of coffee include *Rain* and *The Little Foxes*.

Broadway Opening

VIRGINIA REEL

(Opened Sunday, April 13)

PRINCESS THEATER

A drama by John and Harriet Weaver. Directed by Gerald Savory. Scenery, Richard Bernstein. Lighting, Herbert Brodtkin. Stage Manager, Charles J. Parsons. Produced by Leonard Field. Sponsored by Experimental Theater, Inc.

Old Man Henry Haskins.....Alan MacAteer
Ruth Joy Pomfritt.....Jimsey Somers
Creed Haskins.....Barbara Leeds
John Larkin.....Don MacLaughlin
Hobe Kelvin.....James Daly
Keen Sowers.....Philip Youmans Remer
The Widow Curtis.....Reta Shaw
Ernie Brunk.....Robert Emhardt
May Belle Haskins.....Jetti Preninger
Tuck Henry.....Richard Shankland
Two Movers.....C. J. Parsons, William Tregoe

Why the Experimental Theater, Inc., sponsored John and Harriet Weaver's *Virginia Reel* for the fifth and last production of its first season probably will be a mystery to a number of people, as it is to the reviewer. The play is neither experimental nor particularly stimulating and can be chalked up as the least worthy of the five presented.

Play tells of the conflict between two sisters when the one who ran away from home eight years before returns to try to make a place for herself in the family store, now operated by the other.

Altho *Reel* has little enough to recommend it, the script was further damaged by the casting of Barbara Leeds in the role of the girl who stayed at home. La Leeds plays shakily, without any conviction and only manages to be unsympathetic in a pivotal part demanding just the opposite quality. As her father, Alan MacAteer, obviously type cast, also fails to register. Altho MacAteer may not be a radio actor, he impresses as one when he wanders around aimlessly, seemingly not at home on the boards.

On the Credit Side

In the credit department, Robert Emhardt comes thru with a fine stint as a small-time politico. Emhardt would be a fine bet for the *Billboard* Rawkins part in the road company of *Finian's Rainbow*. Jetti Preninger, as the bad girl, also impresses strongly with her thesping ability. Jimsey Somers, Reta Shaw and James Daly help brighten up some of the dull moments of the evening with their acting.

Direction by Gerald Savory only helped to accentuate the static quality of the script. Savory lets his actors stand still at times when they would normally be doing something. Richard Bernstein has designed a fine country store set.

A guess can be hazarded that Leonard Field produced *Reel* because of its liberal views. If so, he has erred, because they had nothing to do with the conflict of the play and as such are more worthy of the lecture platform than the stage.

Leon Morse.

League Reserves Decision In Charges Against Broker

NEW YORK, April 12.—League of New York Theaters held a hearing Wednesday (9) at which ticket broker John F. Ahearn was called on the carpet for allegedly overcharging ducat purchasers. Ahearn, who operates at 101 West 51st Street, was accused of charging one customer \$22.50 for tax that should have cost \$15, and another \$19.20 for pews costing \$11.40.

Identification by the purchasers, however, wasn't definite, and the League reserved decision. Producers' association can fine, suspend or revoke Ahearn's permit, with the latter extremely unlikely.

Burlesque

By UNO

ETTA (STONE) PILLARD flew from Baldwin, L. I., N. Y., to Muskegon, Mich., to attend the funeral of Grant A. Hoag, stage carpenter, who married her sister, Minnie, in 1908. Grant and Minnie were with Stone & Pillard's show on the old Columbia Wheel. . . . Lee Godwyn, dancer, formerly in niteries, is a burly newcomer in Hirst houses as extra attraction. . . . Lee (Gross) Brewster and Dorothy (Jackson) Francis, ex-paraders, are now at Kaydeross Beach and Amusement Park, Saratoga, N. Y., where J. Gross, former spotlight man in burly houses, is owner and op. Jackson is eatery concessionaire. . . . Buddy Bryant, house singer, moved from the Kane Circuit to the Fox, Indianapolis, while wife, Marilyn, returned to her Pittsburgh home and daughter Sherry. . . . Mickey Harris (Mrs. Harry Gettis), recently cashier at the Rialto, Manhattan, is operating *Artists' Models*, her own show, for Johnnie Orneallas on the John H. Marks shows. It's her third season in outdoor amusements and her first time solo. For 20 years she worked theaters and niteries partnered by Tom Harris. . . . Bob Allen is breaking in a new mouth-organ act at the Empress, Milwaukee.

OSCAR LLOYD, booker, and Margie Lloyd and Joel Blomberg have taken over the Shangri-La Manor, formerly Geneva Lake House, Greeley, Pa. . . . Chuck Gregory has replaced Ivan Fehnova as producer at the Empress, Milwaukee, where Duke Sheffler is ork leader. Sid Blake's *Black and White Revue* opens there April 18. . . . Lucia Parks, now *Blaze Fury*, is back as house feature at the Avenue, Detroit, where her ma, Frances Parks, is producer. . . . Mary Miller is in her 16th week, Russell Trent his 31st, and Billie Bird, 34th, at the Colony Club, Los Angeles. Don Carper and ork are in the pit. . . . Rocky Wayne, ex-pugilist, is foiling for Marty Furman in the latter's boxing bit on the Hirst Wheel. . . . Paul Kane, former producer, after several years as a shipyard worker for Uncle Sam, has bought a farm in Stockton, Calif. . . . Rita Cortes left a featured strip berth on the Hirst Circuit to operate a girl show on a carnival. . . . Freddie

20 Symp Orchs Joining in Mich. Massed Festival

EAST LANSING, Mich., April 12.—Twenty Michigan symphony orks—approximately 325 players—will play at the Michigan Massed Orchestra Festival here tomorrow (13) under direction of Guy Fraser Harrison, frontier for the Rochester (N. Y.) Civic Orchestra and associate conductor of the Rochester Philharmonic. Music meet will be the seventh annual festival, but the first in which so large a number of players has been assembled. The idea for massed band concert was conceived by the Michigan Civic Orchestra Association and the music department of Michigan State College in 1942. The war crimped plans so that, altho concerts were held, only 125 to 185 players could be assembled any years until 1946. Last year's festival had 16 orks and 300 players.

Detroit Expects 4th Burly House in Fall

DETROIT, April 12.—Detroit is slated to have a fourth burlesque house, the Gayety, in operation in the fall if the Civilian Production Administration (CPA) and conditions permit. The house, dark about 10 years, has been maintained by the Clamage and Rothstein interests, which now have burly in the Avenue Theater. Some remodeling work has already been started, and Arthur Clamage said this week he expects to go ahead with work to allow reopening in September, if the CPA approves.

Eventual closing of the Avenue because of condemnation of the site by the city as part of a proposed civic center is definite, but indications are that the house will not be affected for several years. The state of municipal finances makes early construction unlikely.

Before the last depression, Detroit had eight burly houses running.

Lewis starts next week on a USO European tour. . . . "Slats" Taylor, Carole King, Frank Smith and Yvette form part of a new unit opening at the Grand, St. Louis. . . . Bert Saunders, ex-straight man, is now with a paint firm in Los Angeles.

MR. AND MRS. AL GRANT, now located in Erie, Pa., where Al is manager of the Jacobs Bros.' interests, recently hopped to Detroit to visit their daughter, Rosa (Baby Dumpling) Mack. The latter returned there last week as a feature at the Avenue Theater, and is skedded for an early engagement at the Gayety, Cincinnati. Grant, formerly road man for Universal Theaters Concession Company, handles the Jacobs concessions at the Erie ball park in the summer, and in the fall has the Stadium for football. In the winter he has charge of advertising for the Jacobs firm. . . . Stanley Montfort is now in his 20th week as house straight and production manager at the Gayety, Columbus, O., where Lillian Drollette, former cashier and treasurer for Arthur Clamage, has just been named assistant house manager, succeeding Max Wahl, who has taken another post in the East. Charles Stadfield is Gayety manager. Gayety chorus is under the direction of Lyle Page, with Milt Allen leading the house band. . . . Mildred DeVoe, former burly feature, is back in Columbus, O., after two weeks in Good Samaritan Hospital, Cincinnati, for observation for a stomach ailment.

Magic

By Bill Sachs

BILL BAIRD, who recently garnered enough nerve to invade New York, is current at the Cairo Club, Washington. On May 16 he returns to the Latin Quarter, Newport, Ky., and he's also set for Loew's State, New York, and the Capitol Theater, Washington, in July. Baird enjoyed a visit last week from Dave Price, Nashville necromancer. . . . Paul McWilliams has just finished a week at the State Theater, Baltimore. . . . Jewel Watson is working club dates in and around the nation's capital. . . . Judith Johnson and Harold, mental turn, opened April 7 at the Bwery, Detroit nitery, for the Pete Jodice office. They will jump south in a few weeks, and May 20 open with their new unit in theaters. . . . D. Robbins & Company, New York, have purchased from Berland the reprinting rights to the late Joe Ovette's (*The Great Ovette*) last book, *Tricks and Illusionettes*. New edition will roll off the presses this week bearing \$1.50 price tag. . . . Howard Brooks is back in New York from a Florida stay. . . . Milbourne Christopher returned to New York last week from his New England dates and Tuesday (15) opened in Washington. While in New England, Christopher saw Sid Radner's Houdin collection at Holyoke, Mass., and in Worcester, Mass., enjoyed several sessions with Jack Coven and Nardini. He also caught Barbara Rankin's act at the Iceland Restaurant, New York, one night last week. . . . Pierre Roubaulski, Buenos Aires magic enthusiast, is in the States for a two-month visit. . . . George LaFollette, vet magish and quick-change artist, who now operates a magic shop in St. Petersburg, Fla., was the subject of an illustrated article by M. M. Gregg, titled "The Man With Many Faces," in a recent issue of *Pre-Vue*, weekly mag published in St. Petersburg.

G. RAY TERRELL, assisted by Judy and Jack, now in the midst of a two-weeker at the William Penn Hotel, Pittsburgh, moves into Hotel Pierre, New York, April 29 for four weeks. . . . George and Betty Johnson open at Club Hollywood, Kalamazoo, Mich., April 21, and the following week show their wares at the Tropics Club, Battle Creek, Mich. . . . Birch the Magician, with Mabel Sperry, wind up a successful season at Concord, N. C., May 2 and will head for their summer home, Birchwood, at Malta, O. E. L. Sperry and N. P. Patton have divided the Birch show's time since the holidays, and Sperry left last week for Pennsylvania and New York territory to start booking on September dates. Writing under date of April 6, Birch says: "Spent three weeks in Florida (Christmas vacation) and then opened in that State January 8 for three weeks of big business. Then into Georgia and the Carolinas. Had a bang-up stand at Gastonia, N. C., a few nights ago. We played Gastonia eight years ago for a guarantee of \$150. This time they sold \$2,220.75 worth of advance tickets for the night show alone. The kiddies' matinee was capacity also. It seems that even the smaller towns are lousy with \$\$\$." Rockingham, N. C., with a population of 4,000, sold over \$600 in advance tickets, and we had to do two kid matinees to boot. . . . Lucille and Eddie Roberts are currently displaying their magic-mental nifties in the Paradise Room of the Henry Grady Hotel, Atlanta. . . . Everett and Jane Lawson wind up on school assemblies with their Magic Hour show April 18. They are set on a number of prison and reformatory dates, and will follow with summer camps later on.

Stem Biz Bite Looms as O'D Does a Switch

(Continued from page 4)

will have need for every one of these taxes and maybe more."

Need for added moola stems from the raises for school teachers. The mayor criticized the State government for having okayed the schoolmarm's hikes without making any contribution toward the cost.

Thus showbiz, which gets nicked for extra real estate taxes (*The Billboard*, April 12), also faces the bleak prospect of a 5 per cent bite on admission to places of amusement, 1 per cent on restaurant meals costing over \$1, and up to 25 per cent of the State fee for retail liquor licenses. These levies would run into hundreds of thousands of dollars, even millions.

Show ops' howls against Albany's passage of the enabling legislation fell on deaf ears, and it's unlikely similar yelps will prevail for much with the city council. So, unless Governor Dewey's regime can be persuaded to chip in, there is every probability of a sock toll on the showshops along the stem and especially on the bistros, as predicted by top ops. (*The Billboard*, March 15.)

N. J. 3% Admish Tax Passes, Goes to Gov.

ATLANTIC CITY, April 12.—With threatened organized opposition failing to materialize, the New Jersey luxury tax bill voted Monday by the assembly passed the Senate Tuesday night with a comfortable majority and to Governor Driscoll for signature.

There was only one opposition vote in the Senate. Senator Farley, of Atlantic City, expressed surprise at the easy victory, but said the city's delegation had worked hard on the measure, which would provide funds for city improvement by placing a 3 per cent tax on theater admissions, hotel rooms and tobacco. Mayor Altman, father of the bill, pronounced himself pleased.

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AKERS—Gerald E., 56, general manager of KSAN, San Francisco, and previously manager of KYUM, Yuma, Ariz., April 3 in San Francisco. Burial in Cypress Lawn Cemetery. His widow, Molly, a daughter, Susan, and a son, Tommy, survive.

BEATTY—Bessie, 61, journalist, editor and radio commentator, in Nyack, N. Y., April 6. She began her career in Los Angeles, serving as drama editor of *The Los Angeles Herald*, and she toured the globe before her marriage to William Sauter, actor, in 1926. Co-author of the play, *Jamboree*, produced on Broadway in 1932, she began broadcasting over WOR, New York, in 1940, where she was one of the pioneers of the "Mr. and Mrs." type morning programs. Her husband, a sister and two brothers survive.

BERGER—Mrs. Rose, mother of David Berger, manager of the Adams Theater, Newark, N. J., April 6 in the Bronx.

BRAMBLE—Byron H., 63, former sheet writer, April 4 at Hotel Waldorf, Toledo. Survived by his widow, Herma. Masonic services in Toledo April 5.

CULLINS—Asa B. (Sie), 95, veteran Wild West and carnival trouper, March 22 in R. B. Green Hospital, San Antonio. He had appeared with such famed showmen as Buffalo Bill and Will Rogers. Burial in Sunset Memorial Park, San Antonio, March 25.

DALTON—Mrs. Caro Gordon, 71, former actress and singer under the name of Vivian Leigh, in Washington April 5. The wife of Brig. Gen. Albert C. Dalton, she played in several Broadway productions between 1897 and 1902, with John Drew and other noted stars of the period.

DAVENPORT—John, 77, formerly of the Davenport riding troupe, at the home of his sister, Mrs. Lulu Davenport O'Shea, in Chicago April 6. Besides his sister, he leaves a brother, Orrin. Services in Chicago April 9, with burial in Woodlawn Cemetery there.

ERICKSON—Curtis, 27, bass viol player at the Northwest Sportsmen's Show, Minneapolis, killed April 8 by the accidental firing of a bullet during a marksmanship exhibition.

FAULSTICK—Katherine E. (Bonnie Fish), 31, concessionaire, April 2 in General Hospital, Pontotoc, Miss., of a heart attack. She had been with the L. J. Heth, Gem City, H. B. Rosen, and Regal Exposition shows. Survived by a sister, Thelma, two daughters, and her mother, all of Wheeling, W. Va. Services in Pontotoc, with remains being shipped to her sister.

FLAIG—Mrs. Marie, 84, mother of Gus Flaig, Hirst Circuit producer and manager of the Gayety Theater, Baltimore, April 5 in that city. Services April 8, with burial in Holy Redeemer Cemetery, Baltimore.

IN MEMORIAM

J. L. "LOUIE" LANDES

Gone But Not Forgotten
April 16, 1939.

MR. AND MRS. CHAS. ROTOLO

FOY—Richard E., 42, theater manager, in Dallas, April 4. Son of the late vaudeville comedian, Eddie Foy Sr., he was a member of the Seven Little Foy's a quarter of a century ago. Since 1933 he had managed Interstate's theaters in Dallas. Recently he was manager of the city's downtown Palace Theater. Surviving are four brothers and two sisters. Burial in New Rochelle, N. Y.

GERSTENZANG—Samuel, 59, character actor, in New York April 6 of a heart attack. He collapsed while appearing on stage at the Bronx Art Theater. He was in show business 40 years, mostly as a comedian with Yiddish theater groups.

THE FINAL CURTAIN

GOLDBERG—Mrs. Morris, mother of Edward G. Robinson, film actor, in the Bronx, April 9.

GORODETZER—Meyer, 62, former director of the Walnut Street Theater Orchestra, April 5 in Philadelphia. His wife, Rebecca, herself ill, died four hours later without having learned of his death. Gorodetzer conducted the Civic Symphony Orchestra at Robin Hood Dell in 1932. Surviving are five sons, all musicians.

IN LOVING MEMORY
Of My Beloved Husband
JOHN H. (JACK) MOON
Who Passed Away Two Years Ago
APRIL 18, 1945.
MRS. EDITH MOON.

HOAG—Grant A., 81, stage carpenter, in Fruitport Township, Muskegon, Mich., April 5. He toured with shows starring Ethel Barrymore, George M. Cohan and William Faversham. Life member of International Alliance of Theatrical Stage Employees Local 26, of Grand Rapids, Mich. Survived by his widow, Minnie F. Pillard, also in theatrical work, and a sister-in-law, Etta Pillard, of the once well-known team of Stone and Pillard.

INCE—John E., 68, veteran stage and screen actor and brother of the late Ralph and Thomas Ince, formerly well known in the film industry, in Hollywood April 10. Services in Hollywood April 12.

KIRCHER—August, 86, member of the Metropolitan Opera Company orchestra for 26 years, in Scarsdale, N. Y., April 5.

KNOEPFLER—Howard, 38, part-time actor at WLW, Cincinnati, and known in Queen City theater circles as Howard Nefer, April 4 in that city.

LEROY—Mrs. Nat, 86, retired vaude performer known professionally as Minnie Woodford, in Astoria, L. I., April 5. With her husband, Nat LeRoy, who died in 1938, she toured the vaude circuits as LeRoy & Woodford and as the LeRois. Surviving is a daughter, Dorothy Mayme.

LOWE—Mrs. J. R., wife of the retired president of the old Erie (Pa.) Litho & Printing Company, now the United States Litho & Printing Company, April 1 of a heart attack in

St. Petersburg, Fla. Survived by her husband and a son, Maurice. Body was sent to Erie. Services April 9 and burial in Erie Cemetery.

In Memory of
One of the World's Greatest Showmen
RAY W. ROGERS
Who Passed on April 13, 1946.
Taken by a Capricious Fate at age 57—
in the prime of an Exemplary Life.
PAUL M. CONAWAY

LUEKE—Mrs. Gertrude H., 63, mother of Herschel T. Lueke, New York radio organist, April 9 at her home in Cincinnati. Survived by her husband, Frank M., and two other sons, Edgar W., New Richmond, O., and Cleotus F., Cincinnati. Services April 12 in Milford, O., and burial in Greendale Cemetery there.

MORRELL—Charles H., 85, retired actor, in Miami March 28. Survived by his widow, Beatrice, and a sister.

REILLY—Frank C., 59, president of the Reilly Outdoor Advertising firm, and a producer of musical shows, in New York April 10. Primarily known as a pioneer in outdoor electrical signs, with many of his signs still located in Times Square and a huge one at Palisades Amusement Park on the New Jersey side of the Hudson River. His musical productions included *Cash and Carry*, *When in Rome* and *Pickwick*.

In Memory
Of Beloved
Husband and Father.
RAY W. ROGERS
Who Passed Away April 13, 1946
MRS. EMMA N. ROGERS
and Sons, Ray Jr. and Baron.

SALSBERG—Saul, 67, concessionaire and legal adjuster with the Bright Lights Exposition Shows, in Lynchburg, Va., April 7. Survived by his widow, Mary. Services Tuesday (8) at Riverside Memorial Chapel, New York. Burial in the National Showmen's Association plot at Ferncliff Cemetery, New York.

SCHAFFER—Mrs. Tillie, 65,

THANKS

I wish to express my thanks and deep appreciation for the many floral offerings and expressions of sympathy on the death of a beloved husband and father,

SAUL SALSBERG
MARY SALSBERG and
MR. AND MRS. IRVING SALSBERG

mother of Eddie Schaffer, comedian, in Miami March 28.

SHARP—L. L., representative of the Regalia Manufacturing Company, Rock Island, Ill., March 29 in La Porte, Ind., after an operation.

SHILLING—Thomas S., 77, Indianapolis stagehand, April 6 in that city. He was a member of Local 30, Indianapolis stagehands' union. Survived by a brother, William, Chicago, and a stepson, Ralph Ayres, Indianapolis. Burial in Crown Cemetery, Indianapolis, April 9.

SHORE—Al (Mucker), concessionaire on the Majestic Greater Shows, April 5 in Richmond, Va.

SIDDENS—Benny, 51, former darkroom operator for Paul Lankston, Bill Lambert and others, April 4 of a heart attack while en route from Terre Haute, Ind., to Attica, Ind.

STAFFORD—Jess, 54, former hotel dance band leader, in Oakland, Calif., April 8, of a heart attack. He started his professional career after World War I, when he joined the band of the late Herb Wiedoft. Later he took over the group. For several years he was the Palace Hotel's dance orchestra director. Surviving are his widow, Dorothy, and a son, William L.

TRULAND—Daniel J., 55, for many years superintendent of the midway at Lancaster (N. H.) Fair, and member of the board of directors of the Coos and Essex Agricultural Society, recently at Lancaster Hospital.

WALLEN—Sigurd, 63, Swedish actor, in Stockholm, March 20. He started his career 40 years ago at the Royal Dramatic Theater in Stockholm. Surviving are his widow, the actress Edith Wallen, and a son, Lennart, a film director.

IN LOVING MEMORY OF

CAMILLE LA VILLA FLECKLES

CALLED TO HER HEAVENLY HOME



APRIL 19th 1946

I shall remember when the years have fled
The kindness in every word you said,
The depth of understanding which surpassed
All else, and which I'll treasure to the last.
I shall remember then your merry smile
Which shed its splendor down each passing mile,
But most of all I shall remember, too,
The wealth of friendship which I found in you.

IN SPIRITUAL THOUGHT ALWAYS

ETHEL ROBINSON



in memory of

HARRY L. SMALL
A Genial Showman, a Good Husband.
Died April 17, 1946.
LYNN SMALL

OMAHA FACES NEW TAX

Trebles Levy On Carnivals

All types of amusements to come under code which has passed first two readings

(Continued from page 3)

ago when the Cavalcade of Amusements stole a march on the Royal American Shows and pre-dated the latter into the city. Royal American was holding a license to show here when the Cavalcade moved in. Cavalcade was denied a license, but a search thru the ordinances indicated that the city was forced to issue permits for rides and concessions at nominal fee. Cavalcade's shows were closed for not having a permit after the first three days, but the rides and concessions played thru the engagement to husky business.

Royal American followed in shortly afterward and Owner Carl J. Sedlmayr reported a profitable stand.

The turmoil irritated the city dads, and they immediately set the wheels in motion for the new tax bill, which now looks like a cinch to become law.

The ordinance would provide for a board of licenses. Members would be the superintendent of the board of public welfare, the city license inspector and the Chief of Police.

Some of the proposed amusement taxes are:

Circus, menagerie, dog and pony shows—daily tax of \$10 to \$600, depending on seating capacity. Side Shows to pay \$1 to \$10 under a scale to be fixed by the board of licenses.

Carnivals—\$25 a day. Each booth, show, game or other attraction to pay a daily fee to be fixed by the board.

Skating Rinks—\$25 to \$100 a year, depending on size. Also, a \$5 monthly inspection fee.

Wrestling and boxing—\$25 a card. Theatrical and opera—\$25 a showing.

Symphony—\$25 a performance. Commercial exhibitions other than in stores or business institutions—\$15 a day.

Lectures, fairs, food shows, style shows, beauty shows—\$10 a day.

Pro football—\$25 a day.

Dances, other than licensed dance halls—\$25.

Penalties for violation would be a fine not to exceed \$500 or 90 days in jail.

Americus, Ga., Expensive

AMERICUS, Ga., April 12.—Carnivals playing here in the future will be tagged for \$900 a week in city license fees as the result of a recent ruling by the mayor and city council. Fee is \$150 a day and licenses will not be issued for less than six days. The ruling, said to stem from past concession operations, contains a proviso limiting the kind and type of concession which may be presented.

Crystal Exposition Shows, which played here last week, was the first to be faced with the heavy nut. It paid off on a daily basis. Shows had contracted prior to the ruling, to appear under Veterans of Foreign Wars (VFW) auspices. Efforts on the part

Deak Williams Gets 1 More Job--Mayor

MANCHESTER, Ia., April 12.—E. W. (Deak) Williams is mayor of Manchester, defeating his opponent 405 to 285.

Williams is secretary of Delaware County Fair Association, secretary of the Iowa Fair Managers Association, fire chief of Manchester, and, since the first of the year, has been busy lobbying at the Iowa Legislature for the county annuals.

When kidded about all of his duties, Deak pointed out that the fires just don't happen when he is out of town. He has a record of attending and fighting more fires than any other member of the department.

57G in Premiums at Dixon, Calif., in May

DIXON, Calif., April 12.—Annual Dixon Agricultural Fair and Sheep Show will be held here May 2-4, under management of Eugene McCoy, secretary for the 36th District Agricultural Association.

Total of \$57,000 in premiums will be paid. Heaviest competition is expected in open sheep classes. Awards also will be offered in the flower show, junior department and horse show.

A parade will open the fair May 3 followed by the horse show. May 4 will be Rodeo Day.

Connecticut Solons Reject

State Ban on Fireworks

BRIDGEPORT, Conn., April 12.—Judiciary committee of the Connecticut General Assembly rejected a measure which would provide a State ban on fireworks.

Thus, each community will be allowed to decide for itself whether fireworks may be fired.

of the VFW to lower the fee failed.

O. C. Johnson, president of the Sumter County Fair Association, said he had been informed by members of the council that the same license fee would apply to the carnival holding the midway contract for the annual.

Bridgeton, N. J., Closed

BRIDGETON, N. J., April 12.—There will be no carnivals in Bridgeton except the three already scheduled, Mayor Bertram R. B. Aitken announced last week. And the city council backed the mayor by promising enactment of an ordinance banning carnivals. Action followed protests from the Ministerial Association, Board of Trade, Civic Club and Kiwanis Club.

Permission had been granted for the staging of three carnivals on Memorial Field—under sponsorship of police and firemen, Elks, and Veterans of Foreign Wars—when the protests were filed with city council. Concessions were the chief objection of the petitioners. The fact that carnivals take money out of town and affect local business was another.

The mayor, whose term does not expire until January 1, 1949, said he would issue no more carnival licenses as long as he is in office. He has said he will not seek re-election.

N. Y. Critics Go Overboard Praising R-B

Highlights of First Night

NEW YORK, April 12.—The New York press, usually kind in its treatment of Ringling Bros. and Barnum & Bailey Circus, went overboard this year and searched for press agent superlatives adequate to describe the opening night performance.

Irving Spiegel wrote for *The Times*: "It was circus for the faint hearted and for sturdy constituents," and followed with glowing descriptions of feature acts.

Howard F. Skidmore, of *The Herald Tribune*, said: "The show that unfolded had even veteran performers agape. The result is an international congress of circus elite such as has not been seen since before the war."

"Artiness Abandoned"

John Chapman, drama critic of *The Daily News*, wrote: "It is the most interesting circus I have seen in some seasons and an exciting one. The last few appearances has been abandoned and the circus once more is circusy, with bold red, white and gold decor."

Joseph Mackey began his review in *The Sun*: "Almost everybody's favorite show opened here last night . . ." and followed with "a description of the three-and-a-half-hour performance can best be made with a string of spangly superlatives or a dip into the jargon of junior—a fervent 'Jeeppers!'"

Frederick Woltman tagged the show as "strictly circus" in *The World-Telegram*. "The music sounds big top, not Stravinsky," he said. "Even the announcer was straight popcorn and cotton candy."

Girl Cripple Excited

In *The Journal-American* a 13-year-old legless girl excitedly described her joy at attending the show.

PM devoted almost two full pages to a story and art on the opening. John S. Wilson wrote, "But apparently a circus is a circus, no matter how you import it. The aerialists still fly thru the air, the animals still snarl snidely at their trainers, and death is defied in various fashions from the top of the Garden."

Part of the musical background for the aerial Cancan number is a song, *Paris*, written by John Ringling North, vice-president and producer of this year's version of the Big One. The traditional French Cancan music from Offenbach's *La Vie Parisienne* is used by Merle Evans's band for the Cancan dance routines, and the North melody is used for the Spanish web routines.

Mrs. Emil (Katie) Pallenberg, down from Clinton, Conn., for the opening, announced she was preparing another bear act which would be ready soon. The Pallenbergs retired last year to their Clinton farm. Emil still is quite the farmer, but Katie seems to have had enough of the (See N. Y. Critic Heap on page 76)

Fly

BOGOT—Captain four train from Bar Upon arrival many ph hand to the loading o Spiller

Spiller, appearing with the Gran Circo Americano, will show here with the circus for six weeks.

Shaw Says Indpls. Will Not Up Purse To 150G for "500"

NEW YORK, April 12.—Wilbur Shaw, president of Indianapolis Speedway, said here this week that if members of the American Society of Professional Automobile Racing (ASPAR) persisted in their demands to have prize money for the Memorial Day classic hiked from \$75,000 to \$150,000, "they will be just out of the race."

Shaw's comment followed publishing of an ultimatum of "no increase, no race" given to the speedway by spokesmen for ASPAR in Los Angeles who said they had received authorization from the owners of 28 cars to withhold their entries until the hike. Named were drivers Rex Mays, Duke Nalon and Sam Hanks and car-builder Bud Winfield.

Nalon, as spokesman for the Los Angeles group, said Ralph Hepburn, president, and 98 per cent of the ASPAR membership approved of the ultimatum.

Denying that Western members were in accord with prior suggestions made by Hepburn, Shaw called the demands "ridiculous and very unreasonable."

"We have a conference scheduled with Hepburn in Indianapolis next week and I feel sure everything will be worked out at that time," he said.

Dave Barron Signs With Flying X Org

COLUMBIA, Tenn., April 12.—Dave Barron, owner and operator of the Water Circus Side Show and Wild Life Exhibit on Prell's Broadway Shows, has been named legal adjuster and public relations director of Col. Cliff Gatewood's Flying X Rodeo. In addition to these duties, Barron also will operate his Wild Life Show as a menagerie and will have several concessions.

The Flying X Rodeo played here April 5-7. Saturday (5) was lost by rain but ideal weather Easter Sunday gave the show three capacity houses. Monday, a local holiday because of a mule show, org gave five performances.

Sked Sask. Health Contests

REGINA, Sask., April 12.—Poster and writing competitions on health subjects for public school students will be conducted at Class A, B and C fairs in Saskatchewan this year by the nutrition division of the Saskatchewan Department of Health.

DR

LAW

ing Seals

A, Columbia, April 12. Albert Spiller and his seals recently flew tranquilla to Bogota. val at the airport here, otographers were on ke pictures of the n- t the seals. and his seal-

ade of stand unde. ern Amusement. complete an eight-day engagement to-night with the books showing a nifty profit. This has been by far the best of four Mobile stands made in recent years by the Cavalcade.

Al Wagner, general manager, was taken ill Friday (4), the day before the opening, and while doctors report he is resting comfortably, he is still confined. The medicos attribute the illness to overwork. Wagner had done an 18-hour shift daily since the show went into quarters last November.

Marshall Johnson and Jack Tavlin, directors of the new company, were on hand for the arrival of Henry Ringling North, the president, Thursday (3), and they carried on with North in getting the org open last Saturday after Wagner was stricken.

Biggest Opening

With the show playing under the Abba Shrine Temple, the opening turnout proved the best in its history here, but spending apparently was not quite as free as it had been in recent years. Play was heavy enough so that all hands got some money, and thru Wednesday excellent weather prevailed and the gross soared beyond expectations.

The show made an excellent flash, and the amount of work accomplished since it moved in here last November impressed all visitors. There were four new rides in the line-up, a Looper Rocket, Rideo and kiddie ride. The new Motordrome was ready for action, and T. W. (See Wagner Still Ill on page 65)

Meyerhoff Away To Strong Start

PENTICTON, B. C., April 12.—Crescent Shows preemed here in their home town the week of March 31. Spotty weather with daytime showers and cool nights held business down, but the average was well up with other years. A portion of the take was divided between St. John's Ambulance Association, Pentiction Volunteer Fire Department, Gyro Club and Pentiction Hospital.

Traveling on 20 railroad cars, the show moved to Trail, B. C., the week of April 7, carrying 12 rides, 4 shows and 25 concessions. Several fairs and six prairie stampedes have been booked to reduce still dates to a minimum.

Henry Meyerhoff, owner, visited Seattle recently and put in a bid with the War Assets Administration for two coaches.

A new Fly-O-Plane ordered from Eyerly Aircraft Company, is expected to be delivered in time for the three Vancouver dates, starting April 21 and running thru three weeks on three different lots.

STRATES SPRING

Flashy Set-Up In Washington

Capital City gives heavy gross despite Lent—org loads 114 pieces on 40 cars

WASHINGTON, April 12.—Living up to his promise that the 1947 edition of the shows bearing his name would far surpass his pre-fire mid-way of '45, Owner James E. Strates spared neither toil nor expense in building the greatest collective amusement enterprise of his career.

With the Junior Elks Band playing *Happy Days Are Here Again* promptly at 6 p.m., April 3, Congressman Norris Poulson, California, cut the front-gate ribbon and the James E. Strates Shows inaugurated its 1947 season here under the auspices of The Army and Navy Union of the Potomac.

With new show fronts, many direct-from-the-factory rides, all 1946-built equipment rejuvenated and glistening with paint, new innovations in lighting effects, newly built light towers and a strong array of worth-while shows, the midway is beautiful and has a strong grossing power.

Cool weather and the Lenten season somewhat hampered the attendance opening night, but with ol' Sol beaming down on Friday (4), Saturday (5) and Sunday (6), crowds arrived, and the capital city proved itself to still be a Strates Shows' town.

The Staff

James E. Strates, general manager; William C. Fleming, general agent; Dick O'Brien, manager; Nick Bozini, treasurer; F. Percy Morency, secretary; Frank A. Zarcaroli, auditor; Roy B. Jones, business manager; Leslie Thomas, billposter; Earl Truax, manager of rides; Paul Hutchinson, mailman and *The Billboard* sales agent; Eddie Seaman, chief electrician; James E. Yotas, master builder; Mike Olson, lot superintendent; Bill Leon, front gate; Jack Wright, special agent; W. D. Holdridge, utilities; George Zimm, artist; Bill Harvey, trainmaster; Henry Brooks, assistant trainmaster; L. H. Kime, assistant builder, and C. W. (Chick) Franklin, press agent.

Rides Line-Up

Four Ferris Wheels, Merry-Go-Round, two Roll-o-Planes, Auto Scooter, Moon Rocket, Fly-o-Plane, Spit Fire, Tilt-a-Whirl, Jeeps, Double Octopus, Whip, Caterpillar, Looper, Kiddie Auto Ride, Miniature Train and Kiddie Ferris Wheel.

Show Line-Up

Monkey Circus, Walter McCracken, manager; Circus Side Show, Claude (See *Strates a Flash* on page 65)

Jim McCall's Org Hits Pay Dirt at Fort Valley, Ga.

MACON, Ga., April 12.—Jim McCall's Shows, playing near-by Fort Valley, had a big week's biz last week, McCall reported. It was the fifth stand of the new season and the first big winner.

Org broke in a new lot, which proved best of the three locations previously played in the spot.

Weather has been decidedly poor, but with better prospects now at hand, McCall plans to jump the outfit to North Georgia.



CHAMP OF THE FAIRWAY Meets a Champ of the Midway. Snapped in the Terrace Room of the Sheraton Bon Air Hotel, Augusta, Ga., are front row, left to right: Jimmy Demaret, winner of the recent \$10,000 Masters Golf Tournament in Augusta; Mrs. David B. Endy, Mrs. Jack Gilbert, of the Endy Bros.' Shows, and Joan Endy. Rear row: Dick Sullivan, well-known Boston press agent; David B. Endy, whose shows date-and-dated the golf tournament in Augusta, and Lewis A. Rice, of the Endy org. Photo was taken last week as Demaret celebrated his victory.

Sedlmayr Says New Baby Ride To Be Sensation

TAMPA, April 12.—When the Royal American Shows open the season in St. Louis, they will have, among other innovations, a new baby ride, never before on the market, which owner Carl J. Sedlmayr Sr., predicts will be a sensation. The ride is operated by electric and hydraulic control. A name has not been selected. Other new rides on the Royal American Shows this year will be the Shooting Star and Pretzel.

Leon Claxton's *Harlem in Havana* and Raynell's Girl Show are squaring off for what promises to be a "battle of the grosses" this season. Both shows boast plenty of talent and each has added new lighting effects and new elaborate costumes.

Carl J. Sedlmayr Jr., is busy here in quarters supervising construction. All shows are being equipped with new fronts and plenty of lights.

Bill Kemp's Motordrome will have plenty of new thrill features this year. Cortez and Bert Lorow, of the Side Show, report they have plenty of new freaks. Leo Carroll has received plenty of new stock for his Monkey Show. Nat Rogers' War Show will feature wax models of big-wig executions in Germany. Al Rossman has taken up painting. Says the idea came from the mice. Sammy Smith, trainmaster, is making wagers he will beat last year's record moves.

Tex. Storm Damages Alamo

HILLSBORO, Tex., April 12.—Alamo Exposition Shows received its first beating from the weather man Tuesday (8) when a rain and hail storm struck the show at 9 p.m., leveling the Side Show and damaging several concessions and the Kiddie Auto ride. Altho the midway was covered with a foot of water, it drained quickly.

Mike Krekos Visits Mother in Greece

CHICAGO, April 12.—Mike Krekos, owner of the West Coast Shows, left here April 5 on the last leg of a trip by plane to visit his 81-year-old mother in Greece.

Krekos spent four days in Chicago on business before boarding a Trans-World Airliner. He was scheduled to arrive in Athens at 11:45 a.m. Monday (7).

He was accompanied by George Anton, of Fresno, Calif., who has been identified with show business on the Pacific Coast, and six others who have relatives in Greece.

Ward Greeted By Rain in Bow At Baton Rouge

BATON ROUGE, La., April 12.—The John R. Ward Shows opened the season here under the most trying weather conditions. Rain opening day made the lot at Florida Street and Foster Drive a veritable lake. Plenty of cinders and shavings finally made the lot usable. Many attractions were unable to open the first couple of days, but once the weather cleared, business was good. Org concludes the stand here Sunday (13).

Getting their share of the business were Ray Cramer, Side Show op; Jeffie Jean Ward Bracken and her Girl Show; Mrs. Ray Kramer, Illusion Show; Jimmy Wise, with Virginia Dare, thrill arena; W. Miller, *Cavalcade of Oddities*; Leonard Duncan and Tex Forrester, *Harlem Hotcha*; Harvey B. Williams, tiny time midget musical comedy.

All riding devices are gaily decorated in neon. Org is still awaiting delivery on a Spitfire and miniature train. The Diesel light plants, which (Rain Mars Ward Bow on page 65)

Snow and Cold Hit Utah Expo

RICHFIELD, Utah, April 12.—This is the sixth week out and the breaks still fail to come the way of the Utah Exposition Shows. During the first four weeks, the org ran into cold weather. When the weather co-operated, which wasn't often, business was good. A week ago, at Panguitch, Utah, the weather started out okay, but by Wednesday (2) a cold wave set in and this was accompanied by intermittent snow flurries.

Org moved in here for its opening Monday (7), but the opening was postponed one day because of cold weather. Up to Wednesday (9) the snow was continuing.

Despite all the weather troubles, the eagle has been making his rounds on time and everyone, from Manager H. L. Seifer on down, is confident this type of weather can't go on all summer.

Org's staff includes, in addition to Seifer, Mrs. Seifer, secretary-treasurer; Walter (Buckets Jack) Sansoucie, assistant advance; Ralph Smith, assistant manager; W. E. Marey, social security details and office correspondence. Mrs. Ralph Smith is expected to join soon and will assist in the office.

Concessionaires are Mr. and Mrs. L. E. Raley Jr., bingo and three merchandise concessions, assisted by Mr. and Mrs. M. L. Hall, Mrs. Frank Gunner and C. A. Arthur; Mr. and Mrs. Art Thompson, cookhouse, popcorn and candy floss, assisted by Charley Johnson, Ray Morris, Frank Gurner and Mrs. J. R. Harmon; Mr. and Mrs. C. R. Thompson, four concessions, assisted by Smiley Washburn, Bill Thompson, M. G. Crandall, Johnnie Harmon, Virgil Snow, Mrs. J. O. Crabtree and Joe Sullivan; Walter Sansoucie, rolldown, with F. H. Tenny, agent; Joe Goad, photos; Toney Nelson, dart game; Mr. and Mrs. D. G. Monk, short range gallery; Mr. and Mrs. A. R. Ruckminster, watch-la, assisted by R. E. Jones; Phineas Bess, jewelry, and W. E. Marcy, Chinese Wishing Well.

The five major rides are office-owned. Ralph Smith has two kiddie rides and Mr. and Mrs. Dale Weaver own the pony track.

Pickard Victory Touring In Sacramento Territory

SACRAMENTO, Calif., April 12.—Pickard Victory Shows have opened their tour in this territory with 12 rides and 25 concessions, and a new Octopus is on order. Org expects to stay out 41 weeks.

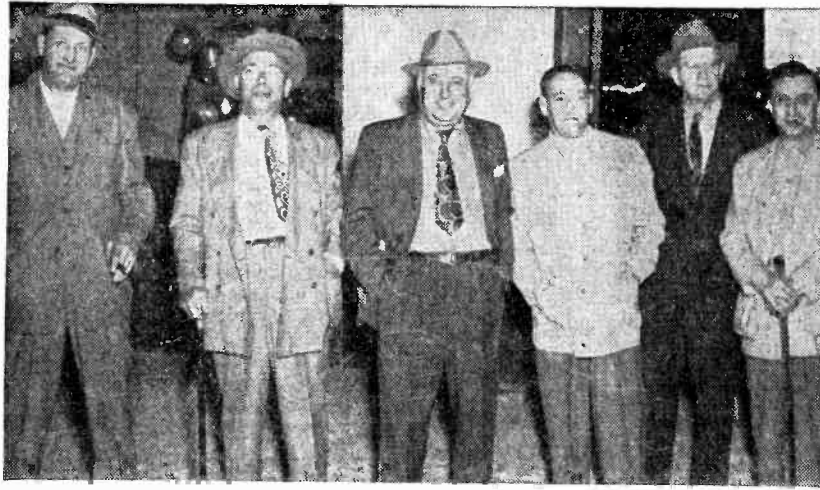
G. L. Patrice has joined with two concessions and a snake show, and later will add an illusion show. Many visitors have been entertained from the Fisher Shows and the Fuller Shows, both playing near here.

Golden West Signs Annuals

SAN FRANCISCO, April 12.—Golden West Shows have contracted to supply the midway for the Glenn County Fair in Orland, September 17-20, according to an announcement by Harry (Polish) Fisher, owner-manager. Fisher also announced that his show will play the Calistoga Fair and Horse Show, Jackson Italian Fiesta and the Tehama County Fair in Red Bluff, Calif.

Jones Gets DeLand Again

DE LAND, Fla., April 12.—Johnny J. Jones Exposition will return here to winter at conclusion of the current season, it was announced by E. Lawrence Phillips, general manager, shortly before the org took off April 1 on its annual tour.



THE VISIT OF BEN (LEFTY) BLOCK, former carnival man now in business in San Antonio, to the Alamo Exposition Shows in Temple, Tex., was the occasion for this picture. Left to right: Jack Goldie, concessionaire; Albert R. Wright, Alamo assistant manager; Jack Ruback, Alamo owner-manager; Max Friedman, concessionaire; Pappy Rieden, concessionaire, and Block.

Aussie Guild Controls Space Price; Deals Out Locations

SYDNEY, Australia, April 12.—Showmen's Guild of Australia, with headquarters in Sydney, is gradually getting full control of the space on agricultural show grounds thruout the Commonwealth, according to Secretary Barney Bergin.

Every ground in Queensland, all but three in Victoria and by far the bulk of New South Wales are already controlled and it is expected the whole of New South Wales will be lined up by the end of this year.

This proved a big step forward for the Guild as it means that members secure their space before non-members.

Under this arrangement showmen apply directly to the agricultural show secretary for their space and then all of the applications are forwarded to the Guild secretary for

the allocation of the actual space to the individual showmen. Guild approves the charges and generally supervises the whole business.

This prevents the over-bidding for space as had been common in years before the Guild got properly organized.

Guild officers, in addition to Bergin, are Morrie Darling, president; Les Short and Bill Dwyer, vice-presidents, and Bob Southorpe, treasurer.

Lawrence Org Loses Two Full Days at Albemarle, N. C.

ALBEMARLE, N. C., April 12.—A combination of weather and legal entanglements lost two days out of the six for the Lawrence Greater Shows on its opening stand of the season here, but the four days it operated the show did big business and came off a winner.

Shortly after settling up, the auspices of another carnival, scheduled to show a week later, complained to county officials, who in turn decided to refuse the Lawrence org a permit. Lawrence officials, thru attorney Arthur Goodman, and Ben Herman and Herb Shive, obtained a temporary restrainer and no further trouble was encountered.

Org had 7 major rides, 1 kiddie ride, 5 shows and 42 concessions here, in addition to the Three Fearless Stars, free act. All fronts are of the panel variety, have indirect lighting and extended cut-out characters. All canvas is blue. The front gate also is of panel design with the name of the show in red neon. New striped 10-inch sidewall extends from each side of the front gate to the concession line.

Visitors here included Jerry Sperry, Crescent Amusement Company; W. C. York Center, North Carolina Fair; Dick and Mary Dabney and son, John, and Chilli Small, of the W. C. Kaus Shows.

Staff: Shirley Levy, co-owner; Ben Herman, manager; Herb Shive, general representative; Sam Levy, assistant manager; Harvey (Doc) Arlington, secretary; Curley Graham, superintendent of privileges.

Concessionaires are Curley Graham, 6; Joe Kaus, 7; Bob Coleman, 2; Murphy Rosenberg, 1; Hirman Beale, 6; Jack Stears, 2; Turkey Red Franklin, 2; Louis Gueth, 1; office, 12; Art Spencer, cookhouse, and Bob Buffington, corn game.

Wind Topples Crafts Towers

LYNWOOD, Calif., April 12.—Crafts 20 Big Shows, which closed an engagement here Sunday night (6) under auspices of the Veterans of Foreign Wars, had four of its 16 light towers blown down by a heavy wind, breaking 17 pieces of neon. One concession was blown down.

Manager Frank Warren said weekend business here was good, altho biz during the week was off, mainly, he said, because of Holy Week.

Ork has eight major rides and two kiddie rides, all owned by Owner O. N. Crafts. In addition to the rides, Crafts has the Athletic Show, managed by Dick Kanthe; Side Show, A. J. Budd and Lawrence LaLonde; *Temptations*, *Swing Girl Revue*, and *Flame*, Jeff Griffin; Penny Arcade, George Bryant, and the Motordrome, Clyde Rawlings. Other attractions include Wild Life, Jack Joyce, and Funhouse, John Morton.

Rides and the managers are: Ferris Wheel, Speed Mullins; Merry-Go-Round, Joe Duran; Roll-o-Plane, Lee Cole; Loop-o-Plane, Shorty Bock; Looper, Bill Eller; Tilt, Frank Carpenter; Auto Skooter, Edwin Costa, and Fly-O-Plane, Harold Alexa. Bill White handles the kiddie rides.

John (Spot) Ragland and Johnny Levaggi have the concessions. Jimmy Lynch has the cookhouse and hot dogs, with Whitey Bahr handling the hot dog stand.

Show officials include Jack Russell, lot superintendent, who joined here; Roy Sheppard, ride superintendent; Lee Brandon, general agent; Louis Rosenberg, advertising agent; Charlotte Warren, office; Mr. and Mrs. Joseph Hurtt, main office; Jack Yeager, electrician, and Ed Naillieux, master mechanic.

Della and Emmett Sorenson visited here with Mary Ragan Kanthe. Sis Dwyer is thinking of taking her mitt camp to Honolulu. Jimmy Lynch and Whitey Bahr are looking forward to a fishing trip. Mr. and Mrs. Clyde Rawlings, of the Motordrome, have welcomed an addition to the family, a son. Ed Kennedy joined with his weight and age guessing.

Gooding Personnel Gather For "Get Away" Dinner

COLUMBUS, O., April 12.—Thirty-four members of Gooding Amusement Company and guests attended a "get away" dinner in Grandview Inn, near here, Thursday (3). This is an annual custom before launching the season.

Honored guests were Mr. and Mrs. John Chapman, newlyweds. Mrs. Chapman has been with the Gooding org 26 years and Chapman has 18 years service as concessionaire and bingo operator.

Attending the dinner were Messrs. and Meses. Floyd E. Gooding, Randolph Address, John Lampton, Buck Saunders, John Enright, George Bouic, Gerald Frantz, Ray Riffel, William Sanor, Jake Goutermout, Ed Strassburg, William Leisure, John Chapman and Charles O'Brien, Doris Malley, Ralph Zechman, Arby W. Gooding, Kathleen Halloran, Frank Enright, Sophia Mengali and Homer Dennison.

Royal Crown Closes Big At Thomaston, Ga., Stand

THOMASTON, Ga., April 12.—High winds and rains hampered Eddie Young's Royal Crown Shows at the engagement here. Three nights were lost early in the week.

Friday night was good and Saturday night's biz was terrific. Paul M. Conaway, of Macon, Ga., visited Manager Young, E. B. Braden and other friends on the show Saturday.



PENNY PITCH GAMES
 Size 48x48", Price \$37.50.
 Size 48x48", With 1 Jack Pot, \$45.00.
 Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$2.60

BINGO GAMES
 75-Player Complete\$6.00
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MIDWAY CONFAB

Bill Powell, World of Mirth Shows, recently visited Nate Eagle's parents in Montgomery, Ala.

Sign of opening time: Getting pooches out of pounds.

J. D. Paul writes that he now has charge of the front gate on the Cavalcade of Amusements and is *The Billboard* agent.

Edward Rutkowski and Gordon Henke have signed their concessions with Gem City Shows. Rutkowski reports they have purchased a new truck and that all agents have been lined up.

Jack Strike, shooting gallery operator at Racine, Wis., is confined in Wisconsin General Hospital, Madison, for removal of the bladder. He expects to be back on the road with a new gallery by May 30.

Midway-going public may be broad-minded—but clean shows still get money.

Tom O'Connell, recently named press agent for Hennies Bros.' Shows, visited the Chicago offices of *The Billboard* last week while meeting with Hennies officials. O'Connell went to Chicago from New York, where he conferred with Sally Rand, who will be with Hennies this season.

Ray Coffeen has arrived in the O. C. Buck winter quarters at Troy, N. Y., and has taken over his duties as concession manager. He also will have the ham and bacon wheel. Jack Burke will have the other wheel, Barney Dember, the rolldown, and Harry Bosco, razzle-dazzle.

WHEELS OF ALL KINDS

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HEIR APPARENT



to the Greater United Shows, J. George Joos Jr., 17, is now an ROTC officer in college at Laredo, Tex. His father, now in his 51st year in carnival business, is believed to be the oldest owner in the business from the standpoint of continuous operation.

News item: Weather cold and rainy. Manager's hometown. He was greeted by a host of friends. Business bad.

Rupert Otterback and son, Valley City, O., recently visited Toledo and purchased a new candy floss machine to complete their new trailer set-up. Otterback reports they will play their usual spots this year. . . . Harry Young, concessionaire, recently visited T. J. Anderson in Toledo.

Paramount Exposition Shows cashed in on a publicity break when Jimmy Jamison, free-act high diver,

—POP CORN—

● Hundreds of outdoor operators are going to use our Baby Golden Hulless and Jap Hulless this year. If you haven't received your sample, write us for it. Also, your permanent address.

● Also, if you like the large Hybrid yellow, we have it, too, as well as complete supplies.

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 Phone open Day and Night.
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New, improved, large volume, large profits. CONCENTRATED ROOT BEER FLAVOR makes 160 gallons Root Beer. Write today for special prices.

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 Medium PLASTER . . . 10¢ Each
 Small PLASTER . . . 6¢ Each

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S. A. HYBRID CORN—YELLOW PEARL CORN

BOXES, BAGS, CONES AND SALT

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 THE HOUSE OF QUALITY

LOOK!



THE FIRST PORTABLE POSTWAR POPCORN MACHINE—ALL NEW!

The "Little Bee" Unit, ideal for Carnivals, Concessionaires and Outdoor Show People. 18" wide, 36" high, 36" long. Hinged top folds back to form 18x22 1/2 shelf Pops \$15.00 worth of corn per hour! Can easily average \$75.00 per day. Heavy construction of Sheet and Angle Iron. Popping and storage compartments. Coleman Gasoline Plant, 5" burner, 3-gal. tank. Lights instantly; no preheating. Kettle of 1/2" drawn aluminum, superior to any other on market. Cabinet painted orange and trimmed in black with sign. Entirely dependable. Order today.

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 31st & Charlotte • Dept. B • Nashville, Tenn. **\$135**

NEW 8-QUART ALUMINUM POPPER



A new Aluminum Popper for making delicious French Fried Popcorn! The only geared 8-quart Popper on market. Easy to use. Easy to clean. Built to last a lifetime! \$10.00. Other Poppers to 35-qt. capacity. Order today. **CONCESSION SUPPLY CO.,** Box 133, Sta. B, Toledo 6, Ohio.

RETAIL LOTS POPCORN AT CARLOAD PRICES

Jap Hulless, South American, Hybrids

J. H. POPCORN CO., INC., WAYNE, OHIO

Candy Floss Machines

Our AC Model #100 is now ready—complete with 8-step heater rheostat. Single spinnerhead, \$197.50. Double Spinnerhead, \$212.50.

Heater Rheostats, \$22.50; Single Bands or Ribbons, \$5.00 Ea.; Double Bands, \$14.00 Ea. Orders shipped on 25% deposit, balance on delivery. **CONCESSION SUPPLY CO.,** Box 133, Sta. B, Toledo 6, Ohio.

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228 W. 42nd St., New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts.
 State salary and all particulars in first letter.

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TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS
 QUICK DELIVERY—WIRE, WRITE OR PHONE
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AGAIN EXCEL ELECTRIC POP CORN MACHINES, \$79.50

\$15.00 with order, balance C. O. D. The only popular priced machine on the market. Write for circular.
INDIANA POP CORN CO., MUNCIE, IND.

Brand New Kiddie's MERRY-GO-ROUND

12 Horses—Immediate Delivery
 PRICE—\$2500.00 CASH

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POWER UNIT

New in crate, P.E. 78K. This plant furnishes 10 KW., 240/120 volt, A.C. 60 cycle, single phase, 1200 RPM., 6 cyl. Hercules engine, \$895.00

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 BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

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TRUNKS \$10.00

BIG SAMPLE SHOE TRUNKS 38" high, 39" long, 15" wide. IDEAL FOR NOVELTIES and CONCESSIONS. Perfect shape. Good locks. 25% with order.
COLUMBUS TRADING CO.
 5 W. 61st St. Columbus 15, Ohio

SNOW CONE — POP CORN

Our new catalog was mailed last week to everyone on our mailing list. If you did not receive your copy, we shall be glad to send one on request.

FOR TOP QUALITY, LOWEST PRICES AND FASTEST SERVICE
 Be sure you line up with GOLD MEDAL this year.
GOLD MEDAL PRODUCTS CO.
 318 E. THIRD ST. CINCINNATI 2, OHIO

FOR SALE FOR SALE

HAVE DISMANTLED "LAUGHLAND" 42 foot endless rubber conveyor belt, 48 inches wide, 42 foot tin slide, 48 inches wide, complete with idler rollers, driving rollers, clutch and bearings. Write

CHARLIE HOLLIDAY
 WORLD OF MIRTH SHOWS
 Richmond, Va.

POPCORN

with the POP GUARANTEED

Our Hybrid Popcorn Is Backed By A Money Back Guarantee If You Are Not Completely Satisfied In Every Respect. Write For Special Contract Price Through June '47.

Finest Quality Roasted Peanuts—Attractive Circus Bags
 5 Sizes Boxes—Cones—Bags—Snow Cones—Floss Papers
 Napkins—Spoons—Flavor Concentrates—Colors—Sticks
 Immediate Delivery Star Poppers. Used Popcorn and Peanut Equipment Bought & Sold

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--	--	--

was refused permission by the Norfolk, Va., director of public safety to make a dive from the top of the Monticello Hotel into his regular tank.

"That tractor," said a driver, "ran all year without me touching it with a wrench." "That's probably why it kept on running," answered a manager.

Missie Snow is with Billy Logsdon's Side Show on the Florida Amusement Company for the third successive season. Albert, Alligator Boy, also on Logsdon's show, returned after a visit at his home.

An animal show operator beefed about the lights being shut off leaving his animals in the dark. The manager asked, "What did they do for lights in the jungles?"

Peggy Wilson, concessionaire on Majestic Greater Shows, entertained children of the org at an Easter party Friday (4). Attending were Richard Thompson, Harry and Ella Mae Finch; Leo, Maurice, Steven, Miller and Sarah Eli; Rose Morie and Patty Del Flore, Donna Gross and Lloyd (Sonny) Sowles, who assisted Mrs. Wilson.

When a yesteryear manager was asked for the loan of \$1000, he answered, "You and I are both business men. If I only give you \$50 I'll save \$50 and you'll make \$50."

Recent visitors to Endy Bros.' Shows in Augusta, Ga., were Bill Stern, radio sports commentator; Dick Sullivan, Boston press agent, and Byron Nelson and other members of the golfing clan who were competing in the Augusta Masters Tournament. . . Mr. and Mrs. C. H. Cudney returned to Dustin, Okla., recently from a three-month visit to San Antonio to prepare for the Cudney Shows' April 14 opening. During the winter they made frequent trips to Mexico.

"Am taking out my own Side Show this season," advised a talker. "My wife can work electric chair, sword box, Budah and escape cross on bally. All I need is a shipment of reps and two ticket sellers that can up and down it."

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All Season by Signing a Contract With Blevins for the Following Supplies:

- BEE HIVE HYBRID POPCORN (Guaranteed to pop out \$200 per bag in regular carnival boxes)
- DWARF HULLESS HYBRID
- SOUTH AMERICAN JUMBO
- POPCORN SEASONING (Popsrite Liquid and Solid Seasoning, Coconut Oil)
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- SALT
- BOXES AND BAGS
- CHURNTEX BUTTER FLAVOR (Oil Soluble)
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- FOOD COLORS (U. S. Certified)
- CANDY APPLE STICKS
- CANDY FLOSS PAPER
- STRAWS (8 1/2", unwrapped, individually wrapped and twin wrapped)
- PAPER SODA CUPS (7 to 12 oz.)
- SUNDAE DISHES
- PLASTIC CUP HOLDERS
- KETTLE KLEENING KITS
- POPCORN SCOOPS

Write for Your Special Contract Today and Be Assured of Supplies for the Season — Cheaper!

ALSO A FULL LINE OF POPCORN AND CONCESSION EQUIPMENT. CATALOGUE ON REQUEST.

BLEVINS POPCORN CO.

31ST & CHARLOTTE NASHVILLE

FOR SALE

EVANS MAP AND BOARD FLASHER. NO MOTOR.
 EVANS LARGE STAR FLASHER. NO MOTOR.
 SIX LARGE ELECTRIC ROLL DOWN GAMES USING CARDS.
 SIX LARGE ROLL DOWN ADD-THEM-UP, USING SLOTS.
 TWO SMALL ROLL DOWNS.

ENTIRE LOT, FIVE HUNDRED DOLLARS

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RALPH MCGREGOR
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STEAM TRAINS

BUILT TO LAST A LIFETIME

A more fascinating Ride that puts more money in the Ticket Box.



OTTAWAY AMUSEMENT 2514 Aloma WICHITA, KAN.
 WRITE FOR FOLDER, PRICES AND DELIVERY DATE.

PUFFY PETE PROFIT BUILDERS



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FLYING SCOOTERS

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Supplies — POPCORN — Machines

Complete Line of Supplies for Prompt Delivery

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OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

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Unlimited Capacity — Repeater — Thriller

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FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"
 WORLD'S MOST BEAUTIFUL RIDE

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NEON—WHOLESALE SUPPLIES—SIGNS

Announcing the opening May 1 of a modern, well-equipped Neon Plant to serve outdoor showmen exclusively at lower prices than you can transport, operate and maintain your own shop. Following prices cover straight tubing in 15mm. size, but will furnish turned back ends if desired. Red or green fluorescent tubing in 4 to 7-foot lengths, 50 cents foot. Orange gold in above lengths, 60 cents foot. Other colors also supplied. All tubing fully pumped and equipped with Swedish steel electrodes to produce true colors. Transformers, risers, wire, feed throughs and electrodes at current prices. All shipment packed in wooden cases at no extra cost. Express prepaid on orders for 200 feet or more. Terms—Fifty per cent with order, balance C. O. D. Orders shipped within 3 days. Write immediately stating quantity, colors and lengths wanted.

JOHN F. COURTNEY, Owner-Manager
ILLINOIS WHOLESALE NEON SUPPLY HOUSE
 BOX 429, GENEVA, ILLINOIS

HUDSON FIREWORKS DISPLAY —CO.— CROWD GETTERS

WE FURNISH LIABILITY INSURANCE AND COMPETENT OPERATORS.
CUTS AND MATS FOR THESE FEATURES.

"The Battle of the Pacific" "The Battle of the Coral Sea"
 "The Battle of the Bulge"
 For Fairs, Parks, Celebrations

Everything new but the name.
 Animated Characters.
 PATRIOTIC DISPLAYS

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 P. O. BOX 26 HUDSON, OHIO
 "KYLE PRODUCTIONS"

Morris Hannum Shows

A tradition at Veterans' Conventions

100TH ANNIVERSARY CELEBRATION
 North York, Pa., April 21-26

WANT SHOWS—Unborn, Lungs, Illusion, Motordrome.
 WANT RIDES—Will book any Flat Ride.
 WANT CONCESSIONS—10c Stock Concessions, \$25.
 WANT HELP—Top salary and bonus for top Octopus and Merry-Go-Round Foremen. Want capable, experienced Legal Adjuster. Willie Riley, wire me.
FALMOUTH, VIRGINIA, This Week.

MARION GREATER SHOWS

IN LAURENS, S. C., WEEK OF APRIL 14TH; THEN FOUNTAIN INN, S. C.

Will place legitimate Concessions of all kinds. We positively have eight bona fide Fairs and a proven route of Still Dates in North and South Carolina. Plus Pelzer, S. C., the 4th of July, on outstanding date. Will place any worthwhile Attractions on Independent Rides not conflicting with our 5 Rides. Also will help known to us.

Can place Agents for P.C. Concessions. Also Man and Wife for Animal Show. Attention, Minstrel Show People, will place Chorus Girls and Musicians, enlarging Show. Salary from office plus good treatment. All of our old people join or wire Socks Jenkins. Ritchie Keeter wants Agents.

FOR SALE—24-Seat Chairplane, A-1 condition, complete.

MARION GREATER SHOWS

CARNIVAL—INDEPENDENT RIDES, SHOWS

WANTED FOR VETERANS' REUNION, JUNE 29-JULY 5, AT MT. VERNON, ILL.

Celebration sponsored by all leading Veteran groups. Fireworks on Fourth attracts 25,000. Can use Carnivals for still dates. Write or wire.

R. M. RAMSEGER, Pres., BOX 478, MT. VERNON, ILL.

COPPER STATE SHOWS

BILL BISHOP . . . LOYD "MICKEY" WILSON

Wants organized Girl Show, have new Frame Up for same. Will book any Show with own transportation. Will book one Grind Store. Can place two P.C. Joists. Want Agents for Grind, Swinger and Slum Stores. HAVE FOR SALE—Complete 14-ft. Bowling Alley, 12-ft. Ball Game, 14-ft. Cork Gallery, Joists can be booked on Show.
 Committees in Colorado, Utah, Wyoming, Nebraska, get in touch with us. This Show carries 7 Rides, 3 Shows, 25 Concessions. Holbrook, Ariz., this week; Cortez, Colo., following.

C. A. STEPHENS SHOWS

CONCESSIONS: Jewelry, Apples, Floss, Cigarette Gallery, Fish Pond, Ball Games, Mug Joint, Hoop-La. AGENTS for Roll Down, Swinger, Alley, Pin Store, P.C. Dealers.
 RIDES: Kiddie Auto, Kiddie Swings, with or without transportation; or any Flat or Novel Ride.
 SHOWS: Will Frame Snake or any Pit Show that can Frame a nice Show. We have new Top.
 RIDE HELP for Wheel, Jenny, Swings, Loop. Also good Griddle Man.
 FOR SALE OR TRADE: Dual Loop, will trade for a set of Kiddie Rides.
 Pat Henderson, wire Pat Brady.
BREMEN, GA., THIS WEEK; CARTERSVILLE, GA., NEXT.

Hennies Bows in Nashville; Royal Takes It in St. Louis

CHICAGO, April 12. — Hennies Bros.' Shows opens its 1947 campaign April 21 at Nashville, while Royal American Shows makes its official bow in St. Louis May 1, it was reported this week from their respective camps.

Hennies move into Nashville comes as a surprise maneuver, as Cavalcade of Amusements has that city contracted and opens there April 28.

Cavalcade plays Montgomery, Ala., the coming week and then hops to Gadsden, Ala., for a week before heading into Nashville.

Royal American's train is scheduled to leave Tampa April 24 and jump straight into St. Louis for a 15-day run.

This indicates that Cavalcade is now embroiled in two opposition

stands, the first being with Hennies in Nashville and the second in Davenport, Ia., where there is still some doubt as to whether Cavalcade or Royal American will get the first permit.

Heth Gets Birmingham Cattle Show Contract

BIRMINGHAM, April 12.—L. J. Heth Shows have been contracted to furnish the midway attractions at the Fat Cattle Show and Gene Autrey's Rodeo, scheduled at the fairgrounds here May 5-11.

Last year the event was held in the Legion Stadium and drew over 75,000 paid admissions. With Autrey and his rodeo as an added attraction, it is expected attendance this year will exceed 100,000.

Joe J. Fontana, general representative of the Heth org, says the show will be augmented for this date.

Erie, Pa., Bans Shows

ERIE, Pa., April 12.—Sheriff Paul Babbitt, of Erie County, has announced that no carnivals will be allowed to show in his territory this season.

Biz at Tacoma Proves Only Fair for American United

TACOMA, Wash., April 12.—American United Shows opened the season here Saturday (5) for an eight-day stand in the new W-I League baseball park.

Weather was good for the opening and for Easter Sunday, but crowds were not too heavy. Saturday afternoon had good kid play, but good weather Sunday found too many gas buggies taking families out of the city.

A late afternoon rain storm Monday (7) hurt.

Model Shows Get Permit For 2 Weeks in St. John

ST. JOHN, N. B., April 12.—City council has approved an application from the Model Shows of Canada, thru the local Elks, for a permit to show here June 30 thru July 12.

It will mark the debut of the Model Shows in St. John. Also lining up for two week-end stands in St. John this season are Bill Lynch Shows, Libbey Shows and Dryden & Wiggins Shows.

Perfect Weather Prevails For Endy in Augusta, Ga.

AUGUSTA, Ga., April 12.—Perfect weather prevailed for the opening of Endy Bros.' Shows here Saturday (5). Org, which opened with 16 rides and 14 shows, arrived here with 35 cars. Date was under auspices of the Alee Shrine.



SALLY RAND, who will be featured by Hennies Bros.' this year, has bought two snakes but will not forsake her fans. Here she is with the two South American boas and Roxette Reed (right), who will do the dancing with them, and Holbrook Scott, of Ross Allen's Reptile Institute at Silver Springs, Fla.

AGENTS WANTED

For Roll Down, Wheels, Six Cats and Pins Store.

LEO HIRSCH

Morris Hannum Shows

Fredericksburg, Virginia, this week;
 York, Penn., next week.

DUMONT SHOWS

WANT

MANAGER WITH GIRLS
 FOR GIRL SHOW.

Address:

LOU RILEY, Mgr.
 FRONT ROYAL, VA., THIS WEEK.

R. W. ROCCO

WANTS AGENTS

For Bowling Alley, Razzle-Dazzle and Roll Down. Larry Biggers and Dave (Chief) Chisholm, let me hear from you.

OPENING APRIL 26.

All wires and mail to:

R. W. ROCCO
 Caravella Amusements, Gen. Del., Farrell, Pa.

JOHNNY P. CIABURRI AND HAL ROBERTS

Want experienced Agents for Cork Gallery, Duck Pond, Skill Bowler, new Skill Game. For Sale—Evans Devil's Bowling Alley, complete with two sets balls, first \$200.00 takes it. Address:

c/o TRIANGLE SHOWS
 Harrisonburg, Virginia, this week; Winchester next.

LAWRENCE GREATER SHOWS CAN PLACE BINGO

Immediately.

Reply to Danville, Virginia.

Show Peddlers at Midwest Meeting

KANSAS CITY, Mo., April 12.—J. C. McCaffery, general agent of Henries Bros.' Shows, here for the annual meeting of the Midwest Fair Circuit Friday (4), left for the Pacific Coast on a combined business and pleasure trip. He plans to return to the org's Chicago offices April 22. Shows' fair route was completed this week with the signing of the Illinois State Fair, Springfield, and Mobile, Ala., Fair.

Bob Lohmar, general agent for Royal American Shows, also was here for the Midwest Circuit meeting.

Attraction representatives, all from Chicago, included Sam Levy, Fred H. Kressmann and Mike Barnes, all of the Barnes-Carruthers Theatrical Enterprises; George Flint, Boyle Woolfolk Agency, and Ernie Young, of the booking office bearing his name.

Auto race field was represented by Al Sweeney, National Speedways, and John A. Sloan. Frank Winkley and Jerry Marlatt were on hand for the Winkley Thrill Show, with Jimmie Lynch and Leo Overland present for the Jimmie Lynch Death Dodgers.

Fireworks representatives were Jack Duffield, Thearle-Duffield Fireworks; Elmer Brown, Ralph Rhoades Fireworks, and Fred Herrin and W. V. Asher, Peerless Fireworks.

Others noted at the meeting were George Bush and Chan Laube, B. & L. (grandstand) concessions; A. H. Hartzler, sound systems; Whitey Elliott, concessionaire; Ted Webb, custard concessionaire, and John R. Gurthrie, rodeo.



MR. AND MRS. STANTON H. WRISLEY, who were married last December 12, photographed recently behind the Bancroft Side Show on the Royal Crown midway. Bride is the former Louise Bancroft.

American Banner Opens At Taunton, Mass., Fete

DORCHESTER, Mass., April 12.—American Banner Shows will open May 3 in Taunton, Mass., under auspices of St. Anthony's Church for the feast and celebration of Santo Christo Sodality.

Fete will feature parades, fireworks and public barbeque. Joe Shiner, show's manager, said he will have 5 major rides, 3 shows and 30 concessions.

TWO TREMENDOUS WEEKS
ALEXANDRIA, VIRGINIA, Starting April 21 to May 3
FIRST SHOW IN THIS SEASON



SURE TO BREAK ALL RECORDS

Want Grind Stores—Come on.

Pony Ride, Kid Rides.

Want Billposter who can put up paper, and also Scenic Artist.

Can also use Letterer. Can place all kind Ride Help.

Wire—Wire—Wire

SAM E. PRELL

Lynchburg, Virginia.

H. B. ROSEN AMUSEMENTS

WANT FOR CLEVELAND, TENN., APRIL 21-26, DOWNTOWN LOCATION UNDER STRONG AUSPICES

SHOWS MAN TO TAKE COMPLETE CHARGE 20x80 SIDE SHOW WITH 120-FT. BANNER LINE. MAN TO TAKE COMPLETE CHARGE OF SNAKE SHOW. HAVE GOOD OPENING FOR MOTORDROME AND PENNY ARCADE. HAPPY JACK DAVIS WANTS FOR HIS COTTON CLUB REVUE: Trombone Player, Saxophone Player, Piano Player, Drummer, Chorus Girls and Comedians. Salary paid out of office. Will send Tickets if I know you.

RIDES WILL BOOK OR LEASE: TILT-A-WHIRL, OCTOPUS, ROLL-O-PLANE OR ANY FLAT RIDE. WANT FOREMAN FOR MERRY-GO-ROUND AND LOOP-THE-LOOP. (Must be sober and reliable. Will pay top wages.)

ALL CONCESSIONS OPEN

CONCESSIONS WANT AGENTS FOR FOLLOWING CONCESSIONS: Roll Down, Razzle-Dazzle, Fish Pond, Bowling Alley, Cigarette Shooting Gallery and Ball Games. WANT MANAGER TO TAKE COMPLETE CHARGE OF UP-TO-DATE DE LUXE BINGO. (Must be sober and reliable.)

WANT MAN TO TAKE CHARGE OF PHOTO GALLERY 50-50. TONY RECHER WANTS COOK AND TWO WAITERS FOR COOKHOUSE.

All Address:

CHICKAMAUGA, GA., this week; then CLEVELAND, TENN.

CARL HANSON

"THE SHOWMAN'S AUDITOR"

CAN HANDLE ONE OR TWO MORE ACCOUNTS FOR THE 1947 SEASON.

Complete Weekly Audits with Trial Balance, Quarterly Reports for Social Security and Withholding Tax. Final Income Tax Return, including perpetual depreciation of equipment set up, at close of season. Strictly confidential.

I KNOW SHOW BUSINESS! For reference or further details write:

CARL HANSON, P. O. BOX 3939, MIAMI, FLORIDA

ROYAL EXPOSITION SHOWS

Brunswick, Ga., This Week, Vidalia and Forsyth Follow

Want Merry-Go-Round Foreman to join on wire. (Slim Taylor, note, heavy back here now, come on.) Pee-Wee Phelps, can use you on Wheel. Want Roll-o-Plane Foreman that is sober and drives to join on wire.

HAVE FOR SALE 49 1/2 KVA. Fairbanks-Morse 110-220 60-Cycle Light Plant, complete with A-1 Ford Truck—\$3500.00. Also Eight-Car Lindy Loop, ready to run, in good shape—\$4000.00

All address ROYAL EXPOSITION SHOWS, as per route.

SILVER STATE SHOWS

WANT AT ONCE

COOKHOUSE OR SIT DOWN GRAB, HALF PRIVILEGE IN MEAL TICKETS. FEW OTHER CONCESSIONS OPEN.

WILL BOOK WHEEL, PIN STORE. BILLY DIXON NEEDS SKILLO AGENT. GEORGE EARL, ANSWER. CAN PLACE RIDE HELP THAT DRIVE, AND HANKY PANK AGENT. WILL BOOK ONE MAJOR RIDE AND BUY OR BOOK SMALL MERRY-GO-ROUND.

RICHMOND CARPENTER, SILVER STATE SHOWS
HOT SPRINGS, NEW MEXICO.

LOROW BROS.

WANT FOR WANT
ROYAL AMERICAN SIDE SHOW

4 TICKET SELLERS THAT CAN MAKE SECOND OPENINGS OR WILLING TO LEARN.

MAN AND WIFE TO TAKE CHARGE OF GRIND SHOW.

This is a real attraction and will gross a lot of money with the outstanding route this Show has. Will give percentage and guarantee to the right people.

We already have twenty-three of the outstanding Freaks and Acts in the Show business. There must be a reason, so if you would like to be with the best Show of its kind in Show business,

WE CAN ALWAYS USE GOOD ACTS AND FREAKS.

Acts do not Up or Down. We carry a Crew of sixteen men for that. State rooms on the train or bring your Trailer. It is a pleasure to work in a Show the public likes. The Show runs one hour and twenty minutes. You don't have to sit in a pit or on a platform, just be there when it's your turn to work.

Address:

LOROW BROS.

PARK HOTEL, TAMPA, FLA., UNTIL APRIL 21; THEN ST. LOUIS, MO.
WE OPEN THERE MAY 1 AT GRAND AND LACLEDE AVENUES.

HELP WANTED

Season starts April 27th, Exmore, Va. New and former help report immediately to North Wales, Pa., Winter Quarters.

WANTED—2 Wheel Foremen, \$50.00 per week to \$75.00 per Ride according to ability. 1 Small Merry-Go-Round, \$45.00 to \$55.00; 2 Chairplane Foremen, \$45.00 to \$55.00 per Ride; Auto Kiddie Ride, \$30.00 per week. Help wanted in all departments. Only reliable and sober help apply. Prefer licensed Semi drivers. Can also place Help in Amusement Park.

D. VAN BILLIARD, Phone 589, North Wales, Pa.

WANT WANT WANT
BOHN AND BOLIS UNITED SHOWS

RIDES: Will book, buy or lease Merry-Go-Round and Ferris Wheel.

SHOWS: Want Shows of merit with own outfit.

CONCESSIONS: Few choice Slum Concessions open. Will book Mitt Camp. Want Agents for Count Store, Skillo, Ball Game and Slum Store.

WANT Ride Help for Chairplane, Kiddie Auto Ride. Want A-1 Electrician.

Address all replies to FRED BOLIS or CARL BOHN, Somerville, Tenn., this week; then as per route.

FOR SALE **STREAMLINED PHOTO BOOTH** FOR SALE

(MANUFACTURED BY THOMPSON BROS., OF DALLAS, TEXAS)
TAKES 1 1/2" BUST SIZE AND FULL LENGTH PICTURES. FLUORESCENT LIGHTS.
Is Portable Outfit. Bought new at cost \$1500.00. Used not quite a year.
FIRST \$600.00 TAKES SAME.

Can be seen now in operation. Address:

DEE LANG, 101 North Broadway, St. Louis 2, Mo.

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Machines
(all types)
Original

Amco means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mf. Co., Dept. 419, 1132 N.W. 2, Oklahoma City 4, Okla.

Name

Address

\$475 new

WINTER QUARTERS

Standard

DOUGLAS, Wyo., April 12.—Org will open the season here Tuesday (29) under auspices of the Veterans of Foreign Wars. Show will have 6 rides, 1 show and 30 concessions.

All equipment has been repaired and repainted and is ready for the opening. A truck has been dispatched to Salem, Ore., to pick up the Roll-o-Plane, and the new train is expected any day.

Staff includes V. C. Johns, manager; Pearl Johns, secretary-treasurer; Ernie Mathis, electrician and lot superintendent; G. K. Peck, publicity.

Ride personnel: Bill King and James Black Bear, Octopus; Ernie Mathis and Beanie Miller, Ferris Wheel; Bill Fowler and Gordon Johnson, Roll-o-Plane; Charles Brown, kiddie cars; George Miller Jr., airplanes; M. L. Benort, Silver Streak.

Concessionaires: E. T. Kastl, 6; G. K. Peck, 2; Earl Wells, 3; Joe Miller, 3; Bert Johnson, 2; Mrs. E. Mathis, 1; Jewerly Smitty, 2; Mr. and Mrs. Moore, 1; J. D. Summers, 3; H. S. Groshart, 1; N. Y. Otelle, 3, and office, 3.

Missing from our midway this year will be J. B. Mack, who passed away in Phoenix.—G. K. PECK.

W. S. Curl

LONDON, O., April 12.—Despite cold weather, work in quarters here is on schedule and everything will be ready for the opening Saturday (19) under auspices of the London American Legion. Pat Hardin, superintendent, reports all rides and rolling stock ready.

Manager Bill Curl expects the new Octopus soon. This will give the show six major and two kiddie rides.

Frankie Bland, who has contracted the dates for this season, says the org has 12 Ohio fairs, 5 street fairs and 7 sponsored festivals lined up, which will keep the show out until late November. Mae Bland will work kiddie matinees one week ahead of the show.

Wally Richards and Bill Wilson joined with seven concessions.

Visitors at quarters have included Leo (Irish) Cassidy, Shorty Betts, Mr. and Mrs. Barney Bexley, Jimmy O'Brien, Joe Gallagher, and Maynard (Dubby) Edwards, nephew of the late Jess Edwards, who owned the J. R. Edwards Shows. The writer will handle mail and *The Billboard*.—RAYMOND GOLDEN.

United Amusement

EAST PROVIDENCE, R. I., April 12.—New canvas has been received for the office concessions from the E. G. Campbell Company and all rides and trucks have been overhauled and repainted.

Org opens April 21 in Pawtucket, R. I., and will have 4 rides and 20 concessions. Second date will be Newport, R. I. Shows will tour Rhode Island, Connecticut and Massachusetts.

Arthur April is business manager and Florence April, secretary. Concession line-up includes Robert Bellevue, popcorn and apples; Frank Place, push wheel and bowling alley; Sam Scolnik, two ball games, watch-la and balloon dart store; Coleman Corley, cigarette gallery and pan game; Jack Sullivan, six concessions, and the writer, who in addition to his light plant, rides and cook house, will have a string of concessions.—ARTHUR APRIL.

United Veterans

DES MOINES, April 12.—Org has set up on a lot here and the entire month will be spent getting things ready for the date at Centerville, Ia., under auspices of the police department.

Mr. and Mrs. Ross L. Sinderson, former co-owners of the Greater Rainbow Shows, joined here with three rides and two concessions. They recently purchased a new semi-trailer. Joining the Sindersons were Mr. and Mrs. Bob Hill. Bob to handle the rides and Mrs. Hill the mug joint. Paul Ebersole is expected any day with his bingo and new Octopus.

Rube Liebman and the writer visited Rink Wright's indoor circus in Omaha.—F. M. SHORTRIDGE.

Baker United

INDIANAPOLIS, April 12.—New Roll-o-Plane and two additional light towers arrived and will be ready for the opening Wednesday (16). Three new ticket boxes have been built and painted by Bill Lambert, along with the org's semis.

M. G. Stokes, general representative, is here conferring with Owner Tom L. Baker.



STAFF OF THE WALLACE & MURRAY SHOWS, which opened the season recently at Aiken, S. C. Front row, left to right: G. C. Mitchell, general agent; Mrs. Jack Murray; Jack Murray, general manager; Al Wallace, assistant manager; David Wise, secretary, and Mrs. Wise. In the rear are Jack Repass, superintendent of rides; A. L. Lemons, mechanic; L. L. Gordon, electrician; Carl Holzapple, builder, and Mr. Arubaugh, free act. James Tiernan, legal adjuster, and Frank Sheppard, special agent, were not present when the picture was taken.

FOR SALE

ESTABLISHED COMPLETE MOTORIZED CARNIVAL

Have 8 Class-A Fairs, Celebrations and Still Spots in one of the best Show States in the Middle West booked.

Operating from May thruout September. Ill Health reason for selling.

For further information write:
BOX 505, c/o BILLBOARD,
390 Arcade Bldg. St. Louis, Mo.

PLACE CAPABLE LOT MAN

Able layout 50 Car Railroad Show. Montgomery, Ala., this week.

CAVALCADE OF AMUSEMENTS

GIRL SHOW WANTED

With or Without own outfit. Want Operator for Zombie Castle Fun House. WANT SHOWS, with or without own outfits. CONCESSIONS OPEN: Coke Bottle, Age, Strings, Sno Cones, Hoop-La, Scales, Glass and any others not conflicting. Doc Witthaus wants Agents for Grind Stores. Committees in Okla., Kan., Neb., have few open dates.

Greater Rainbow Shows
Pryor, Okla., this week; Miami, Okla., April 21-26

BILLY LOGSDEN

CONTACT AT ONCE
ALSO ROLLOPLANE FOREMAN.

TURNER BROS.' SHOWS
PETERSBURG, ILLINOIS.

WANT TO BOOK

LITTLE BEAUTY MERRY-GO-ROUND. KIDDIE AUTO RIDE. DEVIL'S BOWLING ALLEY. POPCORN, MILK BOTTLE AND PAN GAME.

Address:
DANNY ARNETT
c/o THE BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.

Midway of Mirth Shows WANT

Foreman for Eli Ferris Wheel, also Foreman for Merry-Go-Round. Must be sober. Shows with own outfits. Concessions—Candy Floss, Frozen Custard, Diggers, etc. Address: Murphysboro, Ill., this week; then Carlinville, Ill.

WANT MANAGER FOR BINGO

Framed on Trailer, up and down in one hour. No lumber to handle. Salary and Percentage. Must be experienced. No lushing while on duty.

Wire:
PETE VETRANO
c/o SUNFLOWER STATE SHOWS
Pay your own wires. Anadarko, Okla.

FOR SALE

Cookhouse, complete. Can be seen in operation in Tuscaloosa, Ala. Can be booked on PEPPERS ALL STATES SHOWS for season. Reasonable privilege.

C. S. BUCK—PHIL SCIORTINO

WILL BOOK

Merry-Go-Round with transportation. Operate in proven territory. Also Cotton Candy.

WHYBRO'S RIDES

SUPERIOR, ARIZ., APRIL 15-20;
SPRINGVILLE, ARIZ., APRIL 23-30.

WANTED

One or two Agents for Slum, Pitch-Till-Win, String Game, etc. Driver for new Panel Truck. Long season North and South. 17 Fairs. Those I know, answer.

J. H. DREW, JR.

Berryville, Va., this week; Martinsburg, W. Va., next.

MAGNOLIA EXPOSITION SHOW WANTS

For Guthrie, Ky., and coal fields to follow. Concessions of all kinds. Want Man to take over complete Wild Animal Circus. Will book or buy Kiddie Rides. Want Wheel Foreman. Bob Zell, come on. Hubert Clark, contact Pearl Meeklin. Sally Perry, contact Dick Parrish or come. Agents for office-owned Joins. All replies: C. W. HENDRIX, GUTHRIE, KY.

RIDES WANTED

Will lease or book Ferris Wheel, also will book Chair Plane or any other Ride for complete season. Anybody that has Rides, I can give you a very good season working for Catholic Churches, Fire Companies and American Legions. Will open May 10th until October 15th. You can have two Concessions, also a guarantee of first money. Write or phone

HARRY YEAGER
1114 South 47th Street Philadelphia, Penna. Belgrade 6-0418
P.S.: Anthony Belloni, get in touch with me immediately. Jimmy Henson, anything new?

WANTED

Foremen for Number Five Wheel and Spillman Two Abreast Merry-Go-Round. Top salary with bonus. Address

C. D. MURRAY, Mgr.
W. G. WADE SHOWS, NO. 2 UNIT
9600 Broad Street Detroit, Mich.
Phone Tylor 4-2026

Eddie L. Wheeler Shows

WANT GENERAL AGENT

Sober, reliable and one who can produce. Prefer one acquainted with Georgia, Alabama, Tennessee, Kentucky, Virginia. Replies to

EDDIE L. WHEELER, Cedartown, Ga.

★ NOTICE, RIDE HELP ★

WINTER QUARTERS NOW OPEN
WANT experienced Ride Help Foremen for Ferris Wheel, Chairplane, Kiddie Auto Ride. Top salary, long season and BONDS. Want Shows with own equipment not conflicting. Concessions: Photos, Scales, Pitch-Till-Win, Wheels, etc. Write

I. K. WALLACE
CHESTERFIELD COURT HOUSE, VA.

FOR SALE

Amusement Arcade with Pokerinos. Located on the Boardwalk. Contact:

MR. MEYER WOLF
539 BOARDWALK, ATLANTIC CITY, N. J.

SECONDHAND SHOW PROPERTY FOR SALE

\$10.00 Mechanical Dressed Duck. Needs repairs.
\$32.50 Mounted Buffalo Head. Fine specimen.
\$50.00 Japanese Suit of Armor with helmet.
\$ 5.00 Mummy painted on canvas. 7 feet high.
New Flags and Streamers, 4 sizes, special prices.

WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia 6, Pa.

PEARLENE SHOWS WANT

RIDES—Will buy, book or lease Wheel, Loop or any Ride that doesn't conflict. SHOWS—Crime, Mechanic or any Show of merit. CONCESSIONS—Scales, Coke, Fish Pond, Ball Games and Milk Bottles, Cork Gallery, Hoop-La or any Concession that doesn't conflict. P.C. open. Agents of all kind. Jean Sprague, wire me.

E. F. UNDERWOOD, Owner
Quinton, Okla., April 14-19; then Ark.

Hutchens Modern Museum

WANTS

Annex Attraction, one more Ticket Seller, one Working Act to join in Joplin, Missouri. Address: J. T. HUTCHENS, Cassville, Mo.

Ohio Valley

FINDLAY, O., April 12.—Org. which makes its 1947 debut April 23, will leave winter quarters here Sunday (20) for the Blue Goose lot at Mansfield, O. Everything is set for the opening.

Concessionaires back for another season include Roy Saylor, lead gallery and candy; Clifford Solkeld, bingo; Billie Phillips, hi-striker; Pop Birchman, bumper; Nick Hergatt, popcorn; Robert Chism, cookhouse; Jack Hendrix, waffles; Buddy and Alice Solkeld, jewelry and blower; H. H. Mickell, snowball and donkey ball game; Shorty LeBlanc, pan game, color bumper, cigarette gallery, cat rack and hoop-la; Reynold Wilson, glass pitch and stock wheel; Charles Holahan, cork gallery, and Madam Ely, mitt camp. Mrs. Bell Bretzien has booked her train and George Gaines his 10-car kiddie auto ride.

Ellman United

MILWAUKEE, April 12.—Another transformer has been added, giving us two 100 kw.'s. New trucks, a new Glass House and new Roto-Whip also have been added. The Merry-Go-Round has undergone an overhauling. The Octopus was taken to Salem, Ore., by Henry Ellman and James Riordan to be overhauled.

Charles Brasse's train has had a thoro going over and looks like new. The Panaceks have a new house trailer. The Rothers purchased a new truck for their popcorn concession. Mr. and Mrs. Tony Klaasen and the E. Fitchitt family are en route here from Florida. After an absence of five years, Mr. and Mrs. Leo Riley are back in show business.

Snyder's Greater

EMINENCE, Ky., April 12.—Org opens here April 26 and Owner-Manager Howard Snyder is on hand supervising the work in quarters. All rides and trucks have been overhauled and repainted. Org will play thru Kentucky until after July 4 and then moves into Ohio.

Jimmie and Evelyn Smith and Max Davis are en route here from Mississippi to ready their bingo and other concessions. Charles Filbert wires from York, Pa., that he will arrive with his cookhouse Tuesday (15).

Al Hatch in route from Florida with his cotton candy and candy apple trailer and Snake Show. Mrs. Marie Smuckler and son, George Desak, and his family are expected daily from Mobile with the kiddie ride and five concessions. William Bean has booked his Girl Show and is due any day.

Visitors here have included Mr. and Mrs. R. L. Franz Sr., Mr. and Mrs. R. L. Franz Jr., and Mr. and Mrs. Bert Hamilton. Franz Sr. informed Owner Snyder he will be on hand with his four concessions in time for the opening.—NORA LEE.

Cherokee Amusement

ERIE, Kan., April 12.—Work is nearing completion under direction to ease. Stainless sheets was reported of J. W. Mahaffey. A crew of five has been on the job all winter. A new Allan Herschell Merry-Go-Round has been received and the org will carry 6 rides, 2 shows and 25 concessions, opening at Chaunte, Kan., April 26. H. E. Nelson, who has booked on his ice cream concession again this year, arrived in quarters recently from his home in Louisiana.

Staff consists of J. W. Mahaffey, owner-manager, and Mrs. Mahaffey, secretary-treasurer and superintendent of concessions. The writer arrived in quarters recently from Texarkana, Tex., and has booked his concession and will handle *The Billboard*.—J. B. (CHIEF) LEFEVER.

Wonder Shows of America

LITTLE ROCK, April 12.—Red Rogers, Side Show manager, has his new lighting equipment installed and is working under new canvas. Art Riley has completely rebuilt the Merry-Go-Round. The Hawaiian Nights show, under direction of Tex Davis, has a new front and Zeke Shumway has built a facade for his exhibit.

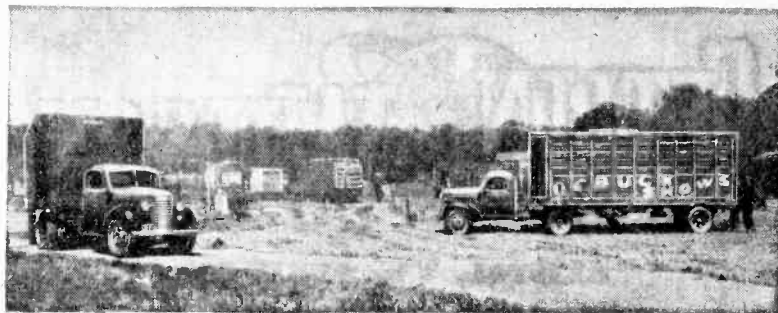
Train crew, directed by Bill McCormick, has redecked the steel flats and extra cars are due soon.

Patsy Lee and her girl troupe are expected shortly from Denver. Reports are the Hawaiian aggregation is en route from Honolulu. Joe Goodman recently arrived from New York.

Morris Golinsky has the Hey-Dey ride; Homer Finley, Roll-o-Plane and Red Woods the Ferris Wheel. Mrs. Art Bradford has the cook house.

D. & W.

BLADENBORO, N. C., April 12.—Org has moved its winter quarters here from Benson, N. C. M. P. Dabney and Louis Williams are the owners, and H. G. Coffey is agent.



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CUMBERLAND VALLEY SHOWS
Opening in South Pittsburg, Tenn., May 12

Want an A-1 Cookhouse that can cater to Show People. Want Monkey Circus, Wild Life Show, Glass House, Mechanical City or any other Show that doesn't conflict. All legitimate Concessions open except Popcorn, Bingo, Percentage and Novelties. Need First and Second Men on all Rides. No drunks. Address all mail to **ELLIS WINTON, 108 E. McLean St., Manchester, Tenn.** P. S.—Joe Sparks, answer.

WANTED

GRIND SHOWS OF ALL KINDS, HAVE TOPS AND FRONTS, 25 PER CENT TO OFFICE. PLACE GIRL SHOWS. PLACE MERCHANDISE CONCESSIONS, REASONABLE PRIVILEGE. USE SIDE HELP THAT CAN DRIVE TRUCKS. FOR SALE—PARKER 32-FOOT BAILEY Q.

BURDICK'S GREATER SHOWS
POST, TEXAS, 14-19; SNYDER, 21-26

MAD CODY FLEMING SHOWS WANT
FOR WAYCROSS, GA.

IN TOWN, AUSPICES V.F.W., APRIL 26-MAY 3, and 28 MORE WEEKS INCLUDING 10 FAIRS. SHOW PAINTER, RIDE HELP, FEW CLEAN CONCESSIONS, CLEAN SHOWS, BILL-POSTER THAT CAN GET UP 24 SHEETS. GRENADE DORSETY, WIRE.
MAD CODY FLEMING Nahunta, Ga.

MADISON BROS.' SHOWS

WANT TO BOOK THE FOLLOWING CONCESSIONS: Buckets, Swinging Ball, Bowling Alley, Roll Down, Tip-Up, One Wheel, Diggers, Jingle Board, Scales, Guess-Your-Age, Fish Pond, Ball Games, Balloon Darts, String Game, Hoop-La and Candy Floss. WANT AGENTS FOR GRIND STORES. We play the spots you can work in Illinois, Indiana, Kentucky and Tennessee. Will book Big Snake, Illusion and Wild Life Shows. Want Girls for Girl Show. Will book one Flat Ride. Want Electrician. Address: **PETER or HARRY MADISON, or JACK OLIVER, Bus. Mgr.** Poplar Bluff, Mo., week April 14; Metropolis, Ill., week April 21.

SOMETHING **NEW** IN
Streamlined Ticket Booths
IMMEDIATE DELIVERY.
D. SWARTHOUT
5E13 Northwest Highway, Chicago 31, Ill.

WANT AGENT

For Short Range Gallery, Snow, Novelties, Clothes Pin. Must drive and have license.
JAMES R. SHIPMAN
EDDIE L. WHEELER SHOWS, Cedartown, Ga.

AVAILABLE NOW
GENERAL AGENT

FOR RAIL OR TRUCK SHOW.
Several years contracting.
Write or wire. Address:
BOX D-478, Billboard Publishing Co.
2160 Patterson St. Cincinnati 22, Ohio.

CARNIVAL WANTED

July or August. Large, well located Showgrounds on city bus line. Niagara Fire Co. No. 1.
S. H. BROWNLEE, Sec'y
RT. 47 NIAGARA FALLS, N. Y.

AGENTS WANTED

For Roll Down, Razzle and Blower. Good territory.
LEE HOS
BRADY AND LEEDY SHOWS, Hartsville, Tenn.

WANT—THE JOLLY SHOWS—WANT

Ride help on all Rides, must be sober—top salaries. Two Men to Up and Down Concession Stands, Agents for Stock Concessions, or any good Carnival People wanted. Now playing Suitland, Md., April 14-26.
Permanent address: 2235 First St., N. W., Washington, D. C.
Bill Enfante—THE JOLLY SHOWS—Jack Robinson

GETLIN and WILSON SHOWS

WORLD ON PARADE

BRISTOL, VA., APRIL 21

KINGSPORT, TENN., APRIL 28

CAN PLACE legitimate Game Concessions and Ball Games.

WANT:—Spitfire Foreman and Second Man for new ride.

WANT:—Foreman for Octopus.

WANT:—Canvasmen and experienced Workingmen in all departments.

WANT:—Penny Arcade Mechanic to join immediately.

FOR SALE — TWO SETS OF NUMBER 5 FERRIS WHEEL SEAT CRATES, IN GOOD CONDITION.

All Address This Week: Roanoke, Va.; Then as Per Route.

BRADY & LEEDY SHOWS

WANT

Wild Life, Monkey Show, Snake Show, Minstrel Show and Mechanical City. We have wonderful territory for Shows and Concessions. Opening for Custard, Balloon, Dart, String Game, Basket Ball, Slum Stores, High Striker, Jewelry, Clothes Pin, Knife Rack, Bowling Alley. Want Pea Pool Agent and other Percentage Dealers. Want Married Couple to handle Fish Pond and Photo Gallery. Deaffy Clark can place Agents for Wheels and Slum Stores; all who know me, come on. Need sensational Free Act, season's work. Want Pony Ride. Need Groom to handle one of world's largest horses. Will pay cash for any ride, new or used, for other unit. Need Tractors and Semi Trailers. Mr. Buster Gordon, get in touch. Need Tank and Rigging for Aquatic Show. Earl McDonald and Billy Otten, write. Want Secretary, must be able to handle all forms of taxation.

Hartsville, Tenn., VFW Homecoming this week. Get your bank roll at Harriman, Tenn., week April 21-26; Appalachia, Va., April 28 to May 3.

Blue Ribbon SHOWS

A. R. WHITESIDE
General Manager

FITZIE BROWN
Business Manager

WANT

WANT

WANT

Will consider high class Free Act. Must be flashy. State proposition and salary. Will book or buy Penny Arcade, complete.

SHOWS—Organized Minstrel Show, we have transportation; Fun House, Glass House, Monkey Circus, Wild Life—any Show that doesn't conflict. Frank Tezzano wants Girls for Girl Show and Posing Show. Motordrome with own transportation.

RIDES—Chairplane Foreman. Second Men on other Rides, also general Ride Help. Must be sober and reliable; if married, wife can sell tickets. Semi drivers preferred. Boozers and chasers, save stamps.

CONCESSIONS—Will book any Ten Cent Grind Store not conflicting. Grind Store Coupon Agents wanted, also general Concession Help. Agents for Cigaret Shooting Gallery. Can place Long Range Gallery, Agent for heart alum pitch. All replies to
BESSEMER, ALA., THIS WEEK.

PINE STATE SHOWS

Want for Spring Festival, Lebanon, Tenn., this week; Court House lot.

Want Concessions of all kinds. Sell exclusive to Custard, Diggers, Photo, Corn Game. Will place Rides and Shows not conflicting with what we have. Will buy for cash 7-Car Tilt-a-Whirl. No junk. Can use useful Show People at all times. No agitators. Ida and Sid Groner, contact me at once. Important.

J. J. CARUSO, Mgr.

PINE STATE SHOWS

LEBANON, TENN.

WANT DUE TO DISAPPOINTMENT

Clean Grab, Mug, High Striker. Can place Men and Women Agents for Ball Games, Pop Corn and Penny Pitch. No boozers and only those that can stand prosperity. Write, wire

BARNEY TASSELL UNIT SHOW

THIS WEEK VICTORIA, VA.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., April 12.—First information bulletin of the year will go out under the date of April 9. With it will go 1947 membership certificates and information on the association emblem and the availability of mats and cuts for publicity purposes.

The War Assets Administration advises it has available aluminum in sheet, strip, bar and tubing forms, as well as large quantities of electrical equipment.

Receipt of a membership application from the Lewis Diesel Engine Company is acknowledged, bringing the membership roll to 214.

A visit was made to the Paramount Exposition Shows in Norfolk. Visits were enjoyed with Manager Ralph P. Flannigan, General Agent Ben Braunstein and Bill Jones, who has opened with a new skill-o game. Visits also were made to the Dumont Shows at South Norfolk, Va., the H. W. Jones winter quarters in Norfolk and the James E. Strates Shows. General Agent William C. Fleming, Assistant Manager Dick O'Brien, C. W. Franklin and Starr De Belle extended courtesies.

The War Assets Administration advises it has for sale various non-ferrous metals, including monel



'T WASN'T A FIT DAY for man or carry when snow blanketed the midway of the John McKee Shows at Poplar Bluff, Mo., March 27. McKee and two of his superintendents, Braley and Mills, ventured out just long enough to pose for this picture.

metal bars, 78-power generating units, both Diesel and gasoline driven; quantities of solder and stainless steel in sheet, strip, bar and wire rope form.

A tax court recently ruled that estimates may be used in the deduction of business expenses in computing income taxes but that the taxpayer must be prepared to prove the accuracy of the estimate.

CAN PLACE



Manager for nicely framed Wild Life Show. Also want first-class troupe of Performing Midgets. Performers for Girl Revue. Men and Girl Riders for Drome. Concession Department has openings for legitimate Concessions. Will book Fish Ponds. Agents for Wheel and Grind Stores to join Washington, D. C., April 23.

Address:

JOHNNY J. JONES EXPOSITION

Spartanburg, South Carolina, Now; Washington, D. C., April 23 to May 3.

WANTED

POWELSON GREATER SHOWS

OPENING NEWARK, OHIO, APRIL 21 TO 26

Bingo, Cookhouse, Concessions of all kinds, and Shows.

HAPPY ATTRACTIONS

Coshocton, Ohio

PIONEER SHOWS

OPENING APRIL 28, WAVERLY, N. Y.

New lot in heart of town under strong auspices. 24 weeks of celebrations, centennials, etc., following.

WANT

WANT

Shows of merit not conflicting with those we have. Concessions not conflicting. Countermen on Bingo. Ride Help—Foremen for Whip, Merry-Go-Round and Chairplane. Second Men on all Rides. Can place experienced Carnival and Ride Men in all departments.

Jerry Higgins wants Girls for his new Revue. Answer care of Show.

Address all replies to

MICKEY PERCELL

Box 106, Waverly, N. Y.

WANT

BINGO CALLER, \$60.00 PER WEEK—RELIEF CALLER, \$40.00 PER WEEK

Must be sober and reliable. Can place Ball Game Agents. Permanent location, operate seven days a week. Cabins available for help.

ART D. HANSEN

FOLLY BEACH AMUSEMENT PARK, FOLLY BEACH, CHARLESTON, S. C.

MADISON BROS.' SHOWS

WANT

CONCESSIONS: Fish Pond, Balloon Darts, String Game, Clothes Pins, Bowling Alley, Buckets, Wheels, Diggers, Floss Candy, Candy Apples.
BILL AND CHAS. BAILEY WANT SKILLO AGENTS THAT WILL OPERATE AS TOLD.
BRUCE SEITZ WANTS RAZZLE-DAZZLE OR ROLL DOWN AGENTS.
RIDES: Will book Spitfire, Fly-o-Plane, Caterpillar, Tilt.
SHOWS: MECHANICAL, FUN-HOUSE, GRIND SHOWS.

WANTS

VERN LA VERN

WANTS

Working Acts of all kinds for DeLuxe Side Show. Magician, Musical Act, Mental Act, Sword Swallower, Working Men and Bally Girls.
The following people or those who know me, wire—RICK DOOLIN, CECIL MOULTON, JOHN HOMAN AND WIFE, UNCLE BILLY AND JACK, CHIEF KICKPOO, NADINE BEARDSLEY, TEX HEYARD RHOARDA. Pay your wife, I pay mine.

Join or Wire: MADISON BROS.' SHOWS, Poplar Bluff, Mo., week April 14; Metropolis, Ill., week April 21.

DUE TO DISAPPOINTMENT CAN PLACE

COOK HOUSE

Best of Territory for First Class Outfit at Reasonable Privilege.

HAPPYLAND SHOWS

3633 Seyburn Phone: Plaza 7924 Detroit, Mich.

MAJESTIC GREATER SHOWS

Can place for Annapolis, Md., four weeks-around smoke stacks of Pittsburgh, and long season of still dates, Fairs and Celebrations.

SHOWS—Glass House, Fun House, Jig Show, Feep Show, Mechanical and Unborn.

CONCESSIONS—String Game, Over 12, Ball Games. Concessions of all kinds. Address

SAM GOLDSTEIN

NEWPORT NEWS, VA., THIS WEEK; ANNAPOLIS, MD., WEEK APRIL 21.

Want—Keystone Exposition Shows—Want

BISHOPVILLE, S. C., APRIL 14TH TO APRIL 19TH.

Want Grind Shows and Platform Shows with own transportation.
CONCESSIONS: Want Shooting Gallery, High Striker, Guess Your Age, Scales, Pitch-Till-You-Win, Coke Bottle or any other 10 cent Grind Concessions. P.C. Agents wanted. Ride Help that can drive Semis. After this week this Show goes into N. C. and Va. for the rest of the season. Also want Photo Gallery.

HAVE FOR SALE TWO-ABREAST ALLAN HERSCHELL 40-foot Merry-Go-Round in A-Number-One shape, with 5-Horse Power electric motor, with new Top and Sidewall. Can be seen in operation. Address all mail and wires to KEYSTONE EXPOSITION SHOWS, this week Bishopville, S. C., then per route.

A.M.P. SHOWS

WANTS—Rotaries, Devil's Bowling Alley, Fish Ponds, High Striker, Mug, Lead Gallery, Basket Ball, Novelties, Balle-On Pitch and others not conflicting. SHOWS—Have complete outfits for 10-in-1 and Miastrel Show, including Tops, Banners, Banner Lines, Ticket Boxes, Bally Platforms and Semi for same. Openings for Snake, Monkey Show, Fun House. Want Bottled Specimens for Unborn Show. Johnnie Ryan wants girls for Girl Show and Posing Shows.
A. M. PODSOBINSKI, Rockingham, N. C., this week; Thomasville, N. C., next.

PEPPERS ALL STATE SHOWS

WILL BOOK SLUM CONCESSIONS—Bowling Alley, Hoop-La, Photos, etc.
CAN USE USEFUL SHOW PEOPLE ANYTIME.

WANT AGENTS FOR NAIL GAME, SWINGER, COCA-COLA AND SLUM CONCESSIONS.

ADDRESS

E. H. BROOME

TUSCALOOSA, ALA., THIS WEEK.

GOLD BOND SHOWS

WANT WANT WANT
CONCESSIONS—Small Cook House, Popcorn, Custard, Scales, Guess Your Age, High Striker, Darts, Fish Pond, Long Range Gallery, Ball Games, Bowling Alley, Cotton Candy, Penny Pitch, Novelties, Hoop-La, Pitch Till You Win or any legitimate Concessions. SHOWS—Fun House, Mechanical Glass House, Grind or 5-in-1, or will furnish complete outfit for 5-in-1 or any other Grind Show to capable operator. Address all replies to
GOLD BOND SHOWS, Newport, Arkansas, Week Apr. 14.
MICKEY STARK, Manager DAVE CARROLL, General Representative

FIDLER'S UNITED SHOWS

Wants Foreman and Ride Help that can drive Semis for Caterpillar, Fly-o-Plane, Tilt-a-Whirl, Octopus, Roll-o-Plane, Merry-Go-Round, Ferris Wheel, Chair-o-Plane.
Want Stock Concessions, also Shows with or without equipment.
Leaving St. Louis April 26 for Jacksonville, Ill. Address

SAM FIDLER, Mgr.

4217 N. FLORISSANT

ST. LOUIS, MO.

GIRLS WANTED FOR NEW GIRL SHOW

OPENING MAY FIFTH

Experienced or inexperienced. Top salary. Write or wire at once.

HAGAAR ATTRACTIONS

500 MICHIGAN BANK BUILDING

DETROIT 26, MICH.

Double YOUR POPCORN "PROFITS"

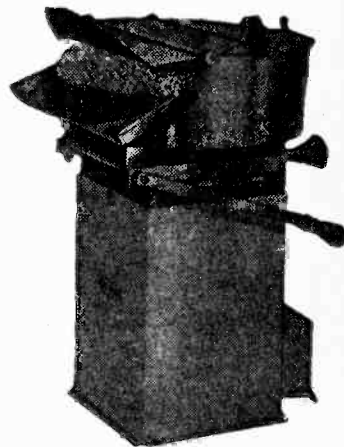
With This Auxiliary

CRETORS

since 1885

MODEL 41 POPCORN
MACHINE

- Insures Large Production
- Weight Equalizing Device—
Makes Pan Easy To Dump



A fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt. Pan easily dumped . . . enclosed transmission . . . gears run in oil . . . keeps heat where needed . . . no pressure from popping corn insures maximum popping volume. Dump handle interchangeable—right or left hand operation. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.

Capacity

Pops two pounds of raw corn each popping. With good grade corn, pops approximately 50 lbs. raw corn per hour, giving about 13 bushels of popped corn per hour.

Specifications

Inside pan diameter, 16 inches. Over-all height to top of pan, 26 inches. Base dimensions, 11 1/4"x17 1/2".

C. CRETORS & CO.

602 W. CERMAK RD.

CHICAGO 16, ILL.

AGENTS WANTED

For Skillo and Count Store. Also General Agent who can produce. Must have car. No drunks. All contact

A. SPEERIS

MAGIC EMPIRE SHOW

WATERVALLEY, MISS.

THE BOSTON SHOWS

APRIL 16—OPENING IN LYNN, MASS.—10 DAYS.

Playing the choicest Massachusetts Territory.
CONCESSIONS—Can use a few more Stock Stores, no Flats or Gypsies. RIDES—Will book Tilt-a-Whirl or any Kiddie Ride. SHOWS—Will give any Show except Girl with own equipment a good proposition. RIDE HELP—Can use Help on all Rides. If you are sober and reliable come on. Location—Rear of Ingall's School Grounds. For Sale—25 Kw. Gas Power Plant, mounted on truck, \$900.00.

JIM DEARY, 722 BOSTON ST., LYNN, MASS.

WANT — GARDEN STATE SHOWS — WANT

Opening April 26th to May 3rd, 2 BIG SATURDAYS, Slatington, Pa., Auspices V. F. W. Post 7214. First Show in three years. Well advertised and supported. A route of the best spots that are to be had to follow.

WANT—Penny and Cigarette Pitches, Watchla, Scales, Devil's Alley, Ball Games, Bumper, Spindle, Rotaries, Diggers, Striker. What have you? Special consideration to Wild Life, 10-in-1, Arcade. Want Billposter with car or Sound Car. Can place useful people in all departments.

All address R. H. MINER, New Holland, Pa., until April 20; then Slatington, Pa.

CORRECTION

The Incorrect Prices Appeared in the Ad of

KEYSTONE TICKET COMPANY

in April 5 issue due to picking up an old advertisement which ran prior to March 1 and inserting it instead of the current copy.

Prices as quoted below have been in effect since March 1, 1947.

ROLL TICKETS 100,000

PRINTED TO YOUR ORDER

\$25.00

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

10,000 \$ 8.50
20,000 10.25
50,000 15.75

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

WONDER SHOWS OF AMERICA

"THE WORLD'S
FINEST RAILROAD SHOW"

OPENING LITTLE ROCK APRIL 25

ALL PEOPLE HOLDING CONTRACTS, PLEASE REPORT AT ONCE!

**W
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T**

CAN USE OUTSTANDING ODDITY for Side Show. Get in touch with us at once.

CAN PLACE few more LEGITIMATE CONCESSIONS.

NEED HELP FOR ALL DEPARTMENTS. You'll appreciate the treatment we give you.

CANDY BUTCHER needed. Opportunity for good man.

CONTACT **MAX GOODMAN** GEN. MGR.

P. O. Box 21 or Marion Hotel, Little Rock, Arkansas

ROSS MANNING SHOWS

OPENING APRIL 17
PORT READING, N. J.

Have complete Girl Show. Want Operator with Two or Three Girls. McGary, call me.

Want Billposter. Dan Cashman, come on. Wire or call.

Ride Help in All Departments. Top Salaries and Bonus.

Shows: Snake, Iron Lung, Fun House.

ALL ADDRESS

ROSS MANNING, 109 W. 49 St., N. Y. C.

Phone: Circle 6-5880

ROYAL AMERICAN SHOWS

WORLD'S LARGEST
(AND MOST BRILLIANTLY
ILLUMINATED MIDWAY)

FOR SALE

18 SKOOTER RIDE CARS

These cars have been completely overhauled—repainted and redecorated by Florida auto finishing shop. Cars put in good condition to be used for our 1947 season.

REASON FOR SELLING:

Had order with Lusse Bros. for new cars for over year and half. They have been unable to make delivery. Last week received telegram from Lusse Bros. advising they had 20 new cars on hand, built for another party who was unable to take same because of inability to get material for new building.

Price of new cars \$648.50. For quick sale will sell used cars for \$300.00 each. Cars must be sold before leaving winter quarters, April 24th. Have spent more than that amount for overhauling and repainting of these cars. Address:

Carl J. Sedlmayr, Mgr., ROYAL AMERICAN SHOWS, Tampa, Fla.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

featuring

THE FOUR ALCIDOS

"The Aristocrats of the Air"

WANT

WANT

WANT

Meritorious Shows that are capable of getting money, we offer an outstanding route of the best industrial towns in the South.

Concessions—Have opening for a limited number of legitimate Merchandise Concessions, String Game, Hoop-La, Jewelry, Novelties, American Palmistry. No Gypsies. (Positively no Flat Joints, no Percentage).

Cook House—Can place high class Cook House, must be clean, up to date and cater to Show Folks. Do not misrepresent.

Ride Help—Have openings for capable Foremen and Second Men on the finest group of Rides in America. No drunks. Address:

JOHNNY T. TINSLEY SHOWS

Cllnton, S. C., this week; Anderson, S. C., week April 21st. Then the big one, Athens, Ga.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, April 12.—Mike Wright presided at the regular meeting Thursday (10) in the absence of President Irving J. Polack, who was ill in Madison, Wis. Also on the rostrum were Secretary Joe Streibich and Treasurer Walter F. Driver.

Invocation was by Rev. Marcel La Voy, following which members stood in silent prayer in memory of George Atkinson, who died in Toronto March 15.

Al Wagner is still confined in the Mobile, Ala., Infirmary. James Madigan has been discharged from the hospital and is recuperating at home. Harry Westbrook reports he hopes to be back to work shortly.

The bowling trophy raffle was won by Ralph Wibberley.

Membership applications of Harold Swift and Paul E. McDonald were presented.

Mel Harris reported visiting in St. Louis, en route home from Texas, and told of the funeral there for George Davis. Art Briese returned from a long trip and is off again on another. Mike Wright is rushing the season by starting his regular weekend trips to Lake Delavan.

Visitors were Louis Drillick, Simon Koven and Max Green, all of Canada. Back after absences are Wolfe E. Rosenstein, John Lempart, John F. Courtenay, Morris Ohren and Sunny Bernet.

Apoligies to Leonard Traube for omitting his name from the banquet and ball press committee.

It's a pleasure to hear from members who have been lax in sending their 1947 dues.

Ladies' Auxiliary

The social was held Thursday (3) in the clubrooms in the Hotel Sherman.

Letters were received from President Viola Fairly, who reports she is recuperating from a recent operation; Minnie Simmonds, Sophia Carlos, Florence Aron, Mrs. Max Goodman and Agnes Donahue.

Ida Chase, relief committee chairman, reports Cora Yeldham is seriously ill and that Esther Meyers is recuperating, as is Frances Keller, past president, now in Miami Beach, Fla.

Mrs. Ann Belden, past president, recently returned from a trip to Florida. Nan Rankine, first vice-president, is back from a trip to Cuba and anticipates an early return to Chicago. Billie Wasserman, who was on the sick list, has returned to Chicago after an extended Florida vacation.

Maud Geier will be hostess at the social Thursday (17).

National

Showmen's Association

1564 Broadway, New York

NEW YORK, April 12.—With many members already on the road and Ringling Bros.' and Barnum & Bailey Circus opening the same night, attendance at the Wednesday (9) meeting was light. Second Vice-President Joe McKee presided. On the dais were Fred C. Murray, chaplain; Dr. Jacob Cohen, and Walter K. Sibley, executive secretary.

On the sick list are Jack Carr and Mike Buck, the latter confined to his Fairfield, N. J., home; Charles V. Cox, hospitalized; Irving Gold, at Morrisania Hospital, and Eugene Gutman, who is convalescing at Saranac, N. Y. Theodore H. Barton, sponsored by Morris Brown, has filed a membership application.

Last regular meeting will be held Wednesday (16).

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, April 12.—Meeting Thursday (3) was presided over by President Lee Belmont, with Norma Lang, treasurer; Estella Regan, social secretary, and Ada Miller, secretary, also on the dais.

Betty Proper, Jane Bunting and Nell Allen were appointed a committee to call on Mrs. Daisy Davis, widow of George Davis, and escort her to the club rooms.

Visitors and members present after absences were Nell Allen, Jane Bunting, Betty Proper, Madaline Ragan, Minnie Quillen, Mrs. Art Giuliani, Mrs. Al Prosperi, Iris Kamen, Mrs. Roy Sheridan, Mrs. Walter Majyeski, Mrs. Forest Tavernier, Mrs. Elizabeth Vick, Norma Riaff, Mrs. Ruth Cummins, Mrs. Morris Schachter, Mrs. Millicent Todd, Mrs. Milt Cohen and Mrs. James Brown.

New comers are Elizabeth Vick, Norma Riaff, Mrs. Vera Jensen and Mrs. Helene Tillman.

Madaline Ragan and her husband, Ray Herbers, left for their farm to prepare their outfits for the season's opening.

The prize donated by Alice and Lorraine Belmont was won by Mrs. Daisy Davis. Prize donated by Estella Ragan was won by Mrs. Norma Lang.

Letters were read from Mrs. Grace Goss and Dorothy Williams. Donations were made by Mrs. Ida McCoy, Iris Kamen and Nell Allen.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, April 12.—Regular meeting was held Thursday (3), with Darrell Lyall, chairman of the board of directors, presiding.

New members are Russell Rott, recent candidate for mayor in Chicago; Kenneth (Tommy) Sawyer and May Stanley.

Deaths of four members were reported. They are Glenn Beveridge, who died in Augustana Hospital, Chicago; Bob Sperry, who died in Kansas City, Mo., and Fred Sosman, Chicago, and Henry B. Toomer, Malvern, N. Y.

Plans are being made for Mother's Day celebration in the home. The committee already is at work on the annual summer picnic.

Nellie Grosch, welfare chairman, reports Cora Yellman is ill in her home at 64 West Huron Street. Warren Warren, who has been on the sick list, is okay again.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, April 12.—In the absence of President Jimmy Lynch, First Vice-President Nell Robideaux presided. Called on for short talks were Sis Dyer, Joe Krug, Vivian Gorman, Claude Barie, Jennie Reigel, Mr. and Mrs. John Howard, Mr. and Mrs. Frank Bennett and Mr. and Mrs. Jack Kenyon. Communications were received from Lillian Schue, June and Ivan Gilligan, Gladys Patrick, Johnny Castle, Babe and Moxie Miller, Marie Jessup, Mabel Jones and Cecile Bowen.

Rosemary Loomis Yeakle is a recent bride.

Door prizes went to Ethel Fleming, Doc Chamberlain and Ruth McMahon, Dwight Pepple donated two cartons of cigarettes and Johnny Castle donated a poker table and cover.

Following the meeting a party was held. Lucille King and Emily Bailey were in charge.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 12.—Final meeting of the season was presided over by President Harold Elliott. With him on the rostrum were Treasurer George Carpenter and Homer Pennington, acting secretary pro tem. Regular weekly meetings will be resumed October 3. Charles Coleman will be in charge of the rooms during the summer.

James Maxwell announced the Cattlett Shows will play here for two weeks, starting May 5, under auspices of the American Legion. Frank Lehman has his org located at Southwest Boulevard and Penn Street. Toney Martone is all set to open his Heart of America Rides at Independence and White avenues.

Herschell Weiss presented his dramatization of the Nazarine at the Music Hall April 2-4.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, April 12.—Euby Cobb, second vice-president, presided in the absence of President E. Lawrence Phillips. Assisting were Leo Lang, treasurer; Cy Horwitz, acting secretary, and Sid Sidenberg, publicity.

A picture of the late George Davis, financial secretary, will be placed alongside that of the late Rex Howe.

Present after absences were Joe (Babe) Harris, Tom Allen, Morrie (Pie) Weinberg, Melvin Harris, Venice V. Hubbard, James Morrissey, Alex Lewis, Earl Bunting, John Lempart, Sunny Bernet, Roscoe Walkup, Ray J. Sheridan, Walter McChesney, Steve Byrd, Johnny Gonos, Milt Cohen, Sam (Kinky) Wolff, T. E. (Susie) Lucas, Frank Barry, Harry Coulson, Fred (Sizz) Cummins, Frank Hanasaki and Dave (Bear) Kieffer.

Sick list includes Lou Smutz, patient in Missouri Baptist Sanitarium, and Pete Byrnes, ill at his home. J. P. Murphy, who has been ill with flu, was on hand for the meeting.

New members are Milt Cohen, sponsored by Euby Cobb, and James Morrissey, sponsored by Dee Lang.

Spaghetti dinners will be served members of the Royal American Shows and any other orgs in the vicinity this spring.

Melvin Harris left for Chicago. Ray Hebers bought a new car and headed for his farm to pick up his new sex exhibit which he will have on the Tivoli Shows.

Four shows are operating on city lots. They are John Francis, Sam Fidler's United, Maher's Mighty and Mound City.

Pacific Coast Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, April 12.—President Bill Hobday presided at the meeting Monday (7), assisted by Vice-President Harry Suker and Secretary Ed Mann.

Present after absences were Harry Glob and Darwin Glenn.

Member Arthur Windecker, 63, a magician, died in New York March 29.

On the sick list is R. E. Kiehl, patient in Mercy Hospital, San Diego.

Drawing was won by Harry Suker.

Ladies' Auxiliary

President Trudie Di Santi presided at the regular meeting Monday (7).

A letter was received from Cora Miller, who reports she is up and around again but that her husband is ill. Cecile Bowen writes she is recuperating at home. Rose Fitzgerald is on the sick list. Cards were received from Marie Jessup and Lillabelle Williams.

The bank award was won by Jenny Perry and door prizes by President Di Santi; Treasurer Peggy Steinberg and Secretary Julia Smith.

Donna Glenn, who recently purchased a home in Venice, was present at the meeting. Ora Ernest reports her daughter, Mary, is now at Randolph Field, Tex., and her son at home again.

Peggy Steinberg, who recently sold her home in Los Angeles, is planning a trip east. Elsie Suker has volunteered to pinch-hit for Treasurer Peggy Steinberg during her absence. Vivian Hortan, past secretary of PCSA Auxiliary, and her daughter, flew from Santa Rosa to spend the Easter vacation with Vivian's mother, Rose Rosard.

"Betty Zane" POPCORN

TOP QUALITY OHIO SUPER YELLOW

Packed in 50-lb. Single Bags	\$5.00	100 to 500 lbs. Per 100 lbs.	\$9.75	500 lbs. or more Per 100 lbs.	\$9.50
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Packed in either 50-lb. or 100-lb. moisture proof bags at same price per 100 pounds. All prices F. O. B. Marion, Ohio

"LOU-ANA" COCOANUT OIL

In returnable drums or 38 1/2 lb. tins. Prices on Request.

Distributors for Cretors Popcorn Machines

Also Peanut Oil Salt Seasoning Paper Cones Bags Boxes

POPCORN BOXES

Per 1000 \$7.50

F. O. B. Chicago

Prices Subject to Change

POPPERS BOY PRODUCTS CO.

60 E. 13TH ST. CHICAGO 5

TREMENDOUS BARGAIN!

Brand New AIR MATTRESSES 40% OFF

New SUPER-DE LUXE QUALITY air mattresses 40% off only because they are slight seconds—factory repaired, completely serviceable—unconditionally guaranteed air-tight.

Real sleeping comfort for camping and outdoors use. Just the thing for surf-riding, for resorts and outfitters. Folds down to small, compact size.

Your money back if not 100% satisfied. Waterproof, rubberized fabric. Concealed air valve. Send check or money order; 20% deposit with C.O.D.'s. IMMEDIATE DELIVERY.

ORDER NOW—SAVE!

- 36" x 48" (Regularly \$13.50) now \$7.95
- 25" x 72" (Regularly \$15.00) now \$8.95
- 25" x 75" (Regularly \$18.50) now \$10.95
- 20" x 75" (Regularly \$19.75) now \$11.95
- Small AIR PILLOW to match \$1.39
- Large AIR PILLOW to match \$1.79
- AIR PUMP \$1.95

Add 50c for postage and insurance

KLEIN'S Sporting Goods Famous for Guns Since 1885

BOWERS

Kiddie Streamlined Flyer

The Practical Electric Train Ride

A masterpiece of engineering and the answer to the Ride Man's problems. Check these features:

- ★ Goes up or down in 30 minutes
- ★ Operates on any 110 or 220 circuit
- ★ Loads on small two-wheel Trailer
- ★ Operates from the Ticket Box by One Person
- ★ Engine and three Coaches carry up to 14 children
- ★ Built for years of trouble-free service
- ★ Beautiful streamlined effect with three-tone paint job
- ★ PRICED AT ONLY \$1500.00 COMPLETE. F. C. B. FACTORY

For photo and full information write or wire K. MAX SMITH ENTERPRISES BOX 173 RUSSELLS POINT, OHIO

FOR SALE

- 10 Daisy Cork Guns. Factory rebuilt—never used. Best offer.
- 10 Basketballs, 5 Hoops & Netting. Best offer.
- 1946 2-Ton Dodge, perfect condition, 7000 miles, 13-ft. enclosed body, \$2,300.00.
- 1946 Ford, 1 1/2 ton, 8000 miles, 12-ft. enclosed body, perfect condition, \$2,150.00.

HARRY BERK 2044 80th St. Brooklyn, N. Y. BEachview 2-7984

BINGO COUNTERMEN

WANTED

TOP WAGES. JOIN ON WIRE. Jim, Laura and Ernie, come on.

Frank W. Peppers, Mgr.

PEPPERS ALL-STATES SHOWS, Tuscaloosa, Ala., this week.

Special News CARNIVAL AND PARK AMUSEMENT DEVICES NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE

- LOOPER
- MOON ROCKET
- CATERPILLAR
- CARROUSEL
- KIDDIE AUTO RIDE

WRITE FOR OUR NEW CATALOG

ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

ALLAN HERSCHELL COMPANY, INC. NORTH TONAWANDA, NEW YORK

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

WANT . . . NOW

- Sammy Lewis wants MUSICIANS FOR MINSTREL SHOW — Trumpet, Sax, Guitar and Drums, \$35.00 per week, salary out of office.
- Will book one Major and one Kiddie Ride not conflicting.
- Will book Monkey Show, have complete outfit. Want talker for Snake Show. (Have Motordrome for sale.)
- WANT COOK HOUSE NOW that caters to show people with delectable meals. This organization carries in excess of 250 persons. Can place PENNY ARCADE.
- WANT CAPABLE CARNIVAL SECRETARY. Also LOT MAN WHO CAN GET SHOW ON and OFF LOT. Mac McDevitt and Colonel Sykes McKorie, wire please.
- Can always place good Ride Help and useful Carnival People.

LAWRENCE GREATER SHOWS

DANVILLE, VA., NOW; ROANOKE RAPIDS, N. C., NEXT WEEK.

MARKS SHOWS, INC.

MILE LONG PLEASURE TRAIL

WANT . . . WANT

Experienced Show Carpenter, must be sober and reliable, salary no object to right man. Also Expert Mechanic, must know International Trucks. Will book or buy Glass House. Can place any money making Grind Show. Want few more legitimate Concessions.

All answers to MARKS SHOWS, Box 771, Richmond, Va.

ST. SEBASTIAN'S FESTIVAL

CONNECTICUT'S BEST SPRING DATE

Middletown, Downtown, May 7-11 (Sunday). Street Parade, Fireworks, Free Car.

Will book for season Bingo, Custard or any legitimate Concession not conflicting. Ride Foremen for #5 Wheel and Chair-Plane, top salary; P.C. Tractor Trailer Drivers preferred. Concession Manager, year round position for one who can handle office-owned Concessions. Top salary and percentage. We play the best Catholic Church dates and celebrations in Connecticut. Show opens April 24, downtown New Haven. All concession people please acknowledge; wire or phone. No drunks, no tickets, no collect calls. L. Shaeffer and Lynn Webb, and Lloyd, Chair Plane Man, let me hear from you. Wire or phone.

FRANCIS KELLY AMUSE. CO.

WASHINGTON AVE. Tel. 2-5004 NORTH HAVEN, CONN.

GATE CITY SHOWS

WANT LEGITIMATE CONCESSIONS, ALL KINDS

Diggers, Custard, French Fries, Basketball, Novelties, Ball Games. Want Agents for new, well-flashed Peak Store, Roll Down, Razzle Wheels, etc. Long season, good treatment. Best spots in Southeast for everything. Agents, wire Bill Hunter.

Want capable Ride Help. All Rides load on your own trailers, no driving. All trailers moved by contract by three ton White, Mack and Reo Tractors with competent licensed drivers.

Want A-1 Foreman for Mangels 8-Car Whip; salary \$75.00. Come at once.

Want Trumpet, Sax, Bass, Trombone, one Choppers Girl that can work A-1 Comedian. Electric Guitar to feature. All for office-owned Minstrel. Top salaries. Wire Pocket Book Harris.

Want Working Acts for Side Show, Sword Swallower, Magic, any Feature Acts. Other Side Show Help, wire Cliff Patton. Want Grind Shows with own equipment and transportation, Midgets, Mechanical City, Illusion, Fun House. Want Motordrome with Riders and transportation. Positively best Show and Ride territory in country. Drome never over before on my route. North Wilkesboro, N. C., this week; Statesville, N. C., auspices Police Dept. in town, next week. With big Celebration coming at High Point, Lexington, Boone and others, with best July Fourth in Southeast. Two new automobiles given away on grounds. Scenic Artist, Lot Man, all address:

J. E. BAXTER, Mgr. — Gate City Shows
NORTH WILKESBORO, N. C., THIS WEEK; STATESVILLE, N. C., NEXT.

VICTORY EXPOSITION SHOWS

"America's Finest Ultra Modern Midway Attractions"

WANT WANT WANT

SIDE SHOW—ILLUSION SHOW—MONKEY SHOW—MECHANICAL SHOW
Must be High Class. Do not misrepresent.

FOLLOWING CONCESSIONS FOR REAL MONEY-MAKING ROUTE.
NOVELTIES, JEWELRY, FROZEN CUSTARD AND BRICK ICE CREAM.
AGENTS FOR 10c STOCK CONCESSIONS.

All Address:

VICTORY EXPOSITION SHOWS, DENTON, TEXAS, THIS WEEK, THEN PER ROUTE.

BRIGHT LIGHTS EXPOSITION SHOWS

WORLD'S BRIGHTEST MIDWAY

FEATURING GANGLER BROS.' CIRCUS AS FREE ACT

WANT WANT WANT

One Flat Ride. Place couple more Shows. Can place Hanky Panks, Candy Floss, Photos, Novelties, Penny Arcade, Diggers, Rotaries, High Striker, Bumper, String Game and any Concession not conflicting. Write or wire

JOHN GEOMA, Gen. Mgr., or L. C. HECK, Assistant Mgr., Lynchburg, Va., this week;
Danville, Va., American Legion Celebration, in heart of town, week April 21st.

HARRISON GREATER SHOWS, INC.

WANTS

For Roanoke Rapids, N. C., April 14-19; then three weeks in the heart of Richmond, Va.; April 21-26, Boulevard and Broad Sts.; April 28-May 3, 7th St., opposite Murphy Hotel; May 5-10, Petersburg Pike, then North.

Can place Slum Concessions of all kind, no exclusive. Good opening for Motordrome or Penny Arcade. **GOOD OPENING FOR SPITFIRE OR ROLLOPLANE.**
Can place any worth-while Show with or without equipment, such as Snake Show, Wild Life, Monkey Show, Speedway or Animal Show. Slim Young wants Acts for Side Show and Annex Attractions. Tommie Rice wants Griddle Man.
WANT RIDE HELP AND TRUCK DRIVERS. Ray Johnson, get in touch with William Cowan. All mail and wires to

FRANK HARRISON, Owner and Manager

WALLACE & MURRAY SHOWS

CAN PLACE NOW AND WILL BOOK FOR ENTIRE 1947 SEASON

SHOWS: Monkey Show, Wild Life, Fat Show, Snake Show, Wax Show, Illusion Show and Mechanical Show. Will give liberal percentage! What have you?

CONCESSIONS: Can place any legitimate Concessions, Bowling Alley, Scales, Pitch-Till-You-Win, Coke Bottles. Good opening for Penny Arcade also Diggers. Bob Parker wire.

RIDE HELP: Want Merry-Go-Round Foreman (top salary). Ride Help on all Rides. Must be sober and drive Semis.

WILL BOOK ONE MORE HIGH FREE ACT ON WIRE.

All contact: **JACK MURRAY, Mgr., Covington, Va., this week; then per route.**

WILL BOOK ROLL-O-PLANE FOR ENTIRE SEASON

Good route of Street Celebrations in Iowa, Minnesota and South Dakota.

Can use few more Slum Store Agents, also Ride Help who can drive Semis.
CONCESSIONS OPEN—Scales, Hoop-La, Jewelry, Mitt Camp, String Game and others that don't conflict. All Ride Help and Concession Agents report to Winter Quarters by May 10th at Sioux Falls, South Dakota. Contact me by wire or letter, 1615 So. 5th Ave., Sioux Falls, South Dakota.

ROYAL UNITED SHOWS, John Dorland, Mgr.

PARRIS AND McINTYRE SHOWS

Playing the cream of N. C., S. C. and Va. Longest season of any show in our territory.

Will place for the following towns: Norwood, N. C., week April 21-26; Marshville, N. C., April 28-May 3; Siler City, N. C., May 5-10; Roxboro, N. C., the following week. Such towns as Mt. Airy, N. C.; Leaksville, N. C.; Washington, N. C., and the biggest Fourth of July Spot in N. C., Belhaven, N. C. Don't have to ask where this Show is going. Booked solid for 35 weeks.

Can place High Striker, Clothes Pin, Pitch, any legitimate Concession not conflicting. Will place Shows of merit, will furnish outfit if you are capable. Have several Fronts, Banner and Panel. Will book or buy Tilt, will furnish transportation if necessary. Will place competent Ride Help if sober and reliable, otherwise save your time and ours.

All reply to:

CLYDE PARRIS and J. M. McINTYRE as per route

NOW BOOKING

CUNNINGHAM'S EXPO SHOWS

Opening April 26, New Matamoras, Ohio

CONCESSIONS—Ball Games, Darts, Fish Pond, Pitch-Till-You-Win, High Striker, Shooting Galleries, Penny Pitch, Bumper, Pan and Rat Concessions, Slum of all kind. SHOWS—Can place good Monkey Show or Animal Show. Grind Shows of all kind. Will book Pony Ride. FOR SALE—Kiddle Chair Swing, \$400.00. H. L. Pope and Elmer Windle, let me hear from you. Fair Secretaries and Committeemen, get in touch with me, have some open dates. Write or wire

JOHN F. CUNNINGHAM
NEW MATAMORAS, OHIO

BAKER UNITED SHOWS

Opening Beech Grove (Indianapolis, Ind.), Wednesday, April 16.

RIDE HELP—Can place Useful People in all departments. Want Foremen for Octopus, Roll-o-Plane, Merry-Go-Round and Kid Rides. Top salaries and pleasant working conditions to sober, reliable people. Wire or come on. FREE ACT—Can place Sensational Act to join at Bedford, Ind., Saturday, April 26. Wire

TOM L. BAKER

2257 MADISON AVE., INDIANAPOLIS, IND.

PHONE: GARFIELD 4584

PAUL M. FARRIS WANTS AGENTS

FOR BALL GAMES, SLUM JOINTS AND PAN GAME.

Good Still Spots and Celebrations; then Fairs in Wisconsin, Illinois, Missouri and Arkansas.
Opening May 1st, Joplin, Mo.

Address: 405 NORTH MAIN ST., CHAFFEE, MO., UNTIL APRIL 25;
THEN c/o SNAPP GREATER SHOWS, JOPLIN, MO.

WANTED WANTED WANTED

FREAR'S UNITED SHOW

RIDES—Will book Roll-o-Plane, Pony Ride and Little Train. AGENTS—Due disappointment for Pan Game, Milk Bottle, Slot Ball Game, Cat Rack, Bingo Clerks, Agent for Head Roll-down. Papa Ryne wants Count Store Agents. Show will frame good money-getting Show or book any kind of Show except Girl Show. Man to take charge of Wild Life Show. Will book Stock Concession working for 10 cents. Wire **ROY FREAR, Eldorado, Kansas.**

NEW ENGLAND BAZAAR SUPPLY CO.

Season Opens Naugatuck, Conn., April 25-May 3

Will book Ride or Rides. Want medium sized Bingo. Full season's work under church and fraternal auspices, including one of the outstanding Fourth of July Celebrations in the East. Bazaar and carnival equipment furnished to committees.

Home Office: 4 BRONX AVE., WATERBURY, CONN.

WANTED BINGO HELP

and Percentage Dealers

ROY E. LOLLAR

Box 1176, Burlington, N. C.

WANTED

Side Show Acts; Front Talker, must be sober; Bally Girls, one or two Working Acts. Also want Geek and Ticket Sellers that can grind.
All Contact:

LEE LESTRA
MORRIS HANNUM SHOWS
Falmouth, Virginia

A. P. STICKEL

WANTS

Capable Stock Store Agents, Man to operate Grab, Wheel Top Man and Tilt Foreman. Absolutely no drunks. Don't wire collect. Pagle Doggie Agents, no competition. Chester Potty, Sammy Tucker, contact.

Lumberton, North Carolina.

WANTED

Rides not conflicting. Shows, any kind, 20%. Concessions—Bingo, Photo, Bumper, Dart, any Concessions not conflicting. White Campbell, contact me. Want American Palmistry for Bladenboro, April 21-26.

D. AND W. SHOWS

M. P. DABNEY **LEWIS WILLIAMS**
Elizabethtown, N. C., April 14-18.

Big State Amusement Co.

WANTS FOR 5TH OF MAY CELEBRATION

General Agent, Cook House. Want legitimate Concessions of all kinds, open. Opening for Floss and Apples, Custard. Want Shows with own outfit, 20% to office; also Fun House. Will book or buy Kid Ride. Going up sheep and goat country. Write or wire

MRS. ANNA MOORE
Tatt, Texas, April 28 till May 5.

LUKE TURNER WANTS

Stock Concession, Ball Game and P.C. Agents. Want Mixup and Kiddle Ride Help. Shows with own transportation, 20 per cent. Will book Stock Concessions. What have you?
Crescent, Okla., April 14-19.

AL'S SOONER STATE SHOWS
AL GLINN, MGR.

26TH ANNUAL TOUR



ROYAL AMERICAN SHOWS

AGAIN WILL BE PRESENTED AT ALL OF THE CLASS A EXHIBITIONS OF WESTERN CANADA AND THE OUTSTANDING FAIRS OF THE UNITED STATES
THE GREATEST ROUTE ON THE NORTH AMERICAN CONTINENT!

OPENING
GRAND & LACLEDE — ST. LOUIS, MO. — MAY 1ST
THE NATION'S GREATEST STILL DATE

FAIRS CONTRACTED FOR 1947

PROVINCIAL EXHIBITION OF MANITOBA, Brandon, Manitoba, Canada
CALGARY EXHIBITION & STAMPEDE, Calgary, Alberta, Canada
EDMONTON EXHIBITION, Edmonton, Alberta, Canada
SASKATOON EXHIBITION, Saskatoon, Sask., Canada
REGINA EXHIBITION, Regina, Sask., Canada
CANADIAN LAKEHEAD EXHIBITION, Fort William, Ont., Canada
TRI-STATE FAIR, Superior, Wisconsin

MINNESOTA STATE FAIR, St. Paul-Minneapolis, Minnesota
KANSAS FREE STATE FAIR, Topeka, Kansas
OKLAHOMA STATE FAIR, Oklahoma City, Oklahoma
OKLAHOMA FREE STATE FAIR, Muskogee, Oklahoma
SOUTH TEXAS STATE FAIR, Beaumont, Texas
LOUISIANA STATE FAIR, Shreveport, Louisiana
FLORIDA STATE FAIR & GASPARILLA CARNIVAL, Tampa, Florida
CENTRAL FLORIDA EXPOSITION, Orlando, Florida

SHOW TRAINS LEAVING TAMPA, FLORIDA—APRIL 24TH, FOR ST. LOUIS, MO.

JACK GILBERT

WANTS GRIND STORE AGENTS

For Clothes Pin, Pitch, Blower and Roll-Down. Also have openings for Hoop-La and Ball Game Agents.

Wire or Write: JACK GILBERT,

c/o ENDY BROS. SHOWS, WILMINGTON, N. C., this week.

WANT— EDDIE L. WHEELER SHOWS —WANT

Merchandise concessions of all kinds. Opening for Diggers.

Have New Tops for Shows with own transportation.

Good opening for Funhouse.

Can place useful Ride Help who drive Semis.

Bill McLaughlin wants Agents for Roll-down. Charlie Leman, Kizer, answer. All replies to:

Eddie L. Wheeler, Cedartown, Ga.

² SATS. DOWLAND MIDWAY SHOWS ² SUN.

OPENING IN MILWAUKEE, WIS., MAY 3RD

WANT TO BOOK

RIDES	SHOWS	CONCESSIONS
Roll-o-Plane Octopus Spiffire or any one major Ride	Ten-in-One Geek Animal Funhouse or any good Show	Will book any legitimate Store except Popcorn.

Ride Help, write. Good pay. All replies to
DOWLAND MIDWAY SHOWS, 60 W. ARNDT ST., FOND DU LAC, WIS.

PEPPERS ALL-STATES SHOWS

WANT—LOT MAN—WANT

To put it on and take it off and take care of the back end of 10 Rides, 8 Shows and 40 Concessions. Must have transportation and be sober and reliable. Join on wire.

PEPPERS ALL-STATES SHOWS, TUSCALOOSA, ALA., THIS WEEK.

J. J. PAGE EXPOSITION SHOWS

Opening Johnson City, Tenn., Saturday, April 19

Have opening for few more legitimate Concessions. Can place Foreman for Octopus. Want Man with talent to take complete charge of Colored Minstrel Show. Can place Tilt-a-Whirl or Rolloplane with own transportation, liberal proposition. Bill Betterly wants Girl for Sword Box and Bally, Tattoo Artist. Jack Bailey, contact. Want Working Acts of all kinds. Johnny Webb, come on. Want Cookhouse Help of all kinds. Also have openings for Agents on legitimate Concessions. Everybody address:

J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN.

REGENT SHOWS

PHOENIX CITY, ALA., APRIL 21-26

Want for best Still Dates and Celebrations in the North a few more Concessions. Will book only one of each for long season. Can use any good Show with or without transportation. Girl Show, Glass House, Mechanical City, Monkey Show, Fun House. RIDES—Want First and Second Men for Ferris Wheel, Chairplane; top wages for good men. All address:

BILL OVERSTREET, Mgr.
FAIR GROUNDS, EASTMAN, GA.

RIDES—WANTED—RIDES

Want to buy 7-car Tilt. Want Kid Auto, Airplane, Duck or Blue Goose and Elephant Rides. For Sale—20x30 Top and Sidewall, \$125.00. Pop Corn Outfit, \$50.00.

W. J. WILLIAMS, 1417 Dickerson Rd., Nashville, Tenn.

FUNBEAM SHOWS

Playing community sponsored events with parades and special promotions in Pennsylvania, then South. Show has beautiful new Rides. Want legitimate Concessions. Only book one of a kind except Ball Games. An opportunity for big money for legitimate Shows, only carry a few; especially interested Animal and 5-in-1. Open May 1st. Firemen's Jubilee, Confluence, Pa. Firemen's Convention third week out. Free gate. Ferris Wheel Foreman, \$50.00 and bonus. Write or wire
FUNBEAM SHOWS, WINDBER, PA.

Y-P Fails To Draw On Burbank Stand

BURBANK, Calif., April 12.—The jinx that has been plaguing nearly all outdoor shows in Southern California so far this season has not overlooked the Yankee-Patterson Circus which played a one-day stand here Wednesday (9).

Business, show officials said, "was bad." A high wind, accompanied by a sandstorm, failed to help matters and for a while threatened a blow-down.

In effort to cut the nut, Mabel Stark and her tiger act, feature of the show, will leave after this stand. No replacement has been signed.

Mrs. Ruby Wood, wife of Owner Jimmy Wood, will take over management on the show's trek north. Wood will remain at winter quarters to handle several movie contracts.

Only accident of the season happened in Bellflower when mechanic Floyd MacElroy broke his leg while spotting cages. Maurice Marmalejo, ill for a few days, is back in his wire act.

FIRST 7 TERRIFIC

(Continued from page 3)

leys. First shows Thursday and Friday drew surprisingly light crowds of about 9,000 each, considering the heavy matinee patronage.

Kids, as usual, made up a large part of each afternoon audience because, except for Saturday and Sunday, they get ducats for half price. An expected heavier night play, with more kids attending, failed to materialize, even tho almost all youngsters in the metropolitan area were on holiday this week from school and later hours shouldn't have been too big a problem for parents.

Top money seats continue to be most in demand. The advance ticket sale should continue to hold up, since all critics were unanimous in their approval of this year's offering.

LIVING SNAKES

No one can or will give you a better deal than:

"BRAD" BRADFORD

DAVISBORO, GEORGIA

Phone—Wire—Write or Call

WANTED

For

Bailey Bros.' Circus

ADVANCE

2 MORE FAST-STEPPING, SOBER LITHOGRAPHERS.

Wire:

JACK C. GRADY

CAR MANAGER, Parkersburg, W. Va., April 16; Clarksburg, W. Va., April 17.

VIRGINIA MIDWAY SHOWS WANT

Will book or buy Ferris Wheel with or without transportation. Furnish outfits for Snake Shows, Geek Shows and Girl Shows. Must work according to orders. Place a few 10¢ Stock Concessions. Want First Man for Two-Abreast Merry-Go-Round, First Man for Smith & Smith Swing. Opening May 5th. Winter quarters open. Bozo, who was with Johnson last year, come on. Riley Johns, Fred Stockman, answer. Address all to

EVERETT P. BRYANT

Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Lockhart, Tex.; San Antonio 21-26.
American Expo.: Clarksburg, W. Va., 17-26.
American United: Everett, Wash.
Anderson's Greater: Crossville, Tenn.; Jamestown 21-26.
A. M. P.: Rockingham, N. C.; Thomasville 21-26.
A. & P. Am. Co.: Yale, Okla.
Badger State: Oshkosh, Wis., 21-26.
Baker's United: Indianapolis, Ind., 19-26.
Barkort Bros.: Toledo, O., 17-27.
Bay State Am. Co.: New Bedford, Mass., 19-May 3.
B. & D.: Taylorsville, N. C.
Bee's Old Reliable: Lake City, Tenn.
Beeson's Am.: Webb City, Mo.
Bell & Vinson: Jonesboro, Ark.
Big State Am. Co.: Sinton, Tex., 15-22; Mathis 23-29.
Bistany Greater: Lumberton, N. C.; Ashboro 21-26.
Blue Grass State: Owensboro, Ky., 19-26.
Blue Ribbon: Bessemer, Ala.
Bohn & Bolis: United: Somerville, Tenn.
Borderland: Goldthwaite, Tex.
Boston Shows: Lynn, Mass., 16-26.
Brady & Leedy: Hartsville, Tenn.
Brewer's United: Mount Pleasant, Tex.
Bright Lights Expo.: Lynchburg, Va.; Danville 21-26.
Brownie Am. Co.: Wynnewood, Okla.
Buck, O. C.: Troy, N. Y., 17-26.
Burdick's Greater: Post, Tex.; Snyder 21-26.
B. & V.: West New York, N. J., 14-27.
Capell Bros.: Duncan, Okla.
Capital City: Nashville, Tenn.
Carr, Lawrence: Cambridge, Mass., 21-26.
Cavalcade of Amusements: Montgomery, Ala.
Central States: Great Bend, Kan.
Cetlin & Wilson: Roanoke, Va.; Bristol 21-26.
Coastal Plain: Maxton, N. C.
Coleman Bros.: Middletown, Conn., 17-26.
Continental: Hudson, N. Y., 24-May 3.
Copper State: Holbrook, Ariz.; Cortez, Colo., 21-26.
Crafts Expo.: Taft, Calif., 14-20.
Crafts 20 Big: San Diego, Calif., 14-20.
Crandell's Midway: Palmetto, Ga.
Crescent Am. Co.: Albemarle, N. C.; Kannapolis 21-26.
Crystal Expo.: Eatonton, Ga.
Curl, W. S.: London, O., 19-26.
De Luxe: Norwich, Conn., 24-May 3.
Denton, Johnny J.: Morristown, Tenn.
Dickson United: Maud, Okla.
Dudley, D. S.: Breckenridge, Tex.; Altus, Okla., 21-26.
Dumont: Front Royal, Va.
Dupree, Jimmie: Holbrook, Ariz.; Grants, N. M., 22-28.
Dyer's Greater: Marianna, Ark.
Eddie's Expo.: Ford City, Pa., 18-26.
Elliott, L. W., Am. Co.: (Pennsylvania & Morris Sts.) Indianapolis, Ind., 14-20.
Endy Bros.: Wilmington, N. C.
Excelstor Am. Co.: Cheraw, S. C.
Exposition at Home: Danville, Va.
Fairway Am.: Mesquite, Tex.
Fay's Silver Derby: Adel, Ga.
Francis, John: Belleville, Ill.; E. St. Louis 21-26.

Franklin, Don: Luling, Tex.; Austin 21-26.
Franks' Playland: Ashburn, Ga.
Florida Am.: Sylacauga, Ala.
Folks' Celebration: Albuquerque, N. M., 15-21.
Galloway: Bloomington, Calif., 21-27.
Garden State: Slattington, Pa., 26-May 3.
Gate City: North Wilkesboro, N. C.; Statesville 21-26.
Gem Carnival: Oliver Springs, Tenn.
Gem City: El Dorado, Ark.
Gentsch, J. A.: Greenwood, Miss.
Gielow, Art: Milwaukee, Wis., 22-May 4.
Gold Bond: Newport, Ark.
Gold Medal: Columbus, Miss.; Jackson, Tenn., 21-26.
Golden Gate: Pembroke, Ky.
Golden Rule: Camden, N. J.
Golden West: North Sacramento, Calif., 14-20.
Gooding Am. Co. No. 1: (Parsons & Reeb) Columbus, O.
Gooding Greater: Springfield, O.
Gooding Park Attrs.: (W. Broad & Hartford) Columbus, O., 17-26.
Granite State: Kingston, N. Y., 24-May 3.
Great Sutton: Granite City, Ill.; Columbia, Mo., 21-26.
Greater Rainbow: Pryor, Okla.; Miami 21-26.
Greater United: Greenville, Tex.; Wichita Falls 23-May 3.
Groves Greater: Kentwood, La.
Gulf Coast: Chaffee, Mo.
Hannum, Morris: Falmouth, Va.
Happy Attrs.: Coshocton, O., 14-26.
Harrison Greater: Roanoke Rapids, N. C.; Richmond, Va., 21-26.
Heart of Texas: Lamesa, Tex.
Heller's Acme: E. Paterson, N. J.
Helm, L. J.: Murfreesboro, Tenn.
Hills Greater: Oklahoma City, Okla.
Home State: Jonesboro, Ark.; West Plains, Mo., 21-26.
Hottle, Buff: New Orleans, La.
Imperial: Central City, Ill.
Imperial Expo.: Sacramento, Calif.
International: Ponca City, Okla.; Arkansas City, Kan., 21-26.
J. & B.: Chase City, Va.
Jolly: Suttland, Md.
Jones Greater: Ashland, Ky., 19-26.
Jones, Johnny J., Expo.: Spartanburg, S. C.
Kaus, W. C.: New Bern, N. C.; Henderson, 21-26.
Keyman's Am.: Afton, Okla.
Keystone Expo.: Bishopville, S. C.
Kilgore: Grapeland, Tex.; Fairfield 21-26.
Kirkwood, Joseph J.: Trenton, N. J.
Lamb, L. B.: Sheffield, Ala.
Lawrence Greater: Danville, Va.; Roanoke Rapids, N. C., 21-26.
Leeright, J. R.: Henryetta, Okla.; Drumright 21-26.
Long's United: Fresno, Calif., 15-20.
Mace, Herbie: Tappahannock, Va., 18-26.
Madison Bros.: Poplar Bluff, Mo.; Metropolis, Ill., 21-26.
Magnolia Expo.: Guthrie, Ky.
Majestic Greater: Richmond, Va.; Annapolis, Md., 21-26.
Manning, Ross: Port Reading, N. J., 17-26.
Marion Greater: Laurens, S. C.; Fountain Inn 21-26.
M. C. M.: Pawtucket, R. I.
McCall, Jim: Jonesboro, Ga.
McGowan Midway: Windsor, Mo.; Clinton 21-26.
McKee, John: Harrisburg, Ill.; Vincennes, Ind., 21-26.
Midway of Mirth: Murphysboro, Ill.; Carlinville 21-26.
Midwest: Lone Pine, Calif.; Bishop 21-26.
Mid-Western Expo.: Plain Dealing, La.
Mighty Hooster State: Columbus, Ind.
Mighty Monarch: Miami, Fla.
Mighty Page: Columbia, Tenn.
Moore's Modern: Charleston, Mo.
Nolan, Larry: Rocky Ford, Colo., 23-26.
Omar's Greater Am.: Vinita, Okla.; Miami 21-26.
Pacific United: Tracy, Calif.
Page Bros.: Springfield, Tenn.; Waverly 21-26.

Page, J. J., Expo.: Johnson City, Tenn., 19-26.
Paramount Expo.: Norfolk, Va.
Parris & McIntyre: York, S. C.; Norwood, N. C., 21-26.
Paul's Am. Co.: Heavener, Okla.
Pearl City: Canton, Mo.
Peerless Celebration: Mayodan, N. C.; Rocky Mount, Va., 21-26.
Penn Premier: Gloucester, N. J.
Peppers All-State: Tuscaloosa, Ala.
Pickard Victory: San Leandro, Calif., 14-20.
Pike Am. Co.: Commerce, Okla.
Playtime Am.: Manchester, N. H., 17-26.
Powelson Greater: Newark, O., 21-26.
Prel's Broadway: Lynchburg, Va.
Pryor's: Guntersville, Ala.
Regent: Eastman, Ga.
Riley, Matthew J.: Philadelphia, Pa.
Rockwell: Clinton, Okla.
Rogers Greater: Marion, Ill.; Christopher 21-26.
Rosen, H. B., Am.: Chickamauga, Ga.; Cleveland, Tenn., 21-26.
Royal American: St. Louis, Mo., May 1-18.
Royal Amusement: Elberton, Ga.
Royal Crown: Nashville, Tenn.
Royal Expo.: Brunswick, Ga.; Vidalia 21-26.
R. & S. Am.: Washington, N. C.; Greenville 21-26.
Schafer's Just for Fun: Sherman, Tex.
Shan Bros.: Atlanta, Ga.; Maryville, Tenn., 21-26.
Silver States: Hot Springs, N. M.
Smith Am. Co.: Mexia, Tex.; Teague 21-26.
Smith, Casey: Wewoka, Okla.
Smith's Greater: Clinton, N. C.
Sooner State: Crescent, Okla.
Southern United: Grenada, Miss.
Stafford's United: Indianapolis, Ind.
Stebler's Greater: Erwin, Tenn.; Glade Springs, Va., 21-26.
Stephens, C. A.: Bremen, Ga.; Cartersville 21-26.
Strates, James E.: Wilmington, Del.
Sunflower State: Anadarko, Okla.
Sunset Am. Co.: Excelsior Springs, Mo., 24-May 3.
Sweeney's United: Charleston, W. Va., 19-26.
Tassell, Barney: Victoria, Va.
Texas Expo.: San Antonio, Tex., 21-26.
Thomas Joyland: Maysville, Ky.
Tidwell, T. J.: Plainview, Tex.
Tinsley, Johnny: Clinton, S. C.; Anderson 21-26.
Tivoli Expo.: Joplin, Mo., 14-26.
Triangle: Harrisonburg, Va.; Winchester 21-26.
20th Century: Fort Scott, Kan.
United Am. Corp.: Pawtucket, R. I., 21-26.
Utah Expo.: Richfield, Utah.
Victory Expo.: Denton, Tex.
Virginia Greater: Ahoskie, N. C.
Wallace Bros.: Paducah, Ky.
Wallace & Murray: Covington, Va.
Ward, John B.: World's Fair: Alexandria, La.
Wason Am.: Columbia, S. C.
Wheeler, Eddie L.: Cedartown, Ga.
Williams Southern: Morganton, N. C.; Kings Mountain 21-26.
Winchester Am. Co.: Berryville, Va.; Martinsville 21-26.
Wolfe Am.: Augusta, Ga.
Wonder City: Earlington, Ky.
World of Mirth: Richmond, Va.
World of Pleasure: Wyandotte, Mich., 17-27.
World of Today: Bartlesville, Okla.
Zacchini Bros.: Kilgore, Tex.
Zeiger, C. F., United: Winslow, Ariz.; Albuquerque, N. M., 21-26.

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Bluefield, W. Va., 15; Beckley 16; Oak Hill 17; Charleston 18-20; Huntington 21; Ashland, Ky., 22.
Barnes Bros.: (Stadium) Chicago 18-May 4.
Beatty, Clyde: Los Angeles, Calif., 14-20.
Cole Bros.: Louisville, Ky., 17-20.
Cole, James M.: Canton, Pa., 16; Williamsport 17-18; Sunbury 19; Chambersburg 21; Hagerstown, Md., 22; Frederick 23; York, Pa., 24; Harrisburg 25-26.
Gainesville Community: Gainesville, Tex., 23-25.
Gatewood's, Col. Cliff, Flying X Rodeo: Nashville, Tenn., 14-19.
Hamid-Morton: Altoona, Pa., 15-19; Washington, D. C., 21-27.
Kay Bros.: Gainestown, Tenn., 15; Livingston 16; Jamestown 17; Oneida 18; Caryville 19.
King Bros.: Hopkinsville, Ky., 15; Clarksville, Tenn., 16; Springfield 17; Franklin, Ky., 18; Glasgow 19; Elizabethtown 21.
King & Franklin: Sylva, N. C., 25.
Mills Bros.: Bucyrus, O., 19; Fostoria 21; Findlay 22; Lima 23; Marion 24; Columbus 25-26.
Montgomery, C. R.: Leesville, La., 15; Saff Augustine, Tex., 16; Carthage 17; Livingston 18; Groveton 19; Hearne 21; Rosebud 22; Gatesville 23; Hamilton 24; Comanche 25; Cisco 26.
Polack Bros. (Eastern): (Shrine Mosque) Richmond, Va., 21-26.
Polack Bros. (Western): (Fairgrounds Pavilion) Santa Rosa, Calif., 21-23; (Civic Auditorium) Sacramento 25-May 4.
Ringling Bros. and Barnum & Bailey (Madison Square Garden) New York, until May 11.
Roger Bros.: Ferriday, La., 18.
Sparks: Chattanooga, Tenn., 15; Cleveland 16; Athens 17; Knoxville 18-19.
Stevens Bros.: Coalgate, Okla., 19.
Wallerda: Clearwater, Fla., 15-16; Ocala 17-18.
Yankee-Patterson: Porterville, Calif., 18.

UNDER THE MARQUEE

Joe Baker, former minstrel and advance man, writes that he is living on the West Coast. His plans for the season, he says, are indefinite.

Romig and Rooney Circus furnished the acts and stock for the South Intermediate School's Indoor Show at Saginaw, Mich.

Memorial services are being planned at Rock Hill, S. C., for the late Ray W. Rogers, former circus owner, who died at his home there last April 13.

Billy Wilson, former West Coast ork leader, has joined the Sparks Circus on the advance press department.

Mr. and Mrs. J. C. Admire, who have been on the advance for the Kay Burns Circus, report they are no longer connected with the show.

W. H. Woodcock writes from Louisville to say that George Churchill, in charge of Cole Bros.' Circus paint shop, has done a great job decorating the show.

Victor Palmer, who opened a year ago on the Ringling-Barnum bill crew and finished the season with King Bros.' Circus, has returned to the latter org.

Bennie Reece, formerly with Ringling-Barnum, and lately working as

a steel inspector for a Pennsylvania firm, was rushed to the Deaconess Hospital in Milwaukee March 30 suffering from pneumonia.

John C. Clark, old-time legal ad-juster, formerly with Christy Bros., Lee Bros., Martin Downs, and others is now retired from showbiz and residing in Cincinnati, where he is a frequent visitor at the home office of *The Billboard*.

Roy Barrett spent four days in Chicago between Polack Bros.' Eastern Unit engagements at Akron and Madison, Wis., hobnobbing with the Atwell luncheon gang. He will play the Chicago Stadium and Detroit Olympia dates for Sam J. Levy.

Joe, the newspaper city editor, always wonders what happens to the circus press agents who dog his heels a week before the date, but never get around show date to say "thanks!"

Ringling-Barnum got a nifty break when six bills were used as inserts to dress the cover of the April issue of *Seventeen*, and the carnival and park biz got a break inside when Merry-Go-Round horses were used profusely to dress ads and editorial matter.

Circus fans and showfolk in Southern California who are not yet on the road this season have been having a (See *Under the Marquee*, page 101)

Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Ice Follies of 1947: Minneapolis, Minn., thru May 5.
Miller's, Irvin C., Brown-Skin Models (Ritz) Lawton, Okla., 16-17; (Century) Dallas 21-22; (State) Dallas 23-24.
Plunkett's Stage Show: Quemado, Tex., 14-16; Del Rio 17-19.
Roller Skating Vanities (Armory) Rochester, N. Y., 15-20; (Armory) Syracuse 22-27.
World-Wide Animal Exhibit: Coleman, Tex., 16-17.

ATTENTION RIDE OWNERS

Space available for any kind of Rides. Park opens May 25, 1947. Rides can be put in at any time. Percentage or season rates. New park just opening on Main Highway #122, running North to South; also about 1 mile off of Route #30, running East and West; 40 miles West of Philadelphia. Wonderful location, plenty picnic grounds, two beautiful lakes. All buildings in fine shape. Entertainment every Sunday and holidays, also picnics throughout week and big sales on Wednesday. Anyone interested write all, call Parkesburg 9 or come and look over the park. I am there at all times.

Russell P. Pyott, Mgr.
J. W. Talley, Jr., Owner
Parkesburg, Penna.

SCOTT LAMB LAST CALL—LAST CALL

Can place Agents for Razzle Dazzle, Roll Down, Elock and Skillo. Playing two spots a week in virgin territory. Only four flaties on show carrying six Rides, four Shows. Holds contracts for fourteen fairs and celebrations, with two weeks in Denver, where Games positively will work. Opening spot, Rocky Ford, Colorado, April 23. Can also use General Concession Help. Wire **SCOTT LAMB, c/o LARRY NOLAN SHOWS** Rocky Ford, Colo. P.S.: Drunks, please ignore this ad.

JOHN McKEE SHOWS

WANT

TEN-IN-ONE SHOW, LARGE SNAKE SHOW, FAT PEOPLE SHOW OR ANY SHOWS NOT CONFLICTING. CAN USE A FEW GOOD RIDE MEN. Wire or write **JOHN McKEE, Mgr.**, Harrisburg, Ill., this week; Vincennes, Ind., next week.

Diamond Midway Shows

WANT — WANT

Shows, Concessions and Rides that don't conflict with what we have. For 4 weeks' celebration in Missouri, starting week of May 12th at Clarence, Mo. From Missouri to Iowa and Illinois. Wire or phone at once.

J. W. DIAMOND

Hotel Culver Clarence, Mo.

FOR SALE—PONY RIDE

Front 16x32, front and track light tubular steel. Canvas to snap on. Easy to set up. Cost over \$1500.00 to build. Two 33-inch wonderful kid ponies, seven saddles, plenty bridles, halters, blankets, etc. Two ton '35 Dodge Truck, loads ponies, track, saddles, etc. Equipped for living. \$2000.00 cash buys all. Bad health reason for selling.

COLORADO MAC PONY RIDE

700 Penna Ave. EAST ST. LOUIS, ILL.

"In the Cream"

Want Cookhouse, Diggers, legitimate Hanky Panks. Shows with own equipment, will furnish 22x40 ft. top and front for worth-while attraction. LeRoy Orchard wants Agents for Bingo, Hit and Miss, Huckley Buck, Bottles.

Dyer's Greater Shows

Marianna, Ark., this week; then the big one.

FREAK WANTED

Also other Side Show Acts. Talker. Send Photo, full details, salary. Write

SHOWMAN

108 McFerrin Ave. Nashville, Tenn.

ATTENTION

All Carnivals interested in dates of **JULY 23, 24, 25, 26**

Please write to the **AMERICAN LEGION, Rockport, Mo.**

WANTED

Scales and Age Agents, must be sober and reliable. Positively no drunks. Contact, write or wire

LOUIE HALL

c/o Cavalcade of Amusements Montgomery, Ala., April 14-19

CAN PLACE

Three or more Rides on the most beautiful summer beach in Florida, starting next month. Write

J. A. ISRAEL

17 W. 8th St. PANAMA CITY, FLA.

Strates a Flash In Washington

(Continued from page 50)

Bently, manager; *Charm Hour Revue*, Al Mercy, manager; *Illusion Show*, C. A. McAskil, manager; *Hollywood Midgets*, Nate Eagle, manager; *Lion Motordrome*, George Murry, manager; *Hawaiian Nights*, B. W. Benson, manager; *Big Snakes*, Dick Davis, manager; *Hep Cats*, Jerry Jackson, manager; *Life Show*, E. McWilliams, manager; *Penny Arcade*, Warren Murphy, manager; *Wild Life*, Starr DeBelle, manager; *Crystal Maze*, Fielding Graham, manager; *Fun-house*, Jack Castle, manager, and *Iron Lung*, Jess Marsh, manager.

Shows travel on 40 railroad cars carrying 114 loading pieces. Free act is the Aerial Alcidas. The run from its winter quarters was fast, traveling over three roads a distance of 700 miles in 32 hours.

Visitors here included J. C. (Tommy) Thomas, Ringling-Barnum circus; Peter N. Chumbris, vice-chairman Greek War Relief, Washington area; Cost Christopher, Sidney Lust, Arthur Phillips, Johnny J. Jones Shows; Bill Kane, Joe and Ginger Rae Scortino, World of Mirth Shows; Bill Sterling, former midway-ite; Tom Singleton, Syracuse; Dr. William Mann, director National Zoo; Charles Chase, wild animal farm, Egypt, Mass.; Joseph Shiner, owner of the American Banner Shows, Mel Hildreth, past-president Circus Fans of America, and Henry Finneral and son, owner of the Merit Shows.

WAGNER STILL ILL

(Continued from page 50)

(Slim) Kelley and Dick Best sprang their string in its entirety.

Jack Norman opened his *Charm Hour* with an entirely new cast and a new, attractive front. His setting is not quite complete, but will be unique when ready. Wagner's four new chimps proved a strong attraction, and the Wild West got some money after going into action Monday.

Moving to Montgomery

Cavalcade will move out of here tomorrow for its first road stand next week at Montgomery, Ala. It will travel on 50 cars. Nate Worman and his builders will remain for a week or two to complete the fronts for the Hawaiian show, Mrs. Ike Rose's Midget Show and Charles Taylor's Minstrel. Four flat cars will be left in Mobile to transport the new shows to either Montgomery or Gadsden, Ala., the org's next two stands.

Mr. and Mrs. North have completed arrangements to travel with the show while Tavlin is in New York for the opening of the Ringling Bros.' and Barnum & Bailey Circus and to confer with several New York producers and designers who are said to figure in plans for Cavalcade.

RAIN MARS WARD BOW

(Continued from page 50)

were overhauled at the Lewis Diesel Company in Memphis, give the midway plenty of light. Front entrance has plenty of neon, including a neon sign with the name of the show. Ticket boxes are park style, modernistically enclosed.

Publicity here was very good. Radio Station WJBO and the two newspapers, *State-Times* and *Morning Advocate* gave with plenty of time and space. The two weekly papers, the *American* and *Journal* also co-operated. Sears-Roebuck & Company's matinee, and a special students' night was arranged thru Louisiana State University.

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PORTABLE ELECTRIC COIN PITCH
(Any Denomination)
\$100.00 Complete

PORTABLE POKERINO TABLE
for Fairs and Carnivals
\$115.00 Complete

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PERFECT GAMES BUILDING, 2894 WEST 8TH STR., BROOKLYN 24, N. Y.
Phone: E5-planade 2-4382
See Other Perfect Games' Adv. in Coin Machine Section, Page 128

WILLIAMS Southern Shows

Has excellent proposition for good Minstrel Show, Fun House or Glass House. Have few more concessions open: Dart Game, Devil's Bowling Alley, Jewelry, Guess-Your-Weight or Age, String Game, Coke Bottle, Huckley Buck. Sid Crane, now with Williams Shows, wants Side Show Acts and Freaks, Fire Eater, Pin Cushion, Iron Eye Lid or any strong working act. Carl Atkins, Cecil Frye, wired you. Major O'Satyrdal, have excellent proposition for you. Frank and Bobby Garry, holding for you. Sena Sirls, wire. Jackie Dale and BD., wire, letters all returned. New equipment, excellent cookhouse. All wire, don't write. All replies to

TROY E. WILLIAMS

WILLIAMS SOUTHERN SHOWS, Morganton, N. C., Week of April 14 to 19; Kings Mountain, N. C., Week Following.

TURNER BROS.' SHOWS

LAST CALL

RIDE HELP—Can place a few Second Men that drive Semis. SHOWS—Can place Grind or Bally Shows that don't conflict, with own transportation and equipment. All Shows and Concessions contracted by us report to

WHITE CITY PARK, SPRINGFIELD, ILL., APRIL 20

Ride Help, report to Winter Quarters, Petersburg, Ill.

ANDERSON GREATER SHOWS

Norman Anderson, Kermit Sumner, Fred Albany

Crossville, Tennessee, this week, followed by downtown Livingston, Celina and Jamestown; ask anyone who has played them. First In.

Want legitimate Concessions of all kinds, Hoop-La, String Game, Ball Games, Hit and Miss, High Striker, Floss, Age, Scales, Darts, Apples, any legitimate concessions \$20.00 per. Come on. Want Second Man for Wheel. Want Grind Shows with own outfits. Show carries four Itides and Giant Fun House. Not too small for the big one, not too big for the small ones. Will book one more Grind Store. Want Roll Down and Swinger Agents who will Grind. All address

ANDERSON GREATER SHOWS, "The Grand Old Show with the Fine Old Name," Crossville, Tenn.

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JIMMIE DUPREE SHOWS WANT

For Holbrook, Arizona, April 14 to 20.
RIDES, SHOWS.
Can place Ball Games, Mug, Slum, Cigarette
Shooting Gallery, Fish Pond.
Ride Help, must drive Semi. No boozers.

Address

JIMMIE DUPREE
HOLBROOK, ARIZONA.

WANT

**A-1 MERRY-GO-ROUND FOREMAN FOR
TWO-ABREAST SPILLMAN.**
Top Wages and Bonus at end of year. Must be
sober, reliable and drive Semi. Wife to sell
tickets. Address:

Peppers All States Shows
TUSCALOOSA, ALA., THIS WEEK.

SNYDER'S GREATER AMUSEMENTS

Have opening for a few more Stock Concessions,
\$20 a week. Want Man and Wife for Percentage
Store. Can use Agents for Slum Stores. Will
book any Ride except Chair-o-Plane for com-
mittee money. No flats, cyps or P.C. wanted.
All Replies:

HOWARD SNYDER, Box 92, Eminence, Ky.

OHIO VALLEY SHOWS

OPENING MANSFIELD, OHIO, APRIL 26
Want Stock Concessions, Age, Scales,
Strings, Devil's Bowling Alley, Cane Rack,
French Fry Stand.
Will sell Ex on Custard.
WANT Shows, Fun House, Girl Show, Me-
chanical, Unborn, Wild Life, 10-in-1, Glass
House, Monkeys or Motordrome.

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305 WALNUT ST. FINDLAY, OHIO

20'x42' COOKHOUSE

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COVINGTON, VA.

**A. B. C. 6-Gun Shooting Gallery. 1 Sky Fighter.
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NO GATE NO GRIFT
Will book any Show of merit, 25%. Will book Mug,
Floss, Stock Concessions, Ball Games, Diggers and
Corn Game. Agents for office Concessions. No
C. O. D.'s or drunks. Yale, Okla., this week, in
the heart of town. Playing Eastern Oklahoma and
Arkansas.

RIDE FOR SALE

Super Roll-o-Plane, A-1 condition, \$4000.00 cash;
including \$500.00 worth of new parts on hand.

GRIFFEN AMUSEMENT COMPANY
Jacksonville Beach, Fla.

FROM THE LOTS

Crescent Amusement

CAMDEN, S. C., April 12.—Org made its bow here March 31 at the fairgrounds, the winter quarters for the past two years. Jack Perry, manager; Harry Lottridge, superintendent, and Frank Long, secretary, were busy greeting numerous visitors. L. C. McHenry, owner, was absent because of illness.

Midway made a flash with a royal blue color scheme, and new lighting effects were outstanding. Cold and rain marred the first two days, but Thursday was Trades Day and the turnout was heavy. Org moved to Rock Hill, S. C., for a stand under the American Legion.

Line-up includes 10 rides, 7 shows and 35 concessions with the Flying Fishers' free act.

Staff also includes Troy Large, electrician, and Red McGee, ride superintendent and mechanic.

Rides and crews: Twin Ferris Wheels, Clarence Lanke, Joe Peet and Robert McGee; Merry-Go-Round, Tex Eanes, Roland Plummer, Donald Isler and Mrs. Clarence Lanke; Octopus, R. A. Amy, Peewee Coker, Jimmie Massey and Mrs. Coker; Roll-o-Plane, Robert Alsop, Joe Baker and Alice Neil; Mix-Up, Ted Carter, J. H. Rodes and Mrs. Robert McGee; Caterpillar, Charles R. Bellefeuille, George R. Edwards, George Sims and Mrs. Wallace Fine, and two new kiddie rides, added at Rock Hill.

Shows and personnel: Side Show, James Chavanne, manager; Mrs. Chavanne, inside lecturer; Jack Frost, canvas boss; Frank West, second openings; William Pernell, alligator boy; Doc Brady, magic; Mrs. Brady, Buddha; Crystal Peet, fire; Elizabeth South, illusion; Frances Drake, snake; Bertha Hefley, frog girl, and Calk Frost and Bob Russell, tickets. Minstrel, Doc Anderson, manager and band leader; Arthur Connors, stage manager; Charlie May O'Connors, Baby Face Nelson, Julius Black, Willie and Virginia Jones, Edna Brown, Julia Sims, Mary Sides, Arthur Connors and George Tally, performers; George Ishal, Julian Brown, David Hix, Charles Burt, Mack Jones, Walter Price, George Green, Sam Reid and Bill Hays, bandsmen. Other shows are Col. Jack King's wild animals and Mrs. King's snakes; Stella, illusion operated by Billy and Bobbie Wingert; Glass House, and Wild Life.—LOUIS BRIGHT.

Silver States

FABENS, Tex., April 12.—Org's seven-day stand here was okay, thanks to an extra day's play. Show opened March 31 under auspices of the fire department. Friday (4) was lost by rain but Saturday was good and on request of the auspices the show remained over Sunday. This helped bring week's receipts up to a satisfactory level.

J. P. Sartin, son of Mrs. Frank Gaskins, joined here to manage Paris Follies. The Octopus led the rides in grosses, with the Ferris Wheel second.

At El Paso, Tex., business at the Southwest Livestock Show and Rodeo, March 25-30, was good. The rodeo association reported the largest attendance on record.

Saturday, March 22, show enjoyed fair business. Sunday the matinee and night play was very good. Mr. Chambers joined with his corn game and reported business excellent. Mr. and Mrs. Hicks, who joined with their ice cream trailer, also reported a good week.

Frank Burke, owner of the show bearing his name, and his brother and sister-in-law, were nightly visi-

Siebrand

YUMA, Ariz., April 12.—Business here was fair for the carnival and excellent for the circus. Blackie Jackson, Ferris Wheel man, is ill in the hospital in Phoenix. George Poster, son of Jack, who owns Dog House Inn near Salt Lake City, is second man on the Wheel. Peanuts Freeman, who performs in the circus, has a slum joint on the midway. Mr. and Mrs. Ritter, bingo, enjoyed a day of fishing here.

Inga Siebrand is ill in Phoenix but expects to be back on the show shortly.

Full houses were the rule for the circus here. Weather was ideal and the personnel made the most of it with picnics and fishing trips. While the boys, Pa Quakenbush, Ed Patrick, Cliff and Ivan Henry, went fishing, Ma Quakenbush and the writer went boating and took pictures. Ma and Pa Quakenbush, in addition to their work on the circus, also work their act at Cactus Inn, on the California side, one show a night.

Everyone enjoyed Easter Sunday. Don Rey played Easter songs during the show. Ivan Henry went on an Easter egg hunt. Mrs. Clark's son Roger arrived from San Diego to be with his parents for the day. Roger sings over the radio in San Diego.—TONI MADISON.

Alamo Exposition

HILLSBORO, Tex., April 12.—The 60-mile move here from Temple, Tex., was made without mishap and all rides and shows were up and ready Sunday (6). Business at Temple was only fair, despite ideal weather, good publicity and co-operation from the American Legion committee.

Location here is in the heart of the city. One more spot follows this before the Battle of Flowers in San Antonio, April 21-26.

General Manager Jack Ruback and Albert Wright visited in Fort Worth and Dallas Sunday (6). In Dallas, at Fair Park, they were entertained by Denny Pugh and Joe Murphy.—TED CUSTER.

Florida Amusement

ALEXANDER CITY, Ala., April 12.—Juanita and Roy Deisler, former aeriasists with Ringling Bros.' and Barnum & Bailey Circus, have the cook house and candy floss. Buddy Sibley is handling billing and advance publicity. Dr. Hancock has the two-headed baby show. The Mitchells, palmists, have rejoined after a two-week absence.

Billy Logsdon greeted numerous visitors here. Pop corn unit, managed by Frank Dill, has been repainted and decorated. Show trucks are still under the supervision of Pappy Seivers and Ross Houghton.

Golden West

CONCORD, Calif., April 12.—Org closed here March 30 after a week of spotty biz. Weather hit extremes of from very good to very bad. On the whole, however, week was satisfactory from standpoint of take.

Norman Sundberg, manager of the nearby Antioch fair, was a visitor along with members of his committee. Other visitors included Nathan Fisher Cohn, his wife, Enid, and son, Normie. Nathan drove down from San Francisco. Eddie Burke, outdoor booking agent, and Ted LeFors, also caught the show here.

General Agent Frank Gaskins was away during this engagement, taking care of some future bookings.

NEW TENTS
For IMMEDIATE DELIVERY!
30x60, 20x40 and 20x30 Hip Roof Tents
**FLASHY FLAMEPROOFED
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WANT

Concessions of All Kinds.
Marion, Illinois, This Week;
Christopher, Ill., Next Week.

HOME STATE SHOWS WANT

Concessions, Scales, Bowling Alley for sale. Will
book same on Show, Age, Country Store, Jewelry,
Penny Arcade, String, Cane Rack.

Binger McKord wants Agents for Percentage,
Wheel, Slum Stores, Coke Bottles, Penny
Pitch and Hoop-La.

Will buy 5 Athletic Show Banners. Must be in
good shape.

HOME STATE SHOWS
Jonesboro, Ark., 14-20; West Plains, Ark.,
next week.

Want--Want--Want--Want HARRY CRAIG'S HEART OF TEXAS SHOWS

Foreman for new '46 Spitfire, one more Wheel
Foreman and Second Men for all Rides; prefer
semi drivers. Use wives on tickets. Man, or
man and wife to handle new Zombie Castle. Want
Agents for office-owned Ball Games. Bill Gooch
wants Blower Agents. Want Billposter, good
proposition.

HARRY CRAIG
LAMESA, TEXAS week 14th-19th.

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On the Streets of Otterbein, Ind., July 30-31—
August 1-2.
A set of good Rides with at least 2 Major Rides.
Concessions of all kinds. Shows and Free Acts.
Write H. C. MYERS, Otterbein, Ind.

Glass HOUSE Glass

11 Pieces 36x78 Inch Tut-Flex Safety Glass
Mirrors, 1/4 inch thick, original cost \$625.00;
will take \$300.00 F. O. B. Baton Rouge, La.
Just what you need for Semi-Trailer House. One
14x32 Ft. Glass House Banner, new March,
1946. First \$50.00 takes Banner. No wires—
write CHAS. T. GOSS, John R. Ward Shows,
Baton Rouge, La.

SRADER SHOWS

Can use Billposter with own transportation. State
salary expected. Jerry Hall wants Girls for Girl
Show, either Posing or Dancing.
Show opens 26th of April, Newton, Kansas.

M. A. SRADER, Box 1895, Wichita, Kansas.

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Brand new 14x14 Tent, 4-Way Awning, Bally Cur-
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SHOWS—RIDES—CONCESSIONS
Opening in April. Vicinity of Detroit.
JOHN QUINN, Mgr.
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GIANT FIELD DAY

17 Big Days, May 21st Thru 31st.
Youth movement of Third Ward Men's Club of
Salina, Le Moyne Ave. at city line Men's Club 8-Acre
Park. Concessions, Show Owners, write. Opening
for Carnival for later date. Write C. F. GRAY,
P. O. Box 26, Salina Station, Syracuse 8, N. Y.

CONCESSIONS WANTED

Fish or Duck Pond, Bowling Alley, Cigarette and
Photo Gallery. Want to Buy: 2 10x12 Tops and
Frames. Write or wire

MIKE ZIEGLER
HOTEL MILNER PHILADELPHIA, PA.

Triangle

WILSON, N. C., April 12.—Members of R. & S. Amusement Company and Majestic Greater Shows were nightly visitors during the stand here. Visitors also included James E. Strates, Sherwood Upchurch, C. M. Rumley and Eddie Cooper.

Mrs. William Anderson, of the Red Mill, is still in her hotel room recovering from an illness. Her husband is the new Looper foreman.

Hank Spiegle, of the John Fabick Tractor Company, came in from St. Louis to supervise operation of the new Caterpillar Diesel power units. After schooling Bill Prue in their operation he left.

Robert (Finger) Davis has been placed in charge of the Comet, with Mr. Loy as his assistant. Mrs. George Barnett handled the concessions during illness of her husband, who has been suffering from arthritis.

Johnny Cibarrui has Hal Roberts as his assistant on concessions. Clyde Butler checked in from Detroit with his concession, but due to the size of the lot is operating only two of the nine he has contracted.

Al and Ginger Hubbard, former girl show operators on the Mighty Sheesley Midway, have concessions here. Ginger is operating a ball game, while Al, together with Billy Hatchette Jr., is handling other concessions.

Bill and Effie Thompson rejoined after being called to their Concord, N. C., home by the death of Bill's mother. Mike Roman, custard and Penny Arcade owner, is recuperating from an attack of the flu. Mrs. Roman arrived from Miami.

Pete Thompson, lot superintendent, is recovering from a severe cold. He was visited recently by Jack Wilson, with whom he was associated for several seasons.

General Manager Shapiro said another new ride, the Humpty Dumpty, will be added soon.—RUSSELL MARRS.

Coleman Bros.

MIDDLETOWN, Conn., April 12.—Finishing touches are being applied for the org's opening here April 17. A new Octopus and Caterpillar have arrived.

Bob Goodwin, better known as Pony Bob, will be back with his Kiddie Airplane, Miniature Train and Pony Rides. Singer and Howard Spector will have the Side Show and Revue.

Mickey Donahue is readying the Motordrome, Alabama Bill Storey will have his cookhouse, grab and six concessions here. Eddie Greeno is expected from Tampa with his Wildlife and Snake Show. Captain Shaw has booked his Monkey Show. New fireproof show tents have been delivered by Anderson Tent Company. Paul Smith and crew are repainting the Ferris Wheel, custard and ballgame.—FRANCIS J. COLEMAN.

Bistany Greater

SUMTER, S. C., April 12.—Org wound up its winter tour and headed North. Manager Leo Bistany has recovered from an illness which had confined him to his bed for a week.

Eill Cowan, for several years with the Cetlin & Wilson Shows, now has the midway. Mrs. Ada Cowan has the bingo; Louis Augustino, an Animal Show and Side Show; Jack Gallupo, cookhouse; Mrs. Gallupo, Posing Show; Happy Jack Long, Reptile Show, and Tom Johnson, Minstrel Show. Mrs. Lillie James is handling the Life Show.

Elmer James is chief electrician. Bill Bruce heads the mechanical department; A. P. Stickel, lot, and F. E. and Irish Kelley, paper. Norma Chambers is *The Billboard* sales agent. Mrs. Blanche Bistany and Evelyn James are in the office.—M. E. JAMES.



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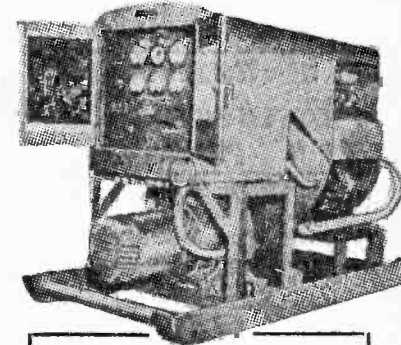
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LAST CALL

STANDARD SHOWS

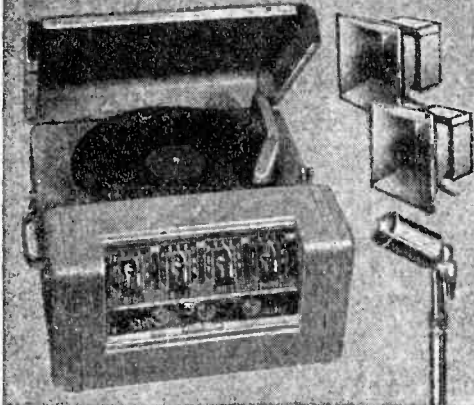
OPENING DOUGLAS, WYOMING, APRIL 20

Will book one more Ride (Mix Up). Have six office-owned. Can use Roll-o-Plane Foreman, must be A-1. CONCESSIONS: Slingshot, Long Range Gallery—No more open. SHOWS: Will book Side Show with own transportation, to join May 12. E. J. Kastel wants Agents for Slum outfits. This Show plays the best spring dates in this part of the country and will be first in under strong auspices. Celebrations start in June. Red Lodge for the Fourth.

ADDRESS DOUGLAS, WYO. TILL MAY 3RD; THEN AS PER ROUTE.

LAST CALL

For Shows on the Move . . .

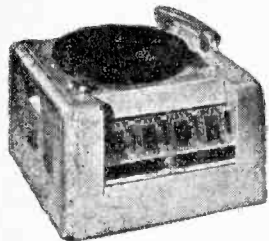


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Operates from 117 volt A.C.
or from 6 volt D.C.

Show-people "on the go" choose RAULAND Mobile Sound for its power, universal operation, completeness and rugged dependability. The 30 Watt Mobile System illustrated above will cover 10,000 people indoors or 35,000 square feet outdoors. Includes these outstanding features: 3 Microphone Inputs; 1 Phono Input; Mixing and Fading on all 4 Inputs; Separate Bass and Treble Tone Controls; Remote Mixing of 3 Microphones; Illuminated Panel. Operates anywhere—from 117 volt A.C. or 6 volt D.C. Complete System includes: RAULAND 30 Watt Amplifier with Phono Motor and Crystal Pickup; 2—RAULAND W-2618 Reproducers complete with 12" PM Speakers; RAULAND Crystal Microphone and handle. Unsurpassed for versatility, power and sound brilliance! Write for details today.

RAULAND Electronic Sound (formerly Rauland-Webster) is favored among show-people. When you choose RAULAND, you get Sound with a famous reputation for quality . . .



RAULAND Mobile Sound is also available in the 20 Watt System shown immediately above. Covers 5,000 people indoors, 25,000 square feet outdoors. Has 2 microphone inputs, 1 phono input; mixing and fading on all three inputs. With built-in phono-motor and crystal pickup. Accessories include: 2—RAULAND W-2618 Reproducers complete with 12" PM Speakers; RAULAND Crystal Microphone and handle. Operation from 117 volt A.C. or 6 volt D.C.

Electroneering is our business

RADIO • RADAR
SOUND



COMMUNICATIONS
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THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS

THE TRAVELING SHOW NEEDS EXCEPTIONAL SERVICE

OUR CENTRAL LOCATION MEANS FAST DELIVERIES

WE HAVE THE CAPACITY AND THE "KNOW HOW"

TICKETS PRICES IN LINE BOX OFFICE FORMS

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100 New and Used Trailers — Vans — Racks — Platforms

100 USED TRACTORS

International, Fords, Chev, Dodge, Macks.

IMMEDIATE DELIVERY—LOW PRICES

Serving the show people for 15 years.

BERMAN SALES COMPANY

Phone 521

Pennsburg, Penn.

APPLE BLOSSOM FESTIVAL

WINCHESTER, VIRGINIA, MAY 1 AND 2

150,000 people each day. Can use Novelties, Grab and Juice, Scales and Age, Pictures and all straight sales. On main streets. Was terrific last year.

SOL NUGER

MILWAUKEE, WIS.

ART GIELOW SHOWS

Opening 1st and E. Capitol Drive, April 22 to May 4th.

Choice Lots To Follow: South 1st and National, South 6th Oklahoma, North 6th Vliet (Hay Market).

Want Fun Booths, Skill and Science Type. Have 5 Rides.

Concessions Limited.

E. JOE HENKE, Mgr.

2316 W. State

Milwaukee 3, Wis.

From the Lots

West Coast

MERCED, Calif., April 12.—Shows personnel not previously listed include Virgil Latiker, ride foreman; Isabell Myers, front gate tickets; Betty Coe, inside tickets; Bill Stathos, front door ticket taker; Nick Krekos, night superintendent, and John Dedduccis, special assistant to the concession manager, now in his 15th year in the business.

Bill Smith, Merry-Go-Round foreman, is marking his 20th year with the org. E. W. Coe, business manager, is kept busy handling managerial duties while Mike Krekos is off on a trip to Europe.

Former concessionaires back with the shows are Mr. and Mrs. Al Rodin, now in their ninth year; Charles and Edith Walpert, both of whom have been with the org for more than 10 years; J. Christensen, who has had the popcorn concession since the shows' inception 20 years ago; John Miller, cookhouse, now in his sixth season, and Hunter and Margaret Farmer, who have been with the org over 10 years.

Norman and Lillian Shue are back for their second year, and Charles Albright has the Penny Arcade for the eighth year. A. J. Budd is back with his Ten-In-One Side Show and Pete de Cenzie is the new operator of the Glamour Girls. Lighting effects on the shows were designed and are executed by Harry Baker.—ART CRANER.

World of Mirth

RICHMOND, Va., April 12.—Sudden chill in weather has not cut the rebuilding and painting activity. With opening date a week away (19) final touches are being applied to all units.

Trainmaster and general lot superintendent, Wallace Cobb, claims that his wagon builder, R. D. Moore, has established some sort of a record by turning out five rack wagons in two weeks. Harry Hauck, power superintendent, has checked the three new ID6's and has installed pusher plates and hooks. Tractor crews already have moved several wagons from winter quarters to rural exposition grounds.

Gerald Snellens, advertising manager, has a full crew of billposters under Ernest Prosser. Glen Porter has moved his Side Show to the exposition grounds and is completing his work there.

Fred Sawyer's Minstrel Show now has been completed. Show is topped by a 15-foot animated cut-out. A new 24-foot bally wagon for Doc Cann's Motordrome has been completed. Pony Bud has arrived from Florida with 14 ponies, three in foal. Bucky Allen's concessions have been painted and all tops have arrived. With a break in the weather, all major work should be completed about a week prior to opening.—NEAL GEARY.

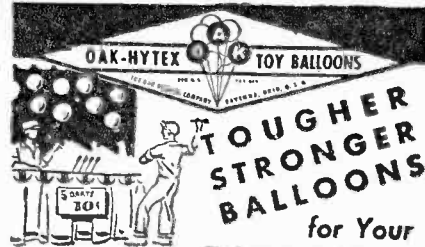
B. & H.

ESTILL, S. C., April 12.—Show moved in here from Megget, S. C., and everything was up and ready for an early opening Monday night (7). Crowd was the biggest yet for a Monday.

Two more office-owned concessions have been added, giving the show a total of 30, of which 7 are office-owned.

At Megget, opening night was lost because of trouble with the transformer. To date, the Ferris Wheel has topped the rides with the Merry-Go-Round second. The Minstrel Show has paced the shows.

Mr. and Mrs. C. D. McCune visited and were hosts at an Easter egg hunt for the children on the show.—FRED OWENS.



Insist on OAK-HYTEX. See your jobber now. Ask him for your Oak Change Apron, free with your first purchase of OAK-HYTEX Balloons. Get your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he's supplied.

THE OAK RUBBER CO., RAVENNA, OHIO

Gentlemen:

Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name

Jobber

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OAK-HYTEX BALLOONS

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THE

SUNSHINE CHOO CHOO

"I consider the Sun Shine Choo Choo tops of all kiddie rides. Its grosses are very satisfactory and you can sure bank on the word and treatment of Sunshine Company. There is none better."

SUNSHINE MFG. CO.

1307 Grand Central Ave. Tampa, Fla.

Sunshine Mfg. Co. makes delivery like the Sun . . . On Time. Order Now.

We are still able to make Spring delivery. (Send \$1.00 for large Photo and complete description)

STEBLAR GREATER SHOWS

Erwin, Tenn., April 10 to 19;

Glade Springs, Va., April 21 to 26

Will book, buy or lease Merry-Go-Round. Can place small Cook House. Will sell x on two Mitt Camps. Can place Five-in-One; have complete outfit for same. Can also place Girl Show.

Dorothy, get in touch with Annie Lee King. Have Leaping Lena for sale.

Address all mail to

J. G. STEBLAR, Gen. Mgr.
ERWIN, TENN.

FOR SALE

Organized Carnival. Booked for whole season. Merry-Go-Round, Ferris Wheel, Chairplane, Kiddie Rides. Tents. Cables already to set up. Or will consider partner with some capital. This Show is booked in Portland, Me., at Bay Side Park for two weeks, May 4 to 17.

ILL HEALTH CAUSE OF THIS SALE.

MOLLY'S SHOWS

MARION YORK, Secretary, Portland, Me.
80 Revere St.

FOR SALE

One 25 Kw. Light Plant mounted on Chevrolet One-Ton Panel Truck. This power unit is in A-1 condition and ready to go. Must be sold at once at a sacrifice. Truck and plant, \$900.00. (Valued at \$1,800.00.)

P. O. BOX 49, West Lynn, Mass.

S. O. S. SPECIAL of the Month

Western Electric 500 Watt Amplifiers for Drive-Ins, Stadiums and Ball Parks. Government surplus, like new.

ORIGINALLY \$1,000. NOW \$295

Send for Catalog listing hundreds of special buys on theatre equipment. S. O. S. CINEMA SUPPLY CORP., 449 W. 42nd St., New York 18.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

LOOP-O-PLANE FOR SALE

IN VERY GOOD CONDITION. Can be seen at Salisbury Beach, Mass.

OLIN T. GREELEY

87 MAIN ST. EAST PEPPERELL, MASS.

MIRRORS



... that Reflect Waves of **L-A-U-G-H-T-E-R**

A selection of 8 different contours that distort figures into freakish reflections.

Two Sizes — 30"x70"
40"x70"

FOR ARCADE • FUN HOUSE
or a
COMPLETE SHOW ITSELF
Shipment 4 to 6 Weeks.

Also Coaster Cars—Century Flyer
Train—Park Benches

NATIONAL AMUSEMENT DEVICE CO.
Box 488, VAF, Dayton 7, Ohio

Redwood Empire

SACRAMENTO, April 12.—Despite cold weather, org has been playing to good business. Stand here is on Franklin Boulevard.

Staff follows: Elisha Pickard and Anthony Masseth, owners, with Pickard, general agent, doing the advance, and Masseth as general manager; Mrs. E. Pickard, secretary; Mrs. E. Pickard, treasurer; John (Cupcake) Woronuk, chief electrician and lot superintendent; A. Fettig, carpenter; Andy Graytak, Octopus foreman; R. Ward, mechanic and mix-up foreman; A. B. (Smokey) Smith, Ferris Wheel foreman.

Concessionaires include Harold Atherley, cookhouse, popcorn and candy floss; Eugene Masseth and Robert Bitz, bingo and long range shooting gallery; Mr. and Mrs. Val Bitz, photo and penny pitch; Mr. and Mrs. Fred Zimmers, cat rack and duck gallery; Gordon Pickard, glass joint; Mr. and Mrs. Clarence Foote, two bottle ball games; Mrs. Pete Sievens, palmistry; Louis Drescher, watchla; Mr. and Mrs. George Parsons, balloon darts; Elaine Masseth, baby doll concessions; Lorraine Masseth, novelties; Mr. and Mrs. Mike Masseth, hoop-la, and Billy Woolms, short range gallery.—MRS. A. MASSETH.

Greater Rainbow

DARDANELLE, Ark., April 12.—After two weeks of cold, windy weather in Fort Smith, Ark., org made its first move, jumping in here where weather also has been cold and windy. People brave enough to come out in the face of the weather are good spenders.

Pete Leslie is mailman and *The Billboard* agent. Mr. and Mrs. Elmer Hutchin have the cookhouse; Mrs. Esther Davis and son, Bill, watch-la, clothespin and coke; Sandy Kephart, fishpond and moving cats; Doc Wit-house, seven concessions besides percentage; Pete Leslie, novelties, hoop-la and ping pong; Mr. and Mrs. Charles Miller, candy apples and spindle; R. Ward, bingo; Mrs. Quarders, jewelry spindle; Mrs. Bob Rogus, penny pitch; Mr. and Mrs. C. Chezem, office-owned popcorn; Bill Gardner, basketball; Don Lambert, candy floss; E. P. Minor, Tilt foreman; Orson Stanton, Ferris Wheel, with Robert Walters as second man; Bob Rogers, Kiddie Ride; C. Nordby, Scooters; Ellis Arnold, Merry-Go-Round; Jack Myers, front gate; Dale Parish, Girl Show operator; Jack Foster, another show, and Wendell Nordby, Mechanical Show.

People arrived here for the Ten-In-One, which will be added at next stand.

Bill Cushman, of Joplin, Mo., was a visitor here.—FRANK WARD.

Gate City

AUGUSTA, Ga., April 12.—Show arrived here March 23 for a week's engagement on the Green Street showgrounds after tough going the last three weeks in South Georgia due to rain and cold weather.

Org has the Three Aerial Mac-caps this year for a free act. Mr. Baxter deserves much credit for the fine appearance of the show. Stan Reed is handling the advance.

Show has all new canvas and the rides are painted and carry plenty of flash.

John McKee

POPLAR BLUFF, Mo., April 12.—Shows opened here March 22 under Sportsmen Club.

John McKee has obtained a new steel trailer for the Merry-Go-Round. Mrs. Florence McKee is handling the office.

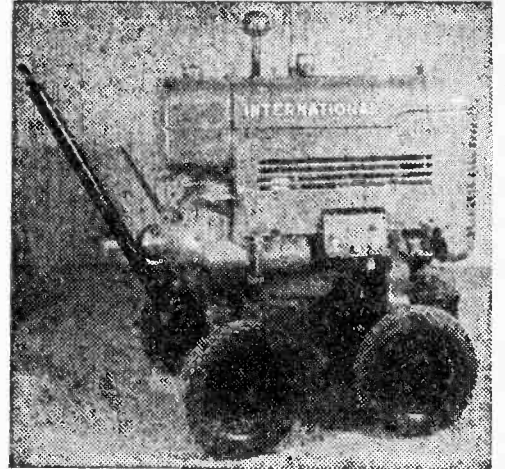
Teska's Mechanical Village opened big. Org opened with seven rides and 25 concessions and all got a little money opening night.

POWER UNITS FOR ALL TYPES OF RIDES

INTERNATIONAL
LE ROI
JEEP SPECIAL
WISCONSIN

FOR:
Merry-Go-Round
Ferris Wheels
Chair-o-Plane
Tilt-a-Whirl
Silver Streak
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Etc.

IMMEDIATE
DELIVERY



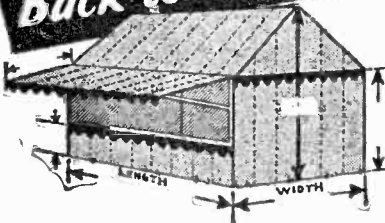
EDWARD C. FLAHERTY

43-87 VERNON BLVD.

LONG ISLAND CITY 1, N. Y.

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Manufacturers of
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POWERS & CO.

5929 WOODLAND AVE., PHILA., PA.

TYPE AND PICTORIAL

POSTERS

Posters and Cards

CARDS

of every size and description for every occasion. Exclusive designs created for your show. **LOW PRICES.** Write for Samples! (Union Printer).

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1126-34 VINE STREET, PHILA., PA.

WANT WOLF GREATER SHOWS

Opening Saturday, May 3rd, at St. Cloud, Minn. A number of Shows. Will book the following Concessions: Blower, High Striker, Bowling Alley, Bumper, Jewelry, Scales, Fish Pond, Hoop-La, Slum Spindles, String Game, Watch-La, Basketball, Lead Gallery, Penny Arcade and others that do not conflict. Want Ride Help; truck drivers preferred. All mail: P. O. BOX 2725, Bloomington Sta., Minneapolis, Minn. Phone: Midway 7647.

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Fastest Money Making Ride Ever, for Young and Old.

INDIVIDUAL INCENTIVE SPEED OPTIONAL WITH RIDER

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SIMPLE FOOL PROOF MECHANISM
ENCLOSED IN SEALED BEARINGS

We lease units of 10 horses, 40x60 top, and sectional flooring.

DELIVERY WITHIN FEW DAYS

WRITE FOR DETAILS—VISITORS WELCOME

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JIMMIE CHANOS SHOWS

WANT

Ride Help—Foreman for Roll-o-Plane, Octopus, Merry-Go-Round, Flying Scooters. Also can use useful Show People. Legitimate Concessions of all kinds. Will book any Show with own transportation, 25 per cent. I have a complete Girl Show outfit, want someone to take charge; must have two or more girls.

SHOW OPENS EATON, OHIO, APRIL 26. All replies

JIMMIE CHANOS, Eaton, Ohio

THOMAS JOYLAND SHOWS

CAN PLACE SHOWS NOT CONFLICTING

WANT RELIABLE RIDE HELP FOR ALL RIDES. MUST DRIVE. CAN ALWAYS PLACE AGENTS (single men or married couples) FOR OFFICE-OWNED CONCESSIONS, SLUM STORES, BALL GAMES AND PERCENTAGE. All address:

L. I. THOMAS, Mgr.

MAYSVILLE, KY., THIS WEEK; then into good spots in Ohio, Pennsylvania and West Virginia.

WANT! WANT! WANT!

50 K. V. A. Transformer, 2200 Primary, 220-110 Secondary. Want—Cook and Counter Man for Tom Hughes' Cook House. Want—Girl Show operator with wardrobe and performers. Want—Snake Pit or Wild Life Show, Freak Show. Jimmy Oliver and Art Lewis, contact me at once.

SHOW OPENS ELKINS, WEST VIRGINIA, APRIL 28TH.

T. J. CRAMBLETT

PHONE 70 OR 209

MEYERSDALE, PA.

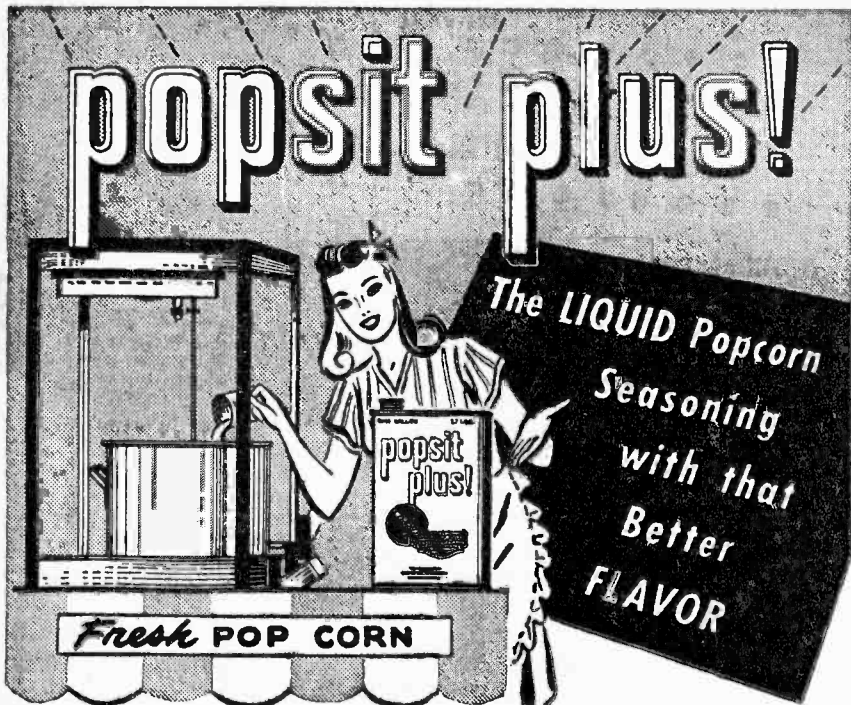
RIDES AND CONCESSIONS WANTED

FOR

SHARPSVILLE AMERICAN LEGION STREET FAIR

MAY 26-31 OR JUNE 2-7

HARRY E. PEBLY, Adjutant, Sharpsville, Pa.



STILL the most economical because . . .

- . . . it is always liquid and requires no melting.
- . . . there is no waste. Every drop pours with ease from the handy gallon can.
- . . . it gives you bigger profits by popping more bags of corn per batch.
- . . . its delicious flavor brings repeat customers.
- . . . there are 70 years of "know how" behind the refining of this modern seasoning.

Warehouses in principal cities—coast to coast

C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876

3450 N. BELGRADE ST.
PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

The TILT-A-WHIRL Ride

On Midways All Over America
Its Grosses Are Getting Better All the Time

—Manufactured by—

SELLNER MFG. CO. Faribault, Minnesota

ALAMO EXPOSITION SHOWS

WANT FOR THE BIGGEST SPRING CELEBRATION IN THE U. S. A.

BATTLE OF FLOWERS, SAN ANTONIO, TEX.

APRIL 21-26, INCLUSIVE

On the Streets of San Antonio — 50,000 Visitors Expected Daily.

MERCHANDISE CONCESSIONS OF ALL KINDS

CAN PLACE FOR ENTIRE SEASON, INCLUDING THIS BIG SAN ANTONIO DATE: KIDDIE RIDES THAT DO NOT CONFLICT, IRON LUNG, FERRIS WHEEL (will book or buy for cash), and PHOTO CONCESSION.

SHORTY TAPPEN CAN PLACE ACTS FOR SIDE SHOW

(Salary no object if you can perform.) All address:

JACK RUBACK, Mgr., Lockhart, Texas, This Week; Then 2240 E. Houston St., San Antonio, Tex. (Phone: Fannin 1812.)

COLEMAN BROS.' SHOWS

NEW ENGLAND'S LARGEST AND FINEST MOTORIZED CARNIVAL
OPENING APRIL 17 TO 26, MIDDLETOWN, CONN.

Want Ride Help, Foreman and Second Man for Caterpillar; Some drivers preferred.

FOR SALE: 20x340 8-foot wall, Khaki, new, \$300.00; 20x14 Marquee with 30-foot wall, blue, good condition, \$100.00

DICK COLEMAN

14 JOHNSON ST., P. O. BOX 886

MIDDLETOWN, CONN.

From the Lots

Majestic Greater

RICHMOND, Va., April 12.—Week ended Saturday (5); location, Fulton Showgrounds; weather, fair; business, excellent.

Opening Monday (7), under American Legion Post auspices, at 4300 West Broad (first week was not sponsored), was the biggest from an attendance and gross standpoint in Legion's history. Officials said attendance was 3,729 opening night. Art Converse joined with a 160-foot front Side Show, after a hurried trip to Philadelphia for equipment.

Visitors here have included Bert Rosenberger, general agent of the DuMont Shows; Bill Owens and M. T. Airy, advance men on the John H. Marks Shows; Colonel Sikes, general agent of the Golden Rule Shows; John H. Marks and T. A. (Red) Schultz, Marks Shows; Willie Lewis, Al Euband, Gus Meyer, Nev Wagner and Nick Stepp.

Clem Coffee has taken over the Girl Show. Doc Anderson reports good business with his What Are They? show. Don and Dorothy Thompson had a big week with their motordrome. Bob and Myrtle Thomas are all smiles over the way business turned out. Alex Cohen, of England, a relative of the owner, has taken over the front gate ticket box.

Owner-Manager Sam Goldsten took delivery on two new tractors and a new trailer. Harvey Hudson of Station WLEE went all out in co-operating with the shows. He sponsored a bubble gum program in the name of the shows on two afternoons. Time was free. Edith Lindeman, of *The Richmond Times-Dispatch*, also gave with plenty of space.

Mr. and Mrs. Al Del Flore are doing well with their concessions and kiddie rides. Phil Jones has replaced Troy Scruggs as wheel foreman. Joe Martin still reigns as the sawdust king. George Bradley, Tilt-a-Whirl foreman, marked his 19th birthday Friday (4). Lloyd Soules has all equipment in top shape. Saturday bubble gum matinee, conducted by the writer, went over big.—HARRY E. WILSON.

Siebrand Bros.

PHOENIX, Ariz., April 12.—Shows opened at 2307 East Van Buren Street quarters March 14. Midway consisted of two Ferris Wheels, Spitfire, Merry-Go-Round, Roll-o-Plane, Tilt-a-Whirl, Kiddie Airplane, two Kiddie Car rides, Kiddie Ferris Wheel and Chairplane.

Shows are Side Show, office; Mickey Mouse, Funhouse, Amazon Show, Girl Show and *French Follies*, Norman Prather; three-ring circus, office. Concessions are Frank Scerba, Paul Pasitsky, Ted Burk, 2; Earl Carr, 2; Carl Cutler, 2; Blackie Murry, Earl Foley, jewelry; Bill Siebrand, Lee Ritter, 2; Red Nelson, Mr. Billingsly, novelties; Rex Del-Roux, cookhouse; Mrs. Pete Siebrand, candy floss; Mrs. Hiko Siebrand, popcorn; Don Rey, snow cone and apples, and George Stevens, mitt camp.

Power for shows is furnished by a new Diesel, mounted on a semi-trailer. Org has eight new trucks. John Siebrand recently purchased a new truck to haul the Spitfire. A portable Scooter will be mounted on three semis.

Personnel of the show visited the Clyde Beatty Circus here. Party included Don Rey, the Cliff Henrys, Ivans Hebray, Mr. Billingsly, John Siebrand, Rex Del-Roux, Mr. and Mrs. Harry Clark and Eddie Patrick. The writer had an enjoyable visit with Anita and Ruben Alvero.—TONI MADISON.

TENTS

CIRCUS, CARNIVAL CONCESSION

BRIGHT FLAMEPROOF CANVAS

Royal Blue—Tangerine—Forest

Green—Khaki—Olive Green

White

Flameproof your tents with Hoopers Liquid Flameproofing Compound.

UNITED STATES TENT & AWNING CO.

2315 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

TENTS

Special sizes and shapes made to your order within 5 days. Any color combinations, fireproofed and waterproofed.

MANY SIZES IN STOCK.

For Immediate Delivery

30x100 ft. fireproofed

40x100 ft. fireproofed

8x 10 ft. concession

10x 10 ft. concession

Change Aprons — Bally Cloth

A. Mammann & Son
120 BOULEVARD OF THE ALLIES—PITTSBURGH 22, PA.

SHOW CIRCUS CONCESSION TENTS
MERRY-GO-ROUND

CENTRAL Canvas Company

HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 8, Mo.

TENTS

Concession, Khaki, Immediate Delivery. 8x10, 8x12, 10x12, 10x14. Also Four-Way Joints, 8x8, 10x10, 10x12. Roped Tents, 20x30 to 40x70. Orange, Green or Blue to order. Change Aprons and Sidewall. Order Now.

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Tarps — Floor and Ground Cloths

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TRAVELON TRAILERS

BUILT BY MEN WHO KNOW HOW

21 feet overall length.

Designed for Convenience and Ease of Handling.

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U. S. 30, Ill. 50

21100 S. Cicero Ave. Matteson, Ill.

COMMITTEES, NOTICE

Can furnish 5 Rides, 4 Shows, 20 Concessions for Fairs, Celebrations, Bazaars, Festivals, etc., in Georgia, North and South Carolina, Virginia, Maryland and Pennsylvania. We carry no racket or nypsis. If interested in a good clean show for your event contact

J. L. HENSON SHOWS

Omega, Ga., or Per Route

FOR SALE MOON ROCKET

A-1 CONDITION, READY TO OPERATE. PRICE, \$9,000.00.

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Phone: ENGLEwood 4472

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .50. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000, 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100, 2.00. 3000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M. 1.50. 3000 Featherweight Bingo Sheets, large size, 5 1/2 x 8; 5 colors; loose, no pads. M. 1.75. Adv. Display Posters, Size 24x36. Each .10. Cardboard Strip Markers, 10 M for .75. Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00. Trn Transp. Plasto Markers, Bwn., 3/4 M. 1.00. Red or Green Plasto Markers, scalloped edges, transparent, size 3/4 inch. M. 2.50. 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

Home State

BATESVILLE, Ark., April 12.—Org bowed here March 26. Weather was cool in the daytime, cold at night. Biz at night was good, with everyone doing better than had been expected.

New light towers and three new rides have been added. Shows are Herb Allen's Jungle Oddities and Mouse Show and Bob Housell's Girl Show.

Concessionaires include Al Sterner, custard, popcorn, candy floss and snow; Marie Moore, three ball games; Binger McCord, 10 concessions; Clarence Caye, high striker, clothespin pitch and slum spindle; Lee Craney, glass pitch and knife rack; Mrs. Herb Allen, penny pitch; Marion Henderson, diggers; Emory Tucker, bingo and corn game; Sam Bunch, two ball games and one rat game; Lee Bausack, grab joint and blower; Frank Saery, mug and coke joint, and P. Smith, fish pond and penny pitch.

Executive staff includes Don Trueblood and Carl Larson, owners; Lee Bostwick, general manager; T. L. Murphy, general agent, and C. (Jack) O'Brien, publicity manager.

World of Pleasure

DETROIT, April 12. — Original opening date was postponed because of condition of the lot, caused by snow and rain. Owner John Quinn has added six light towers and a new plastic and chrome front has replaced the old marquee. Three new trucks have been delivered and the office wagon, being built on a 32-foot semi, is about ready.

Concessionaires on hand include Buck Allsup, Benny Merritt, Bill Rice and T. J. McManus. Mrs. John Quinn has added several concessions to her string. Recent arrivals are Mr. and Mrs. E. C. May.

General Agent Charles Shafer is ill in his Toledo home.

GREAT SUTTON SHOWS

"POSITIVELY AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW"

11 - RIDES - 11 10 - SHOWS - 10 45 - CONCESSIONS - 45

Want for Strong Spring Route in Proven Territory

— INDEPENDENT RIDES AND SHOWS —

Have Openings for a Few Legitimate Concessions.

Need Ride Men for Spitfire, Octopus and Other Rides.

Paying Top Salaries. Come on in—Will place you.

Address:

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Granite City, Ill., this week; Columbia, Mo., next week.

PENNY ARCADE WANTED

Must be clean, legitimate and modern. Can join at once for complete season, including full circuit of good Fair Dates.

Address inquiries:

GOODING AMUSEMENT CO., INC.
1300 NORTON AVENUE COLUMBUS, OHIO

For Sale—For Sale—For Sale

Mechanical Farm, over 75 working parts. Mounted on 2-wheel trailer, 8x14 ft. In storage for past 5 years. Shown one season only in Oklahoma. New canvas. Will sacrifice due to builder's death for \$650.00. Better hurry!! Needs paint, otherwise perfect.

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RIDE HELP WANTED

For Merry-Go-Round, Ferris Wheel and Octopus. Must be experienced, sober, reliable. Top salary. Also Concession Agents.

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Phone: BERSHIRE 7964

J. L. (Jimmie) Henson Shows

Due to Bad Weather and Repair of Recently Purchased Equipment, Opening Will Be APRIL 25—OMEGA, GA.—APRIL 25. South's Largest Plant Center.

Can place Bingo, Grab, Photos, Jewelry, Popcorn, Floss; also any legitimate Slum Store, such as Fish Pond, Bumper, String, Coke Bottle, Darts, Pitch-Til-U-Win, Cork and Lead Gallery, etc. Privilege \$20. We carry no racket or gypsies. Good proposition for Fun House, Mechanical, Snake or other clean Grind Shows with own. Can place Scenic Artist and Sign Painter. No Ride Help needed. Thanks. Will lease six Concession Tops and Frames to reliable parties; excellent opportunity to parties with transportation. Going North, will play Fairs and Celebrations in East Central States. All reply:

J. L. HENSON

Omega, Ga.

L. J. HETH SHOWS

WE ARE PROUD TO ANNOUNCE

THAT WE HOLD EXCLUSIVE CONTRACTS TO FURNISH THE ENTIRE MIDWAY AT THE

FAT CATTLE SHOW AND GENE AUTRY'S RODEO

TO BE HELD AT THE ALABAMA STATE FAIRGROUNDS IN BIRMINGHAM, ALA.

MAY 5 TO MAY 11 INCLUSIVE

Under the Sponsorship of the Chamber of Commerce, Tied in With All 4-H Clubs in the Entire State of Alabama
This Mammoth Event Will Draw Well Over 100,000 People

TO AUGMENT OUR SHOW WE WILL DECLARE OUR MIDWAY OPEN

WILL BE ABLE TO PLACE A FEW RIDES FOR THIS DATE

Can place Looper, Spitfire, Pretzel Ride, Silver Streak, Flying Scooter, Kiddie Train and Live Pony Ride.

— CAN ALSO PLACE THE FOLLOWING SHOWS —

Fun House, Animal Show, Wildlife Show, Monkey Show, Big Snake Show and Hillbilly Show (Grand Old Opry and Renfro Valley, please note).

— WE HAVE CONCESSION SPACE OPEN FOR THIS EVENT —

HELP WANTED TO JOIN NOW
WANT ORGANIZED SIDE SHOW (WILL FURNISH COMPLETE OUTFIT). Want Colored Musicians and Comedians, also Trombone Player. RIDE HELP THAT DRIVE SEMI TRAILERS.

Address All Replies to:

L. J. HETH SHOWS
MURFREESBORO, TENN., This Week, Then Per Route.

BLUE GRASS STATE SHOWS

THE PRIDE OF OLD KENTUCKY

WANTED LAST CALL WANTED

Opening Saturday, April 19, Owensboro, Ky.
14th and Triplett Sts. Show Grounds, In the City.

CAN PLACE AT ONCE

HELP—Foremen and Second Men for Merry-Go-Round, Wheel, Chair-o-Plane and new 1947 Super Roll-o-Plane. Top salaries to sober and reliable men. Wire or come on at once.
CONCESSIONS—Have openings for a few more Hankie-Panks. All others sold.
SHOWS—Have a special proposition for Shows with own outfits and transportation. Will place Girls Show, Posing, Wild Life, Midget, Fun House or any good Grind or Bally Show.
RIDES—Have openings for Spitfire, Caterpillar, Tilt-a-Whirl or any Ride not conflicting.
Have Birth of Twins Show with all new Canvas and Banners that we will turn over to reliable party.
Can also place good reliable Carnival Help in all departments.
Whitey O'Neal can place Agents for Coke Bottles and Slum Joints. Joe Hilton can place any good Freak or attraction suitable for Side Show.

SHOW MOVES ON LOT WEDNESDAY, APRIL 16. ALL WIRES TO

C. C. GROSCURTH, Gen. Mgr.
BLUE GRASS STATE SHOWS, OWENSBORO, KY.

From the Lots

John H. Marks

NEWPORT NEWS, Va., April 12.—First three days of the 10-day stand here found business about on a par with last season, thanks to a big matinee Saturday (5). Elmer Rhodes' new Looper arrived and received a big play.

Walter Rowan, electrician, was robbed of a diamond ring, a watch and \$65 in cash. Willie Lewis visited. Personnel, while not complete, lines up this way:

Staff: John H. Marks, owner-manager; Harry A. Parker, general agent; Nicholas Stepp, secretary; James Hirschberg, assistant secretary; Lew Hamilton, publicity director; Harry Schreiber, legal adjuster; William Owens, billposter; Paul Melborne, mechanic; Walter Rowan, chief electrician; Al Palmer, front gate superintendent; George S. Usher, paint department superintendent; Thomas A. (Red) Schulz, mail and The Billboard sales agent; Thomas Heath, night watchman.

Shows: Lion Motordrome, Art Spencer, owner-manager; Harry and Earl Snyder, riders; H. D. (Scrap Iron) Singletary, lion tamer; Arthur Borsvold, talker; Frances Spencer and Betty Jones, tickets; Lee Savage, mechanic.

Girl Show: Johnny Orneallas, manager; Debbie Cameron, second talker; dancers, Connie Taylor, Renee Grant, Sherry Paney, Gale Aldrich and Dorothy Johnson; Fernando (Dutch) Norusbat, canvas and tickets; crew, Clifford Lilly, Max Turner, Manual Costa. Posing Show: Johnny Orneallas, manager; Mickey Harris, talker; models, Jenny Turner, Lucille Strother, Ola Johnson and Ruby Smith; canvassmen and tickets, Bud Strother, Andrew Brisky, Charles Collins. Side Show: Al Renton, manager, Snake Show, Chuck Renton, manager; Elwood Rice, herpbatologist; Johnny Edmond, rouser. Hot Harlem, Jimmie Simpson, manager. Unborn Show: John T. Rae, owner; Mrs. John Rae, cashier and lecturer; John Rae, front; Henry Sessmen, transportation. Fun House: Frank Waner, Russell Johnson. Penny Arcade: Walter Rowan, owner; Sam Ramella, Billy Pittman and Ellis Nellons.

Rides: Ferris Wheels, George Dobbins, foreman; Charles Samuels and Leonard Ainslie, Octopus, Buster Morgan, owner; U. Williams, foreman; LeRoy Rogers, second man; Pauline Fullwood, tickets. Moon Rocket, Tex Leatherman, foreman; Eddie Baker, F. L. Flynn, Margaret Malbone, tickets. Roll-o-Plane, S. B. Morgan, owner; Charlie Welch, foreman; Arnold Davis, clutch; Arthur Wood, tickets. Flying Scooter, W. K. (Whitey) Gilbert, foreman; Jim Hall and Frances Gilbert, tickets. Whip, LeLland Corbett, William H. Cooley, Mrs. Anna Leonard, tickets. Kiddie Train, Eddie Cole, manager; Grace Cole, tickets; Howard Pitman, engineer.

Concessions: Bingo, Bill Jones, owner; Guy Markley, manager. Six Cat, Max Tarbes, owner; Joe and Pearl Marks, agents. Pill Joint, Mac McCarthy; rolldown, Al Palitz, Al Hardy, Gerald Gordon; darts and slum spindle, Gabe Corbett, 2; Elsie Hodges, 2; Russell Saylor, agent; pan game, Ruth Schreiber and Blanche Lytton; pan game, E. H. Hawkins, Joe Quinn, Curley Hill; Danny Newman, nail joint, swinger, darts, ball game, pitch and kiddie rocket; Pollock, Harold King, Sol Newman, Chris Robinson, Jimmie Hatcher, Spencer Spactz, Zella Newman and Mrs. Robinson, agents; ham and bacon, F. C. (Dutch) Schmitt and Henry Culbreath. Aerial bowling, Harold Lloyd; milk bottles, Mr. and Mrs. John L. Downing, owners; Marcel LeMay, agent; penny pitch, Mrs. Rosa Leatherman; lead gallery, H. L. Heisser, popcorn, peanuts and candy apples, Roy and Alice Dearduff. Frozen custard, Walter Harrold, Essie and Jackie Holliday; French fries, Lew Hamilton.

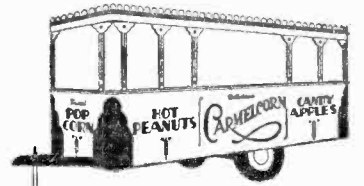
Peerless Celebration

STATESVILLE, N. C., April 12.—Shows closed a successful seven-day stand in Mount Holly, N. C., Saturday (29), with business the first two nights being excellent. Rain and high winds affected the remainder of the week's activities. Date was sponsored by American Legion Post 152.

Larry Schaff joined last week as secretary and treasurer, while David Wright came on as lot man and electrician. Jerry Thorne, with girl show; Jimmy Varne, 4 concessions; Happy Bowlhouse, 4; V. W. Queen, 3, and C. R. (Pete) Smith, with bingo, also joined.

Shows purchased two new transformers. Local stand, which opened Monday (5), is under auspices of the Veterans of Foreign Wars Post 2031. Local visitors included Mrs. Sheur, Bulldog Martin, Soldier Mack, Jimmy Lewis and George Gray.—FRANCES MORLEY.

POPCORN TRAILERS



IMMEDIATE DELIVERY
WRITE FOR CATALOG
KING AMUSEMENT COMPANY
82 ORCHARD ST., MT. CLEMENS, MICH.

FOR SALE

KIDDIE FERRIS WHEEL

Brand New.
COMPLETE IN EVERY DETAIL,
PORTABLE.

12 Ft. High, 6 Seats

CAMERA EXCHANGE

194-196 So. Main St.
Wilkes Barre, Pa.
Phone 2-8837

Ernie's Midway Attractions

Booked for Buffalo, Rochester, Erie. Downtown celebrations with Parades. A few Fair dates open, act quickly. Need a few non-conflicting Concessions. Want Shows—Monkey, Walk Thru, Fun House, Western.

Contact

G. ERNEWEIN

18 East Lake Ave., Buffalo 19, N. Y.
Phone: TR 1715.

WANTED PONY TRACK

PLAYLAND PARK

SOUTH BEND, INDIANA

Write, Wire at Once

EARL J. REDDEN

Oliver Hotel Ph. 31607
Ride Foreman Wanted.

FOR SALE

1 18-ft. 24-seat Chair-o-Plane, completely re-conditioned, A-1 shape. 1 Kiddie Car Ride, new wheels and axles and new paint, A-1 shape. 1 40-ft. Front with 100 lights. 10 Concessions. 1 '39 model Chevrolet Truck. 1 '38 model Ford Truck with new motor and 32-ft. Trailer. 1 '38 International Bus with 30 KW AC Generator; power Red Seal Continental motor; light plant installed in bus. 1 Side Show with Pit, Front and Banners. 1 26-ft. Office Trailer. 1 Spider Monkey with nice cage. Plenty of 8-ft. Sidewall. Plenty of extra Concession equipment. Will sell with or without Trucks. This equipment is all in first class shape. Newly painted and ready to start operating. Located at 228 Ave. G., Rosenberg, Texas. Other Business.

WILL BOOK OR BUY FERRIS WHEEL

For A-1 route. Can furnish transportation if necessary. Write

THOMPSON BROS.

2096 4TH AVE. ALTOONA, PENNA.

WANT ACTS

Can use two good Acts with own transportation, for 16 weeks contract. Short moves, starting June 2, ending about October 1. Write or wire

ROYAL UNITED SHOWS

129 N. 4th St. Minneapolis, Minn.

FOR SALE

30 Punks and factory made Rack for same; Waterfall Blower, complete with Balls and Motor; Fish Pond, complete with Motor, Tank and Fish; three Ball Game Figures, one Model U-2 International Power Unit for Wheel or Merry-Go-Round with Starter, used seven weeks. Address: P. O. Box 2725, Bloomington Sta., Minneapolis, Minn. Phone Midway 7647.
W. J. WOLF

WANTED

High class Mental Act that can work without heat; have beautiful frame up.

FOR SALE—Set Pat Show Banners, used four weeks. Wire or write

CLAUDE BENTLEY

STRATES SHOW, Wilmington, Del., April 14 to 18

W. C. KAUS SHOWS

Pride of the Piedmont Country

Now Playing New Bern, N. C.

WANT—Billy Logsdon to come in as soon as you are well enough. Contact us at once for further dates to join us.

WANT—Any Walk Thru Show or Grind, Pit or Fun House.

WANT—Grind Stores or other legit Concessions, or Mug Gallery.

WANT—Ride Help that can drive Semi Tractors.

Write or wire this week—New Bern, N. C.

M. KAUS, Owner

RUSS OWENS, General Mgr.

CAMEL TENTS

ALL STYLES — ALL SIZES

Forest Green — Khaki — Green — Blue
Flash Trimmings — Quick Delivery



CAMEL Manufacturing Company

SERVING THE SHOWMEN OF THE SOUTHEAST
329 South Central St.
KNOXVILLE 60, TENNESSEE

SPRING SPECIAL

Featuring

- OUTDOOR EQUIPMENT REVIEW
- 1947 FAIR DATES
- AMUSEMENT PARK LIST
- FAIR BOOKING OFFICES
- SEVENTEEN SPECIAL ARTICLES

NOW ON SALE!

If Your Newsdealer Is Sold Out ORDER DIRECT, 25c

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422

Enclosed is 25c in coin for which please mail a copy of the BIG 272-page SPRING SPECIAL to

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City State

Subscription Rates: One Year, \$10; Single Copy, 25c

WANTED
AMUSEMENT COMPANY
 For week of July 7 to 12. Sponsored by Lions' Club. Population 1,800. Contact
LeROY McLAUGHLIN
 Box 203, Redkey, Indiana

CARNIVAL WANTED
 Due to disappointment, we would like to sponsor a large, clean carnival, preferably the end of May or in June. New York Mills is suburb of Utica, N. Y., which has population of over 100,000, and surrounding towns 30,000 additional. Bus service every 10 minutes right to choice lot.
 For additional information contact
ANDREW JONES
 Fire Chief New York Mills, N. Y.

CONCESSIONS WANTED
 to take part in
Veterans' Homecoming Celebration
 JUNE 5, 6 AND 7, 1947, AT FAIRGROUNDS, CORYDON, INDIANA.
 Rides already booked.
 Contact
Clarence Engleman, Chairman
 CORYDON, INDIANA

WANTED
 Carnival and Rides for 4th of July Celebration, July 4th and 5th. Sponsored by Civic Club, V. F. W., American Legion and P. T. A.
 Write or contact
SECY. FLOODWOOD CIVIC CLUB
 FLOODWOOD, MINNESOTA

CARNIVAL WANTED
 FOR JULY 4TH CELEBRATION
 Must have at least 10 Rides and Shows. For Resort Town in Ozarks. Contact
Roy Baker Jr.
 HARRISON, ARKANSAS

WANTED FOR SIDE SHOW
 Fire Eaters, Pin Cushion, Ticket Sellers. Join immediately. Acts that worked for me before, write or wire
EARL F. MEYER,
 Mgr. Sideshow
 Ross Manning Shows Port Reading, N. J.

WANTED
 Good, clean Carnival, July 2, 8, 4. Community festival, outskirts Louisville. Wire or phone
RAY CHANABERRY
 1510 Washington Bldg. Louisville 2, Ky.

WANTED
 Concessions and Rides (especially Ferris Wheel, Merry-Go-Round) for Homecoming Celebration, July 4-5. Also Free Acts. (We're giving a Buick Away.)
RUDY WARREN
 AMERICAN LEGION ORRVILLE, OHIO

WOULD LIKE TO CONTRACT
 For Act in Center Ring in connection with
HORSE SHOW JUNE 12-13-14
 COOKEVILLE, TENN.
 JUNIOR CHAMBER OF COMMERCE
HUBERT BENNETT, Chairman

LAST CALL
 Move on Lot April 21. Agents contracted, acknowledge this Ad. Some P. O. open. Those that wrote, write again, letters misplaced. P. O. Agents, contact J. B. Cochran, 381 New Grant St., Wilkes-Barre, Pa. All others.
FLOYD SHEAKS
 381 New Grant St. Wilkes-Barre, Pa.

WANT
 Girl Show and Unborn Show operator. All information confidential. Address
SAM GOLDSTEIN
Majestic Greater Shows
 Newport News, Va., this week; Annapolis, Md., week April 21.

SPONSORED EVENTS
 Veteran, Lodge and Other Organization Festivities

Grass Valley, Calif., Plans July 4 Cele

GRASS VALLEY, Calif., April 12.—Plans are being made for the biggest July 4th celebration ever held here. Event is held in alternate years in Grass Valley and Nevada City. Local Chamber of Commerce is sponsoring the '47 celebration.
 William Stinson, chairman, has outlined events which conform to the projected centennial of Northern California also marking Independence Day. Charles Cicogni heads a committee which will work to have many local store fronts converted to early-day facades with rough lumber and slabs. Old-time style of signs will return thruout the business section. Such transformations will be made to last thru the three-year period of the centennial celebration, Earl Covery is chairman of the California Cavalcade, July 4 and 5 feature.

Atmosphere of the days of '49 will be extended to residents and their dress. Art Remple will stimulate a program of whisker-growing by male population. Mrs. Dora Pugh is in charge of getting Grass Valley women to wear the quaint costumes of the gold rush days.

Lowry-Veach Line-Up

TRENTON, Mo., April 12.—Contract line-up for the Lowry-Veach Rodeo includes Earl and Veldene Strauss, J. W. Stoker, Monroe Veach and Virginia Robinson, trick riders and ropers; Ben Veach, clown; Dittmann Mitchell, announcer; Elmer Robison, trained Brahma bull; Floyd Shumaker, chutes; George Dunlap, stock; Grace Shumaker and Jonuas Dunson, judging and timing.

Speed at Winchester Fete

WINCHESTER, Va., April 12.—Auto races at the Airport Speedway May 1 will be a feature of the Shenandoah Apple Blossom Festival.

Connecticut VFW Orgs Map Carnival Plans

NEW HAVEN, Conn., April 12.—Veterans of Foreign Wars organizations in three Connecticut towns, New Canaan, Thomaston and Ansonia, announce plans for carnivals during June and July.
 At Ansonia, John J. Dempsey, chairman of the committee, says the VFW will sponsor a carnival the week of June 15. At Thomaston the VFW has set June 23-28 as their dates, while at New Canaan a carnival will be held sometime in July, the exact date not being set.

Ski-Hi Stampede Skedded

MONTE VISA, Colo., April 12.—The 26th annual Ski-Hi Stampede will be held here July 30-August 1. Event will be announced by Cy Taillon, of Great Falls, Mont. Livestock will be furnished by Beutler Bros., Elk City, Okla.

Clucas Heads Wyo. Event

GREYBULL, Wyo., April 12.—Donald Clucas has been elected president of the board of directors for the Days of '49 to be staged here this year. Other officers are O. J. Deveaux, secretary, and G. W. Williams, treasurer.

Concessh Deadline Set

FAIRPORT HARBOR, O., April 12.—May 1 has been set as the deadline for local orgs to apply for concession space at the Mardi Gras, scheduled July 2-5.

Colo. Rodeo June 6-7

WALSENBERG, Colo., April 12.—Harry Capps, president of the Spanish Peaks Fiesta Association, announced the annual event will be held June 6-7. Capps pointed out that by setting the show for that date the organization will stage the first rodeo of the season in Colorado.

GLOBE SHOWS

Spitfire for sale, or will trade for "Tilt"—must be in good shape. Would like to hear from Fair Secretaries in New England.
WILL BOOK—Photo Booth, String Game, Bowling Alley, Coca-Cola Bottles, Penny Arcade and one Grind Show.
 Globe Shows will open May 1 in Pawtucket, R. I. Home address
JOHN COSTA
 727 Charles St., Fall River, Mass.
 Tel. 3-2760.

WANTED
BIG TIME THRILL ATTRACTIONS
ALL HOLIDAY EVENTS OPEN
INCLUDING JULY 4-5-6
 STADIUM SEATS 15,600
 SUPER LIGHTING SYSTEM
 Half Million People to draw from in 50-mile radius.
LOUIS R. BATCHELOR
 PANTLIND HOTEL
 GRAND RAPIDS 2, MICH.

LIONS' CELEBRATION
 CHARLESTOWN, INDIANA
 JUNE 9 THRU JUNE 14, 1947
 WANT CONCESSIONS. "NO GAMBLING".
R. S. CARTWRIGHT, Chairman
 BOX 355, CHARLESTOWN, IND.

MAKE \$100.00 A DAY ON CANDY FLOSS

 This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.
ELECTRIC CANDY FLOSS MACHINE CO.
 202 Twelfth Ave., So. Nashville 4, Tenn.

WANTED
 ENTERTAINMENT — CARNIVAL — RIDES
 for
LABOR DAY AND VETERANS' REUNION
 AT CITY PARK, FAIRFIELD, ILL., AUG. 31-SEPT. 2, INCL.
 Can Run Full Week.
 We Will Book Carnival for Last of May or 1st of June.
 Write
T. W. PAPPAS, Commander
 Post 4044, V.F.W. Fairfield, Ill.

WANT CARNIVAL
 For June 30 to July 5, Inclusive
LIONS CLUB, BAXTER SPRINGS, KANSAS
 Annual Celebration — Wire or Call Contact
J. D. KING, CHAIRMAN
 Baxter Springs Lions Carnival

UNITED AMUSEMENT CORP.
WANTED—FERRIS WHEEL—WANTED
 PAWTUCKET, R. I., 21-26 NEWPORT, R. I., 28
 Will book or lease a Wheel, with or without transportation. Will give a good proposition. We have 3 other Rides that will not conflict. Concessions—Only one of a kind wanted: String Game, Dish Pitch, High Striker, Ice Cream or Custard, Devil's Bowling Alley, Nail, Novelties, Ponds, Coca-Cola, Hoop-La, Country Store, Candy Floss, Age Scales, Cig. Pitch, Slum, Cork Gallery, Stock Wheels or any new or novel Store that does not conflict. Pay your own wire, we pay ours. Ride Help, come on, will place you.
ARTHUR APRIL, 356 Warren Ave., East Providence, R. I.

WANTED
 FOR VETERANS' WEEK, JUNE 15 TO 21
 Separate Rides, Shows, Concessions. Free Acts wanted also. Write E. S. PUTSAVAGE, Chairman, Brennan Keip Post #384, American Legion, Tremont, Penna.

WANT RIDES, CONCESSIONS
 JULY 4-5-6, 3-DAY CELEBRATION,
 FISH FRY—SPORTSMEN'S SHOW.
 Conservation Club and V. F. W. Write
SAM L. GROOM
 CASSVILLE, WIS.

SCIO FALL FESTIVAL
 Scio, O., Aug. 14, 15 & 16.
 Wants High Act for Street Show. Contact
W. C. HUGHES, Sec.
 SCIO, OHIO

RIDES WANTED
 Ferris Wheel, Merry-Go-Round and Kiddie Rides for
MARQUAND HOME-COMING, 3-DAY PICNIC,
 JULY 3, 4 and 5. Contact
MARQUAND CHAMBER OF COMMERCE
 MARQUAND, MO.

CARNIVAL WANTED
 Want to book outstanding Concessions, Rides, Free Acts, Carnival immediately for
ANNUAL JUBILISCA CELEBRATION
 Villisca, Iowa, Aug. 11-16.
 Excellent downtown carnival site. Address promptly, giving full information, including terms: **CHAMBER OF COMMERCE, American Legion, Harold L. Enow, Villisca, Iowa.**

RIDES WANTED
FIREMEN'S CARNIVAL AND PARADE
 JULY 7-12
 Write or Wire Chairman Firemen's Celebration, Vintondale Vol. Fire Co., Vintondale, Pa.

WILL BOOK
 • LIVE WIRE KIDDIE RIDE OPERATOR •
 LONG SEASON. EVERY CO-OPERATION.
 BOARD WALK AND BOULEVARD LOCATION.
SEASIDE PARK
 VIRGINIA BEACH, VA.

BIG ONE IS TAGGED 'GREATEST'

Solid Circus All the Way

Alzanas, high wire, proves outstanding thriller—new productions exude color

(Continued from page 3)

when a guy wire snapped in the setting of the net for the Flying Behees. There were obvious stall clown numbers to protect against breaks, so the production time can be cut at least 40 minutes without drastic trimming.

In recent years it has been the spec that has been delegated to carry the burden of the massive production, and no expense was spared in creating *Once Upon a Time*, a fairyland fantasy built around the wedding of Cinderella. Bales of folding money were spent making this as glittering as its predecessors, but it wasn't the spec that sent the customers home talking about the show.

Alzanas Steals Show

It was Harold Alzanas who, with his wife, Minnie, and his sisters, Elsie and Hilda, completely stole the show. Harold's intrepid work on a steel wire 50 feet above the ground left veteran circus men and calloused critics with the palms of their hands wet; not damp, but wet!

Alzanas executed a cart-wheel, skipped rope and did backward and forward leaps over a tight wire without the aid of a balancing pole, and there was nothing but the Garden's musty atmosphere between his wire and some solid earth and shavings spread on concrete. He opened by walking up a wire to the rigging, using an umbrella for balance, and closed walking down it. His picture numbers with his wife and sisters were strictly okay, and it is a cinch that this is the act they'll be talking about from Coast to Coast by the time the circus starts its annual tour under canvas.

He Gets a Bow

After taking his bow, Alzanas walked briskly out of the arena and made no effort at milking. Yet he was given a spontaneous ovation so tremendous he had to come back for a bow. Old-timers say this is the first time a performer has won such a greeting since the great Poodles Hanneford made his bow in 1916, and Poodles was no green hand at milking.

Rose Gould's contribution also was of breath-taking nature. She did a startling heel hang, barefoot; and her breakaways from her two male partners were timed perfectly to produce the gasps so pleasing to the ear of a producer.

The Idalys sprang a new high novelty feature—working upside down on a unicycle suspended from a rigging at the top of the building. Gymnast routines were well executed and there was plenty of thrill to the iron jaw portion handled in this unusual manner.

La Grange a Winner

They spread the carpet for the entrance of Chrysis De La Grange in the aerial can, and her masterful work on a Spanish web merited it. Her muscle-controlled slow descent evoked a rousing demonstration.

Once Upon a Time, spotted as display No. 9 opening night, portrayed (See *Ringling Rates* on page 77)

Oakley for Harry

WASHINGTON, April 12.—President Truman is holding a gold pass for the Hamid-Morton Circus which will open here Monday (21) and he may put in an appearance, according to Ralph M. Wolfe, Potentate of Almas Temple, sponsoring group.

Wolfe reported the President said he would like to go because he hadn't seen a circus in years.

White, Loy Build King & Franklin; Bows April 25

CHATTANOOGA, April 12.—Ernie White, veteran trapeze performer and for several years a partner in the Bradley & Benson Circus, has joined forces with John Loy, Hendersonville, N. C., business man, to put out a new show under the name of King & Franklin Circus.

Winter quarters have been maintained at White's home, 1411 1/2 Dodds Avenue here, but most of the equipment has now been moved to Sylvia, N. C., preparatory to opening the season there April 25.

Loy is known to many circus troupers, having visited practically every outfit touring the Southeast. For years he has been itching to get into the business.

Reports indicate the outfit is being framed to move on 10 trucks and semis and will feature a two-hour performance at "pre-war" price scales.

Ringling-Barnum '47 Program

Produced by John Ringling North, staged by John Murray Anderson, designed by Miles White. General director, Pat Valdo; choreography, Esther Junger; art director, Albert Johnson; technical director, Thomas Farrar; aerial director, Vander Barrette; musical director, Merle Evans; special music and arrangements, Bert Knapp and Sammy Grossman; equestrian director, Arthur Springer.

Acknowledgements: Costumes, uniforms, hand props, animal coverings and horse trappings, Brooks Costume Company, New York; fabrics for costumes and draperies, Cohama, New York; Theatrical Fabrics Corporation, New York; Gladstone, New York; Dazian's, Inc., New York; Decor by L. Weiss & Sons, New York; floats by Studio Alliance, New York; stockings by Jesse Zimmer, New York; gloves by Wear Right, New York; wigs by Lerch, New York; harness by H. Kaufman & Sons, New York; lighting effects by Century Light Company, New York.

Running order of the program on opening night a rather puzzling compromise between the printed program and the acts actually on hand and ready to work. Confusion was due largely to late arrival of several of the foreign importations and impossibility of clearing their props and equipment thru the customs in time for the opener.

Display 1

Cats and polar bears. Center ring occupied by Proske's tigers and the end rings by mixed group of cats of Damoo Dhotre and the polar bears of Konsefman. Proske pinch-hitting

Polack Cinch To Beat 1946 Indpls. Mark

Madison Proving Okay

INDIANAPOLIS, April 12.—Thru Thursday night (10), Polack Bros.' Western Circuit Shrine Circus drew more than 200,000 persons and Louis Stern, co-owner of the Polack org, was all smiles here as he reported on business.

"This year is the best ever in every way here," he said. "We've had a sellout or a turnout almost every day since opening March 31."

Starting Tuesday and continuing until closing Sunday night (13) org has been doing three shows a day. Admission is from \$1 to \$2.40, including tax.

Altho the weather has been spotty, with occasional rain, it hasn't hurt, Stern reported. Newspapers have been giving plenty of space, both in type and pictures, and a parade Wednesday (9) drew a tremendous crowd.

Madison Does Okay

CHICAGO, April 12.—Business for the Polack Bros.' Eastern Circuit Shrine in Madison, Wis., which closes tonight, has been good, "altho it could have been better," Irving J. Polack, owner, said in Chicago today on his (See *Polack a Cinch* on page 76)

Heat Unnecessary With Sponsorship, McReavey Declares

CHICAGO, April 12.—Vernon L. McReavey, promotional director for the Hamid-Morton Circus, writes from Memphis, as follows:

"I note with interest your editorial in the circus section of the April 5 issue of *The Billboard*, and while I do not claim to be an expert authority on promotions, I do know that I have found out from experience that it is possible to gross a lot more money on telephone sales promotion where you run them on a legitimate business basis and not as a racket. The fact that it was possible for us to gross \$28,006 on six telephones here in a six-week period without a single complaint from anyone here this year bespeaks for itself that it is possible to run such a promotion in a straightforward businesslike manner.

"During the years that I have been in the outdoor circus promotion business, I have had dates with bigger over-all gross than this one in Memphis, due to a larger membership and larger membership ticket sales, but this \$28,006 that we grossed on the telephone here is the biggest I have ever obtained on telephone sales exclusively. As a result, we all feel pretty much elated over this accomplishment."

Flamante Opens In Phoenix May 2

HOLLYWOOD, April 12.—Circo Flamante, operated by Herbert Weber, who for the last four years has operated the Escalante Mexican Circus, will open for the season May 2 in Phoenix, Ariz., Weber announces.

Weber and Chatita Escalante recently returned from Mexico City where they contracted eight Mexican acts for the U. S. tour. These include Raul Esqueda, musical clown; Rosita Esqueda, trapeze; the Mercedes and Juan Chavez Gomez, comedy singing and dancing; Lauro Morales, juggler; Jose Alamanza, magician; Senor Arturo, wire; Senorita Esqueda, contortion, and the Lopez Marimba band.

A new big top, 90x150, and a new 10-kw. generator recently arrived in quarters. Seats and other equipment, purchased in Carroll, Ia., also have arrived. Show will be presented in one ring and on a stage, similar to the European-style circus. All publicity and advertising for the show is in Spanish. Organization will tour California, Arizona and New Mexico.

Wirth Does Capacity Biz At Syracuse Shrine Show

SYRACUSE, April 12.—After a lapse of six years, the indoor circus returned to Syracuse this week, with Frank Wirth producing for the local Tigress Temple.

Using the State Armory, with a seating capacity of 3,500, business has been capacity all week and officials expect when the final receipts are counted it will be a new record.

Acts include Dick Clemens, animals; Auralia's Traps, Torrelli's Ponies, with Kay and Karol, jugglers; the Ridolas, comedy acrobats; Hunt's Elephants, the Sensational Bernice, high pole; the Zoppe Family, ladders; Mickey King, hand-twist in mid air; Monroe and Grant and the Flying LaMars.

for the Vincent Dorr mixed group, which failed to arrive in time. In spite of Proske and his cats getting into the Garden less than two hours before curtain time the act ran smoothly and without a hitch. Dhotre is a real showman and put his leopards, jaguars and pumas, 10 in all, thru a neat routine with practically no whip cracking or undue prodding. Konsefman's 10 polar bears quite a novelty and well handled by their trainer.

Display 2

Aerial medley, with five acts; the Merions (Mildred and Mary Jane), trapeze and webbing; veteran Albert Powell in his smooth trapeze routine; Welde, loop-walking and cloud swing; Rose Sisters (Rose Behee and Dolly Jahn), neat trapeze act, and Addie and Mars, trapeze.

Display 3

Veteran Ira Millette and his son, Jimmie, soloing over the end rings. Both presenting same routines of head balancing on trapeze.

Display 4

Clown production—*The Adam Smasher*—same as last season.

Display 5

Medley. Yolandis, two girls and male partner, in hand-to-hand and balancing routines. Bostock's three-person riding act, featuring Marion Seifert; Three Pages (the Ward-Bells), in satisfactory trampoline act; the Bombshells, six-person medley act.

Display 6

The Idalys, man and girl, over the (See *Ringling-Barnum* on page 102)

Ringling-Barnum

Show train left Sarasota, Fla., Wednesday (2) and arrived in New York Friday (4) for the Madison Square Garden debut Wednesday (9). After rehearsing day and night, the show was whipped into shape for viewing by the largest opening night audience in years. Advance ticket sales indicate big business here.

Opening night visitors included Mabel Ringling, Percilla Walpole, Mr. and Mrs. Robert Ringling, Mrs. Charles Ringling, Leo Durocher, Joseph Cotten, Jean McCormick, Willie Moser, Willie and Jean Krause; Pat Purcell, outdoor editor of *The Billboard*; Vincent Orlando, of the Boston Red Sox; his pal, Frankie (Shaky Legs) Murphy; Bill Thompson, Mrs. McKenzie, Frank and Paul Miller, Bert Ritchie, Murray Schwartz, Irving Ackerman, Dick Tucker, Ike Vern, Lou Levinson, Pat and Paul Grindle. With so many new acts on the show it is hard to keep track of who's who, but we'll write more about them later.

Back door scenes: Flash! Frankie Saluto has a new rabbit. His old one has been retired. Prince Paul wowed them opening night when he worked the center ring with Modoc during the elephant act. The bargain sale almost worked the opening show without the counter. Seems the prop boys forgot to bring it in. Yes, it showed up in time for the finish of the gag. Chief Brice and Willie Downing were cutting it up in the lobby. Lou Jacobs and his midget clown car are a riot. Car has so many gadgets that it will do everything but fry eggs. The basement grease joint is the one place where you can meet everybody with the show if you hang around long enough. Jackpots are cut up and shows are put up and taken down while you sip your coffee. Greetings and thanks to all who wrote. Be seeing you along the tanbark trail.—DICK MILLER.

Stevens Bros.

Due to the weather, the dress rehearsal scheduled Saturday (5) was canceled and the show left winter quarters in Hugo, Okla., Sunday (6).

Recent arrivals were Juan De Avilla, Gatchell's dog act, Mr. and Mrs. Bert Morey, Bob Grubb, Beaula Shearer, Leonard Briggs and Ray Heady.

Dud Riggs has the cookhouse going full steam. Jay Hardin, formerly with Clyde Bros.' Circus, joined as superintendent of props. Buddy Wheeler is superintendent of the working crew. The writer has the Side Show.

Dutch and Lois Van Rossum and Mr. and Mrs. Robinson report visiting the Victory Exposition Shows in Paris, Tex.

The new 18-foot cage trailer, built by Bud Wheeler and Shorty Shearer, was finished just in time for the start of the season. Three new animals, a puma, Russian bear and jaguar, arrived.

One of the highlights of the mid-way is Mr. and Mrs. Ralph Robinson's 30-foot house trailer and photo studio. The recently purchased bus is being used on the advance. The advance crew is headed by General Agent Raymond Duke and Eddy Shearer, car manager.

Visitors to quarters, shortly before the show departed on its road tour, included Don Breashear, Paul Bejano, George Hubert, Mr. and Mrs. Ben Grady, Mr. and Mrs. Snodgrass and Joy and Bobby Snodgrass, Mrs. Nola Grady, Jack and Maida Banta, Mary and Whitey Thorn, Chief and Tillie Keys, Mrs. Brewer and Mr. Schooler, reporter and editor, respectively, on *The Hugo Daily News*, and Mr. Wolfinger, president of the Hugo Chamber of Commerce.

Ione Stevens is having open house. Incidentally, she is brushing up on her rap rummy game with the Robinsons.—JACKIE DALE.

DRESSING ROOM GOSSIP

Bailey Bros.

Lights . . . camera . . . action. . . The whistle blew for the first time and the season was officially opened in Newberry, S. C. What an opening! The weather was ideal and there was more perspiration than shivers.

The new spread of canvas makes a good showing. The big top is green, trimmed with orange and yellow. The menagerie canvas is green and the side show white. The paint jobs by Dad Henningway and L. J. Bolt give the show a flashy appearance.

Several new faces are in evidence this season, including the Joe Franklin Duo, Buck Lucas and his troupe of cowboys, Faith King, Jack Gunn, Hank Williams, Loretta Kerns, George Hijack, Buck Leahy, Jimmy DeCobb, Mr. and Mrs. Bert Pettus, Dorothy and Bill Hill and Loraine Knight.

While we haven't had time to visit with the Side Show gang yet, we understand Red White has a strong line-up. Orchids to Mac McDonald for the great job he has done with the new elephants. He has succeeded in presenting two single acts, plus a big act with the entire herd. The "twin" baby elephants are attracting plenty of attention. McDonald presents them drawing a chariot around the hippodrome track with Delores Sadowski driving. Mac is ably assisted in his other acts by Peggy Henderson. Lillian Sadowski was not on hand for the opening. She is in a hospital awaiting a blessed event.

Everyone sorry to hear of the death of Mrs. Bob Stevens's father.

Pete Sadowski has the rolling stock in perfect shape and Cy Murray gets plenty of compliments on the appearance of the cookhouse. Folks especially like the new steam table. Frank Ellis and Laura Anderson have their concessions all decked out in new paint and canvas. The diner on the midway is new. Thru the efforts of Holley Howard, the show is well lighted and the floodlights he has on Gladys Gilem's lion act smacks of big time.

The new canvas loader is a boon to Johnny Wall and Blue Lundy. The clowns feel elegant in the new sleeper, fully equipped with lights, lockers and wash basins. Skinny Goe has a swell band and a great line-up of tunes for all acts.—LAURENCE CROSS.

Polack Bros.

Plenty of visitors on hand during the Indianapolis engagement, including Mr. and Mrs. Eddie Billetti, the Loyal Repensky family, the Armanda Zaechini family, Mr. and Mrs. Bobby McKee, Mr. and Mrs. Rudy Rudyneoff and son; Dr. and Mrs. Huebener, CFA-ers from Cincinnati; Frank Cook, the Gretonas, and Mrs. Gene Randow Jr., the last named spending the week in Indianapolis.

The Flying Concellos joined in Indianapolis. Act consists of Carl Durbin catching and Dorothy Durbin, Joe Siegrist and Eddie Kohl, leaping.

Hermina Willys celebrated a birthday. Americo Borza, 4, made his debut in Indianapolis, working with his brother and sister, Pepi and Nita.

We had a lot of excitement Easter Sunday, just before the matinee. A building directly behind the theater caught fire. It was about 50 feet from the trailers and trucks, and all the personnel had their fingers crossed.

Note to big show announcers: Jack Klein can tell you how treacherous a microphone can be. That is, he'll be able to tell you when he has his front tooth replaced.

Eimer Santana left to join Dailey Bros.' Circus. That putt-putt heard early one morning by the trailerites was Justino Lovel spraying paint on his trailer.—BEBE SIEGRIST.

Yankee-Patterson

Ruby and Virginia Wood joined at Redondo Beach, Calif. Rudy and Josephine Jacoby did some good work with the school and radio programs. They are now en route to Central California. Bandmaster Leroy Conkey has been commuting daily between the show and his home in Los Angeles. Ova and Robert Thornton commuted to their home in Venice. Mr. and Mrs. Alfredo Landon and their Argentine Midgets took a day off to appear in the first performance of the Clyde Beatty show in Los Angeles.

The shooting of scenes for *Nightmare Alley* on 20th Century-Fox lot occupies most of Manager Jimmie Wood's time. Wood will remain at the studio for the next five weeks, while the circus moves on under management of Ruby Wood and Frank Chicarello.

Mr. and Mrs. William De Barrie's Circus Side Show has been packing 'em in. Dolores Arthur and Pat Berry were visitors at Huntington Beach and Santa Ana. Marion and Albert Hubbard, of San Diego, visited friends on the show at San Clemente.

Mabel Stark has been featured on the radio at almost every stand. She has been getting plenty of space in the newspapers, too.

Back-Door Notes: Alice Gutterrez fell from her swinging ladder in Redondo Beach and injured her hip. She is recuperating in a Los Angeles hospital. . . . Mack Gordon, assistant mechanic, broke his leg in Inglewood and is confined to a hospital. . . . Mr. and Mrs. Johnny Cardwell's all-aluminum concession is getting plenty of rave notices. . . . Frank Chicarello received a surprise in the concert when a young lady offered to be the target for his impalement act and went thru it without a rehearsal. . . . Little Virginia Wood claims her recent operation added greatly to her appetite for cookies. . . . Toni Gutterrez is practicing her routine daily on the slack wire and hopes to join her sisters in the act very soon.—WALTON de PELLATON.

King Bros.

Lot of new faces around the dressing room this season and it looks like nearly everyone has a new trailer. Some are pretty nifty, especially Betty Billers's. Bozo Ward and Edward Hodgini have clown alley excited with new stunts and a few resurrected old - timers — like the clown fire house. Our new official program is eliciting a lot of interest. It has a spectacular four-color cover by Roland Butler with 36 pages. In Jackson, Miss., Joe Sullivan, bannerman, had a 12-page program insert.

Flo McIntosh is happy now. Her famous menage horse, Dusty, has arrived from the Rogers Farm, York, S. C. Coseta Cristiani, tanned by a winter in Florida's tropical sun, is a golden blonde this season. Fannie Carter was called to her home in Baltimore on account of the critical illness of her mother. Dorothy Rumbaugh arrived from her home in Everett, Wash., in time for the opening.

Got a look at Chester Gregory's Side Show the other day. Hambones is handling the principal comedy in the minstrels. The past couple of years this veteran has been operating a photo shop in Augusta, Ga. Capt. Frank Phillips has a fighting lion in the kid show.

Nearly half of the tractors are new, making it easier for Deacon McIntosh, chief mechanic. Frank Satiro has arrived from his home in Macon, Ga. He is the show's oldest employee.—FRANCINE DERIZKIE.

Sparks

The rains came Tuesday (1) in Meridian, Miss., and the arena looked like a swim pool. Between shows a report came that a hurricane was on the way, so the big top was on the ground within 10 minutes after we received the report. We blew the night show, which makes the third performance missed so far.

In Tuscaloosa, Ala., we day and dated the Lee Shows and in Birmingham the lot was in the middle of Hennies Bros.' winter quarters. Personnel from each show spent their free time viewing the other's equipment and cutting up jackpots.

This sign was found in the performers' car early one morning: "Other people want to sleep. . . All jackpots, big deals and I did this and that conversation should take place on the platform."

Murray Burt is the new front door superintendent. George Foster is now driving for James Edgar. Howard Menz is on the sick list. Mr. and Mrs. McGrath's daughter, Mabel, and her husband, visited in Birmingham and Cullman, Ala. Mabel made spec with her mother and they looked like twins. Harry Brown is sporting a new cane. Jimmy and Lee Troy marked their first wedding anniversary.

Queen Topsy, of the bull department, celebrated her birthday in Birmingham. *The Evening Post*, at the urging of Walter Nealand, threw a big party, complete with kids, flash bulbs, etc. We didn't ask Queen Topsy to blow out the lights on the cake. We were afraid she'd blow out the cake, too.

Visitors have included Mrs. Rhinehart and family, Robert Sams, Sahara and Danny Rose, Oscar Lowande, Willy Clark and family, Mugador and Bagonhf Cristiani, Glen Shufford, Pat and Monte Knight, Tommy Bentley, Flo McIntosh and Chester and Sylvia Gregory.—DOROTHY LEE BROWN.

WANTED

Few girls for Ladders and Menage. Also two or three good Clowns, Whiteface or Tramp. Wire per route, stating lowest salary and when you can join. This is a Railroad Circus. Can also use one more Family Act doing two or more, to Feature.

JAMES EDGAR, Mgr. SPARKS CIRCUS

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Seventy foot Round Top with one forty foot Middle with Quarter Poles, Side Poles, Stakes and Bale Rings, excellent condition. Price—\$325.00. One 5K.W. D.C. Universal Light Plant—\$125.00. Will take \$425.00 for all, for quick sale. Address

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I am interested in leasing a Circus or managing one. I would be willing to meet any business men in Detroit, Mich., as it would be very convenient for me.

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Black, Suntan and White, \$4.95.
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Must be able to join on wire, Elephant Superintendent that can work Single Elephant. Wire Bucyrus, April 19; Fostoria, 21; Findlay, 22; Lima, 23; Marion, 24; Columbus, 25 and 26 Zanesville, 28; All Ohio.

JACK MILLS MILLS BROS.' CIRCUS

Grooms, report to MR. ROY HOWZE as per route.

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Beatty Cancels San Diego, Santa Ana; Ride Act Leaves

LOS ANGELES, April 12.—With the end of Lent failing to bring the red ones, the Clyde Beatty Circus set to work to do something about it. The seven-day run in San Diego, Calif., which was to follow the closing here Sunday (20) was canceled, as was the Santa Ana, Calif., run. Mark Smith with his six femme riders and Liberty horses left the show, cutting the nut \$1,200 per week, and Ira Watts reconsidered the KLAC televising deal, accepting it for Monday night (14). The show will play Santa Monica, Alhambra and Santa Barbara, Calif. Watts said San Diego was out because of general business conditions there and the fact the lot is some distance from downtown in a Zone 3 street-car area. He explained San Diego was being passed up for "the time being." It is general knowledge the show will move north after Alhambra and into Western Canada. If San Diego is played, it will be later in the season, which indicates Beatty may winter in this area rather than in Texas.

Afternoon business has been holding up well and Watts contends the first two days of this run exceeded the first two days of 1946. Last year the show had turnaways on Sunday.

Free newspaper space is being copped by Bill Antes. The latest bellringer was the birth of a camel. The dailies carried art and story. The KLAC televising was originally set for Saturday night (5) but was kayoed. The show and the circus finally got together and set the telecast for Monday night.

Watts said the show would definitely continue its 20-day run here and that the only change in route was the elimination of San Diego and Santa Ana.

Concessions on the show are handled by National Concessions. Included in the department are Max Tubis, manager; N. Sobol, secretary; Bob Wallace, programs; Devald Lakin, menagerie; E. Lawson, floss; V. Kasher, R. Collins, novelties; R. Lamaize, popcorn; Harry Gordon, No. 1. Butchers: Healy, Clipp, Fitzpatrick, Groff, Dwyer, Stern, Leamster, Sherman.

Capt. Engerer Attacked By Lion on Wallenda Show

SARASOTA, Fla., April 12.—Capt. Ernest Engerer, veteran lion tamer, was attacked by a male lion during his act on the Wallenda Circus here. The animal bit Engerer below the right elbow joint. Engerer, who lost his left arm 20 years ago as the result of being bit by a lion, was taken to a hospital where attendants said his injury was not serious. He returned to the show a few days later.

Bailey Bros. Runs Into

Showers at Newport, Tenn.
NEWPORT, Tenn., April 12.—Bailey Bros. ran into showers for its matinee here Tuesday (8). Weather kept attendance down to a half house. Weather at night was good, but only a three-quarters house was on hand.

POLACK A CINCH

(Continued from page 74)
return from the Wisconsin capital city.

Polack said the show has been playing all week to packed houses, "but you must remember the place only seats about 1,300 people and we've had to do three shows a day the last three days because of that," he said.

Publicity, Polack said, has been the very best, both *The Capital Times* and *The Wisconsin State Journal* going all out with both pictures and stories. Org got a big break in Roundy Coughlin's well-read column the first part of the week.

"This is the first year we've played Madison," Polack said, "and it's been okay. The Shrine will realize a neat profit."

N. Y. Crix Heap Praise On R-B

(Continued from page 49)

quiet life. . . . Jack Tavelin flew in Wednesday (9) from Mobile, Ala., where he has been active in launching Pacific Eastern Amusement Company's Cavalcade of Amusements. . . . Because of responsibilities as president of Pacific Eastern, Henry Ringling (Buddy) North was not present at the opening of his brother's production. He plans to catch it before the Garden date is history. . . . Florence Tennyson, feature soloist with Cole Bros., was an interested spectator. . . . Eugene Whitmore, editor of *American Business* and close follower of the circus industry, timed a business trip from Chicago with the opening. Whitmore seldom misses a Big One inaugural. . . . Bob Cochran, former front doorman and driver, came in for the show and a general look-see of New York. He is now operating a fleet of cabs in Pittsburgh. . . . Joe Rogers is busy hosting showbiz friends who drop into his Rogers Corner across Eighth Avenue from the Garden. . . . Frank and Paul Miller, who have the concessions for the umpteenth time, are very much in evidence around the lobby.

From Hollywood came a rumor that the Big One was considering hiring Joe E. Lewis as top billing feature at a \$25,000 per week salary, which made the Jacobs Beach denizens wonder if Joe e's. stories are "strong" enough to entertain the kiddies at the matinees. Anyway, the press agent who piped this one got a few breaks on it.

The New York Times gave the Big Show a rare send-off opening day in an editorial. . . . Publisher Harry S. Dube is offering an attractive circus magazine and program again this year. Clown Felix Adler is the cover boy. Willie Lish is again supervising Garden and road program sales. Dube and Lish both anticipate a record season.

Bill Fields was the only member of the press staff not decked out in tuxedo for the nod. Bernie Head was around, so thin that many of his old friends failed to recognize him, but they were all happy to see him.

Proske's Tigers, which appeared in the center ring during the opening display, arrived a scant hour and a half before show time. Costume fittings and final touches to props were squeezed in on a catch-as-catch-can basis. . . . Equestrian Director and Announcer Arthur Springer this year calls attention to feature acts. Last year no announcements of any kind were made in the Garden.

Jerome Medrano, owner of the Cirque Medrano, Paris, caught the show with his wife, and termed it a very good performance. They visited in the back yard and renewed acquaintances with numerous performers who have appeared with Cirque Medrano.

Wainwright Gets Ringmaster Title At Gainesville Show

GAINESVILLE, Tex., April 12.—Gen. Jonathan Wainwright, hero of Bataan, will be honorary ringmaster at the opening performance of the Gainesville Community Circus here April 23-25.

The circus's new permanent home has been completed and the show moved in. Rehearsals are being held daily in the new building. Building is 88 by 116 feet, with dirt floor, 30-foot beams and dressing rooms. The 110-foot big top, with three 50-foot middles, arrived from Chicago, and the new side wall is due soon. Poles, cut at Fort Towson, Okla., have arrived and are being dressed down. Seats, dressing top and marquee, obtained from Hugo Bros.' Circus for the spring dates, also arrived.

Sunday, March 30, with ideal weather prevailing, was picture-taking day. Photographers were present from *The Chicago Tribune*, *Dallas News*, *Dallas Times-Herald* and *The Associated Press*. Word is photos from *Parade* magazine and *Women's Day* magazine also will be here to shoot pictures.

First reservation for the show came from Mr. and Mrs. Brace Helfrich, circus fans from Wichita, Kan., who are now in San Antonio. They have been at the opening every year, with the exception of one, since 1936.

Cooke's All American Awaits April 21 Opening

NEW ORLEANS, April 12.—Cooke's All American Circus is readying for its April 21 opening. J. M. Cooke took time off here to fly to Lancaster, Pa., to huddle with his brother, Harry, who heads a booking office bearing his name there, and to obtain electrical equipment, including a new p.a. system.

Elsie Booth, concession manager, has a new house trailer. Ted Crawford arrived with his son, Ted Jr., and daughter, Elsie, to take over the cookhouse. Manager Sonya Cooke took delivery on a Pierce Arrow Travelodge.

Dano Cooke has received three large snakes. Glenn Hannon sustained bruises when his wire rigging fell during a workout. Betty Jackson will have charge of the music. All seats and canvas are new, with red predominating. New power and light unit has arrived. Personnel makes daily visits to Ponchartrain Beach to see Ben Moulton work his act.

ANNOUNCEMENT

BILLY WILSON

Nationally known young showman, who has appeared from coast to coast on radio, stage, screen and has had own society dance band and is an honorably discharged veteran of World War II, is now an advance press agent for Sparks Railroad Circus (a supreme achievement in clean amusement).

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PATTERSON BROS.' CIRCUS WANTS ACTS

of all kinds, opening May 10th. Those already contracted, get in touch with us at once. Can place Working Men in all departments, also want Mechanic and Electrician. Tex. Vetter, get in touch with Jerome Smith. Have for sale or trade sixty-foot Round Top with two twenty middles. Should be good for one season. Best offer takes it.

Address: Holly, Mich.

Ringling Rates as "Greatest"; It's Solid Circus All the Way

(Continued from page 74)

a galaxy of fairyland characters, and brought out an unusual number of floats and horses, gaily caparisoned with riders decked out in costumes which gave out an aura of extravagance.

Parading majestically before an enchanted audience were Hansel and Gretel, Aladdin, the Sleeping Beauty, the Wizard of Oz, Bluebeard, Snow White and the Seven Dwarfs, Gulliver, Cinderella and her Prince Charming, and Cinderella was drawn on a magnificent float by five elephants costumed to portray butterflies—and their false eyelashes were something to behold. The myriad spotlights aided the picture no end, and this production is one of the reasons why those who go for six smackers a clatter to see the show will leave happy.

Can Can Clicks

The Aerial Can Can, arranged by Vander Barbette, worked in as Display No. 14, was an eye-filling interlude with 48 girls on Spanish webs. The snappy entrance to can can music gave the audience a definite lift and those who go in for feminine pulchritude surely could not be disappointed. The panties were a bit scanty once the girls went into the customary precision web routine. Topping off this feature was the excellent work of Chrysis De La Grange.

The other production number was *Elephantasia*, used as the finale with 15 elephants split in three groups. Richard Shipley, boss bull man, had his huge charges working in perfectly timed routines, but most of their efforts were wasted because of the continuous distraction of colorfully garbed clowns on the track. The two stages were occupied by the ballet, and the number might be more effective if the clowns disappeared after the entrance and then returned with their prop elephants for the long track mount (25 bulls) and the exit. Exit was highlighted by two huge mechanical clowns with revolving figures in their hands and confetti being showered over the building by blowers from the roof.

Music? A Pleasure!

Special music and arrangements were handled by Bert Knapp and Sammy Grossman, and they did their job well. There wasn't a moment when the music did not give the proceedings a lift or tone designed to fit the desired mood. As has become legendary custom, Merle Evans was in front of the band with his cornet in his right hand, tucked under his arm or hung on his leather lip. The music was great!

In the general framing of the show, the management certainly discarded ideas of the more recent years and went back to the more approved type of mass production in the displays. There was no parading of ballet girls simply for the purpose of lending color to an act's entrance. In the majority of the displays there were enough performers to carry the parade burden themselves, and these will be enhanced when all the acts signed reach these shores and get with it. When the ballet appeared, it was for the definite purpose of taking an active part in a production and not merely for window dressing.

Thru the evening there was so much activity in the huge building that it was impossible to see it all. While it is advertised as a \$6 show, it will cost \$12 to see it all, because a man would have to go it twice to do it.

Wild Animals Back

Wild animals returned to the show in the opening display, with Roman Proske's tigers spotted in the center

ring, and Damoo Dhotre's jaguars, black and spotted leopards and pumas in the East Arena. Konselman's polar bears were introduced to an American audience; the animals were slow to respond after having been caged for a long time. Their belly slides got some laughs, and this one may speed up after the clumsy critters have another outing or two.

Four sets of aerialists took to the air while the arenas were being struck, and they were followed by Ira and Jimmie Millette with their head balancing on single traps. These two sets just gave the green prop boys enough time to clear. The entire section will speed up naturally as the hands become better acquainted with their duties.

The clowns piled in with Paul Jung's Adam Smasher, a repeater, and then the rings and stages were filled with an assortment of acrobats featuring the Bostocks, with Marion Seifert working the center with one small but sturdy, well-gaited horse. This was the only featured equestrian act. The routine was okay, but a far cry from the great equestrian families that have filled similar spots in bygone years.

The Idalys followed with their inverted unicycles at the top of the building, taking the spot reserved on the printed program for the Cimses, whose rigging had not arrived. (The Cimses were well-known in this country a few years ago.) A cycling display on the stages followed. These were new acts, but they failed to uncork anything to get excited about.

Natal, billed as man or monkey, had it alone while the decks were being cleared for the spec. The European circus veteran's climb of a perpendicular rope was a thriller, and his audience participation aided by a feminine stooge, earned some giggles.

Great Horse Trainer

Rose Gould and Company followed the spec, Lou Jacobs got laughs with his midget auto, and then the great European horse trainer, Mroczkowski, whom North tried to sign several years before the war, was introduced. His handling of 15 Liberty horses was perfection, and his ring appearance was in keeping with the performance of his animals. He would seem to be a great asset to the circus. Mrs. Gene Mroczkowski handled eight horses in the East ring, with Louis Gautier and six in the West.

The clowns hoofed while the horses were being led out and then came the sparkling can can. The clowns trotted in again and a skin (horse) killed some time on a stage while wires were being strung in the three rings. The Reverhos rated an introduction in the center ring flanked by Lola Dobritch and the Joanidis. The Reverhos' one-hand stands on the slack wire while spinning various hoops and objects evidenced great skill, but it seemed there was a preponderance of spinning objects thru the performance. Miss Dobritch did some neat toe work on her tight wire, while the Joanidis featured an unsupported ladder on a slack wire.

One for the Kids

Characters from Walt Disney's *Song of the South* were the next clown offering, and then came a display of small animals which will be a riot for matinee audiences. This one comprised Bostock's dogs, ponies and mules; Rhodin's bears; sea lions by Roland Tiebor and Armand Guerre, and Vargas' chimps. Chimp act came mighty close to stealing the display as the little simians, wearing shoes, came up with some mighty funny antics.

The clowns hit it again and then

the management came up with an outpouring of horses that would gladden the heart of any horse lover, even a hardboot from Kentucky. The theme was the Royal Ascot of 1909, with the arrival of King Edward VII and Queen Alexandria, and the period costumes and coaches vied with the horses for appreciative eyes. This served to introduce Claude Valois, billed as the Countess De La Court, flanked by Louis Gautier and Jose Moeser. Their presentation still needs plenty of work before it will hit the high level established by William Heyer, but the possibilities are there.

The buffoons were supposed to kill the time necessary for the setting of the flying acts, but the accident to the Flying Behees' rigging tied up the show, and clown Emmett Kelly snatched the center ring to do his carpenter gag. The Behees were pulled out and the flying return work was handled efficiently by the Ward-Bell Troupe and the Esquedas, Mexicans new to the show but introduced into the United States in 1945 by the Clyde Beatty Circus. The Sambiassis, programed import, had not arrived.

Juggling Display Weak

Another clown walk was followed by a juggling display in which a lot of folks participated, but this one might just as well have been left in the barn. Francis Brunn, programed import, had not arrived. (If he is as good as the management bills him, he probably will save the display.) The clowns walked again, finishing with the still popular and mirth-provoking bargain day.

The Great Barton, headlining a perch and unsupported ladder display, delivered some thrills when he worked his unsupported ladder on a high pedestal. He also did a one-finger stand and a muscle-control demonstration which got him solid hands. This was an excellent display all the way up and down the arena.

Mass production certainly was in order for the entirely foreign assemblage of European and Asiatic

Garden Bros.' Biz Okay at Toronto

TORONTO, April 12. — Garden Bros.' Circus, which concluded a week's engagement here tonight under auspices of the Danforth and Weston Lions clubs, played to top crowds all week. Most night shows were sellouts.

Staff includes Robertson B. Garden, executive business manager; W. A. Garden, general director; Kenneth Good, musical director; Florree Galt, publicity; Len Humphries, business manager; Tom Ringler, special agent; Marion Hamilton, secretary-treasurer; Bob Bailey, boss billposter; Basil Whitfield, superintendent of equipment; Fre Virgoe, superintendent of transportation; Leo Nathieu, boss rigger, and Phil Bennett and Joe Benet, concessions.

The program: 1. Overture. 2. Grand entry. 3. Carlos Bros., Olympic Trio, Georges and Fifi. 4. Professor Keller, animal trainer. 5. Clowns. 6. Aerial ballet. 7. Voice Trio, aerial bars. 8. Shirley and Ricci Gretona and Eric and Erica, military ponies and acrobatics. 9. Clowns. 10. Marcelli brothers, slack wire. 11. Watkins's Hollywood chimpanzees. 12. Silver Cyclones, roller skating. 13. Leo and Geraldine, Clifford and Leona and Don Dorsey, trapeze. 14. Clowns. 15. The Gretonas, high wire. 16. Eric Philmore, juggler. 17. Dorothy Herbert, Liberty horses. 18. The Cycling Kirks, trick bicycle riders. 19. Dolly Jacobs, elephants. 20. Clowns. 21. The Irvings, tumbling and teeterboard. 22. The Flying Thrillers and the Siegrist Troupe.

tumblers and Oriental contortionists. One could hardly point out a stand-out group, the action being fast and effective all the way.

Stage was then set for Harold Alzanas and his family on the high wire, and it was a fitting climax to a great circus.

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MINNESOTA'S COURSE CLICKS

Rated Success By Enrollees

3-day session on county fair management proves valuable—Mich. course next

By a Staff Correspondent

ST. PAUL, April 12.—Minnesota, long noted for its number and caliber of county fairs, this week executed a move toward further improvement. It held a three-day course on county fair management which can be recorded as a sound success.

It wasn't spectacular. It wasn't intended to be. Those who attended (registration was below anticipations) did so conscientiously. They sat thru 14½ hours of talk and discussions, and when the course concluded Wednesday (9), individually they said it had been well worthwhile.

Co-Operative Effort

The three-day session was held at the farm of the University of Minnesota. It was sponsored by the Minnesota Federation of County Fairs, with the co-operation of the State agricultural society. It had the able and all-out co-operation of the University of Minnesota and its various subdivisions.

Unlike California, which last year instituted a fair college and this year repeated the course on an advanced level, Minnesota does not have the high State aid the Pacific Coast State has. Nor is the fair movement as new in Minnesota as in California. But Minnesota represents the general fair situation in most States, particularly in the Midwest, where for years fairs have been established institutions.

Yet Minnesota, cued by California, demonstrated that by organized presentations and talks, thru discussions and without distractions, it is possible for fair executives to learn much.

Discussions were lively; almost everyone joined. Many of the speakers made valuable contributions. What also proved valuable, apart from the course, was the opportunity to compare notes with other fair men, sometimes on points not touched during the sessions. And these huddles were unmarred by discussions.

Entertainment was at a minimum. Only an informal dinner, served cafeteria style, to the accompaniment of instrumental music, followed by a singer, was offered. This informal get-together enabled fair men to get into huddles without distractions.

Only two showmen—Billy Collins, of the William T. Collins Shows, and Frank Winkley, thrill show and motorcycle race owner, appeared. And they remained at the actual sessions only a few minutes.

Covers Varied Subjects

Speakers talked at the county fair level, with an awareness of the problems, potentials, facilities and funds of Minnesota's county fairs.

Topics ranged from preparations for, and conduct of, a livestock show to filing State reports. Few, if any of the speakers pulled punches in hitting at present fair weaknesses. All charted ways by which fairs could make improvements.

Future Minnesota courses probably will be even more fruitful. Experi-



FERRIS GREATER SHOWS have been awarded the contract for the San Diego County Fair, Del Mar, contracts having been signed recently by Larry Ferris, left, and Ernest O. Hulick, secretary-manager of the annual, after Hulick inspected the layout on location at Santa Ana, Calif.

Bill Threatens Calif. Wagering

Measure would pave way for referendum to amend constitution and ban betting

HOLLYWOOD, April 12.—Fairmen are keeping tab on an initiative constitutional amendment designed to abolish horse racing in California, recently received by California Secretary of State Frank M. Jordan for official filing. Proposed measure, sponsored by Milton R. Covington, Hollywood, and Clair W. Chapman, Glendale, would, if adopted, be a severe blow to California fairs, inasmuch as 4 per cent of pari-mutuel revenue is now allocated for the use by State, county and district fairs.

According to the title of the initiative amendment, prepared by the attorney general, "horse races, horse race meetings or wagering on the results thereof" would be illegal. The measure would prohibit the Legislature from permitting racing or wagering and would repeal present laws "permitting horse racing and wagering thereon."

If the proposal receives a sufficient number of signatures and is favorably voted upon, it would not take effect until November 1, 1949, or as long thereafter as pari-mutuel betting on races of other species of animals is permitted by law.

Proponents would be required to obtain 204,672 signatures, with the first filing of petitions made within 90 days.

ence of those whose business it is to conduct short courses of all types hold that once a course has been instituted, it invariably follows that subsequent courses gain not only a greater attendance and active participation but also better results.

Also inspired by California, fairs of Michigan will conduct a short course. A two-day session is scheduled for Lansing April 20-21. Plans also are being formulated for a course in New York State.

Canora, Sask., To Run

CANORA, Sask., April 12.—Canora Agricultural Society will hold a Class C. Fair the latter part of July. The Canadian Legion will sponsor a circus at about the same time.

Sydney Royal Gets Away to Record Start

Org in Jackie With Riders

SYDNEY, Australia, April 12.—Sydney Royal Show got away to a record start March 29 when 93,000 people paid \$31,700 at the outside gate.

As an admission charge from one shilling upward carries amusement tax, most of the showmen are charging 11 pence halfpenny to avoid this impost and as many patrons do not worry about the halfpenny, most of their report good business.

The Royal Show is in difficulty with the Australian Rough Riders Association as it has refused to kick back half of the entry fees, about \$100, as a fund insuring riders, altho it contributes \$325 to the New South Wales Bushmen's Carnival Fund for riders at the Royal Show. T. Jones, president of the riders' org, reported that he doubted if the show would get sufficient riders to complete the program.

There was a hold-up on the food front as the price commissioner insisted that normal fixed prices for meals should prevail. As a protest, refreshment operators refused to serve full meals and confined their services to sandwiches. Deputation is to see the commissioner in an effort to have the prices jacked up to meet the extra costs involved in the running of special stalls. The commissioner has a special office on the grounds with deputies to see that the public is not exploited.

Sweeney-White Ink Shreveport; Opener Set for Danville

CHICAGO, April 12.—National Speedways (Al Sweeney and Gaylord White) have closed contracts to provide two days of auto racing at Louisiana State Fair, Shreveport, and three days at Alabama State Fair, Birmingham, Sweeney announced here.

Another recent contract closed by the Sweeney-White combination was Nashville, which will have one day of auto races. Forty-two dates have been signed thus far. Sweeney said.

First still date will be May 11 at Danville, Ill. Other still dates will be at Cedar Rapids, Ia., May 30, and Lincoln, Neb., June 15.

Chitwood Escapes With Cut, Bruises

DALLAS, April 12.—Joe Chitwood, performing with his Hell Drivers Troupe at Arlington Downs near here Easter Sunday (6), suffered a deep chin laceration and body bruises when his car hit the board runway and went over before the daredevil driver could brace himself for the sudden spill.

Chitwood was anaesthetized in the emergency ward of Methodist Hospital before his wound was sutured. X-rays made prior to his release the same night disclosed Chitwood had no broken bones.

81 Registered For Short Course

ST. PAUL, April 12.—Eighty-one registered at the three-day short course on county fair management here this week. Total included speakers.

Minnesota county fair executives who registered were:

S. P. Allen, Olmstead Fair, Rochester; J. G. Anderson, Swift County Fair, Appleton; Jerry Bisek, Mahanomen County Fair, Mahanomen; A. C. Burgan, Olmstead County Fair, Rochester; Jens S. Bollesen, Lincoln County Fair, Tyler; Benjamin Campbell, president, Minnesota Federation of County Fairs, Utica; Edward Dickman, Faribault County Fair, Winnebago; Allen J. Doran, secretary, Minnesota Federation of County Fairs, Grand Rapids; Carl Engstrom, Chippewa County Fair, Montevideo, and Robert Freeman, past president of the Minnesota Federation of County Fairs, St. Paul.

Gilman P. Gandrud, Pope County Fair, Glenwood; Anton C. Gelger, Jackson County Fair, Jackson; George W. Gleixner, Ramsey County Fair, North St. Paul; Ernest Grace, Stearns County Fair, Donnelly; P. I. Holand, Mower County Fair, Austin; Walter R. Holbrook, Marshall County Fair, Warren; L. A. Hons, Nobles County Fair, Worthington; John Julteen, Clearwater County Fair, Clearbrook; Daniel James, Blue Earth County Fair, Garden City; Clyde E. Kelsey, Wadena County Fair, Wadena; Arnold Kruse, Dakota County Fair, Farmington; George W. Larsen, Chicago County Fair, North Branch; William A. Lindemann, Brown County Fair, New Ulm; Henry McHugh, Dakota County Fair, Farmington; F. J. Meade, Lyon County Fair, Marshall; H. J. Metz, Nobles County Fair, Worthington; Theodore Thompson, W. Ottertail County Fair, Fergus Falls, and Herbert F. Moeller, Rock County Fair, Luverne.

Francis Mullins, Itasca County Fair, Grand Rapids; Everett Oleson, McLeod County Fair, Hutchinson; G. W. Peoples, Becker County Fair, Detroit Lakes; Hubert Ransom, Watonwan County Fair, Fertile; A. N. Roseland, Polk County Fair, Fertile; A. N. Schepmann, Jackson County Fair, Heron Lake; Norbert E. Schmit, Ramsey County Fair, North St. Paul; Howard Schwartz, Dakota County Fair, Northfield; Logan O. Scow, Todd County Fair, Long Prairie; Merrill E. Smith, Winona County Fair, St. Charles; Mrs. Paul E. Spangler, Beltrami County Fair, Bemidji; Albert E. Thompson, Kandiyohi County Fair, Spicer; A. A. Tone Jr., Northern Minnesota District Fair, Littlefork, and Theron E. Vigen, Becker County Fair, Lake Park; Louis Vinje, Stevens County Fair, Morris; Robert L. Wells, Big Stone County Fair, Clinton; Lloyd E. Whitmer, Chippewa County Fair, Montevideo; Birney C. Wilkins, Crow Wing County Fair, Brainerd; Mike W. Zipoy, Hennepin County Fair, Hopkins; Chris J. Betker, McLeod County Fair, Hutchinson, and Mrs. B. E. Breuer, Shell Prairies Fair, Osage.

Out-of-State:

Frank H. Kingman, Brockton (Mass.) Fair, secretary of the International Association of Fairs and Expositions; Clarence Harden, Saginaw (Mich.) Fair, past president of the IAFE; Moxie Mulrooney, Saginaw (Mich.) Fair; Henry N. Haferbecker, Wauashara County Fair, Wautoma, Wis.; Forrest Knaup, Dodge County Fair, Beaver Dam, Wis.; R. E. Mortimer and H. G. Seyforth, both of Pierce County Fair, Ellsworth, Wis.; Arthur V. Jensen, Polk County Fair, Luck, Wis., and G. Hulce Elde, Butte County Fair, Nisland, S. D.

Proctorsville, O., Revival Is Skedded

PROCTORSVILLE, O., April 12.—Lawrence County Fair here, suspended during the war years, will return July 23-25. Sponsoring org is the newly formed Lawrence County Agricultural Society.

Painters and carpenters, under the direction of Harold Fetter, fair president, are readying the plant. Owen Griffith is the fair's secretary.

Gooding Amusement Company has been contracted to furnish the rides.

New Stand at Nipawin, Sask.

NIPAWIN, Sask., April 12.—A new grandstand seating 3,500 and costing \$20,000 is expected to be completed in time for the Nipawin Agricultural Society's two-day fair in August. E. J. Casey's Shows have been booked.

URGES YOUNG BLOOD IN FAIRS

Advocates Plugs For Dept. Heads

Editor urges Minn. execs to beat drums over long period, tie in with orgs

ST. PAUL, April 12.—Cash in on the publicity value of organizations which participate in your fair, Paul C. Johnson, editor of publications of the Minnesota Extension Service, advised fair execs attending the short course on county fair management here this week at the University Farm.

"Make those organizations work for you," he urged. "Get them to tie their publicity in with the fair. Have them publicize their participation in the fair. Such publicity will be of value to the organizations as well as the fairs."

Johnson also suggested fairs publicize the plans of department heads. "Put the spotlight of publicity upon your superintendents," he urged. "Get them to make statements on plans for their departments. And get the statements published in your newspapers. Then, your superintendents will try to live up to their announced plans and you in turn not only will have better publicity but also better departments."

He indicated it would be wise for fairs to divert some money from other advertising to have photographs taken of department heads and to have these photos, together with stories, released to the papers long before the fair opens. He emphasized the publicity campaign should be extended over months and not confined to a few weeks immediately prior to the fair.

Johnson also urged that fair editors be brought into fair organizations. "Make them a part of it; and they will work for it," he asserted.

As an alternate, Johnson suggested a fair secretary sit down with an editor, over a T-bone steak and outline to him the purposes and plans of a fair. The results invariably will be beneficial, he said.

He also said fairs could obtain much valuable assistance from radio stations, maintaining radio will cooperate fully if given the necessary material or assistance.

Mutuel Amendment Bill in Colo., Would Give Cut to Annuals

DENVER, April 12.—The pari-mutuel racing bill, now making its third appearance in the Colorado State Legislature, may have an amendment added which will give county-owned fairground tracks 6 per cent of the money bet.

The bill, as now set up, provides that 85 per cent returns to betters as winnings, 9 per cent to the pari-mutuel operators and 6 per cent to the State.

In announcing his proposed amendment, Sen. John J. Harpel, of Denver, said most of the racing would be held at county-owned tracks so they should receive some of the returns. Harpel's amendment would call for the State to own and operate the machines, with 9 per cent of the betting going to the State and 6 per cent to the counties. The bill twice has been defeated in the House.

Fairs Are Big Biz, Need Trade Orgs, Minn. Executives Told

By a Staff Correspondent

ST. PAUL, April 12.—The fair industry is big business, Frank H. Kingman, secretary of the International Association of Fairs and Expositions, declared at the three-day course on country fair management here this week at University Farm.

Kingman cited these reasons: "There are between 2,000 and 2,200 fairs in the United States and approximately 500 fairs in Canada.

"Value of land, buildings and equipment of these fairs is approximately \$500,000,000.

"Average annual attendance is 60,000,000 persons."

The money put into circulation by these fairs, "if the figures were known, would be expressed in the billions," Kingman said. His own Brockton (Mass.) Fair, termed "little" by him, puts \$1,000,000 into circulation annually," he said.

Kingman cited the figures in urging a national trade organization which would function continuously in behalf of all fairs and also permanent functioning organizations in those States which have a substantial number of fairs and thus sufficient revenue.

"Until such time as those organizations are operating, the fair business will not show the progress it should," Kingman maintained.

He pointed to the progress achieved by the Western Fairs Association, attributing that success to the fact that the association maintains a full-time staff of talented people. "Fortunately," he added, "they have sufficient funds to do this, and more fortunate-

Ineffective Exhibits Of Non-Profit Orgs Scored by Baldwin

ST. PAUL, April 12.—Charitable organizations and other public service organizations of a non-profit nature should be induced to provide better, more effective exhibits at fairs, Doug Baldwin, assistant secretary of the Minnesota State Fair, declared here this week at the University Farm.

The Minnesota State Fair exec, who served overseas as a recreational director for the Red Cross, urged fairs to contact the home offices of organizations and ask them to prepare exhibits. Such exhibits, he said, could be routed over a circuit of fairs and would serve more efficiently than one framed by a local chapter or branch.

Baldwin said few exhibits put on by local outlets of national organizations have done the job they should for either the fair or the organization. Most of them, he pointed out, lacked either showmanship or a purpose and quite infrequently are manned by people either unfamiliar with the organization they represent or unwilling to respond to inquiries from fair patrons.

All-Iowa Gets Horse Show

CEDAR RAPIDS, Ia., April 12.—Manager Charles D. Moore, of the All-Iowa Fair announced the all-Iowa horse show will be held at this year's annual as a two-night society event in co-operation with the Cedar Rapids Horsemen's Club.

ly they have an organization of young people who have a lot of drive. They have leadership which is absolutely necessary. I don't know of anything that has happened in the fair business during the last 30 years which has enthused me so much as what they are doing on the Pacific Coast."

Record Looms For Birming'm

Expect 100,000 attendance for Fat Cattle Show—Autry featured—entries way up

BIRMINGHAM, April 12.—Annual Birmingham Fat Cattle Show, featuring Gene Autry's World's Championship Rodeo at the Alabama State fairgrounds here, May 8-11, expects an all-time attendance record of 100,000.

This figure, estimated by Ervin Jackson, president of the sponsoring Birmingham Chamber of Commerce, would double last year's record, chalked up in a week of bad weather.

Governor Jim Folsom will be on hand opening day to award blue ribbons to prize-winning cattle. More than \$13,500 in cash and other awards will be distributed. Cattle will be auctioned May 8-9. Last year the winner brought \$1.80 on foot, the highest price ever paid in the Southeast. Average cattle sold last year was priced at better than 30 cents a pound, another Southeastern record.

Fat cattle entries last year were 794 as compared to 194 in '42, the first year of the show. This year more than 1,000 head will be exhibited, with entries already made by 4-H boys and girls and FFA youngsters from 34 Alabama counties.

The Alabama State fairgrounds property was purchased recently by the City of Birmingham. The Sparks Circus was in April 4-5 and, despite Holy Week, a flu epidemic and rain, opening day enjoyed fair crowds.

Permission Granted For Livestock Show At Syracuse Plant

SYRACUSE, April 12.—Permission was granted this week to New York cattle groups to use State fairgrounds facilities here this summer for a State exhibition. The okay was given by Commissioner of Agriculture C. Chester DuMond.

No State fair has been scheduled at the fairgrounds this year. The plant was used during the war years as an army depot. The 4-H dormitories and some other facilities now are used to house overflow students from the University of Syracuse. Plan is to locate the fair at a new site in the future.

Opening of the grounds to cattle groups is seen as an opening for other agricultural interests, including fruit and vegetable growers, poultry, swine, sheep and horse breeders, to have an exhibition concurrently with a livestock show.

Kingman Hits Old Thinking

Women, youth should have bigger role, IAFE secretary tells Minnesota execs

By a Staff Correspondent

ST. PAUL April 12.—Urging that young men be brought into fair organizations, Frank H. Kingman, secretary of the International Association of Fairs and Expositions, declared here this week that one of the weaknesses of fairs is that there are too many older men as directors.

Speaking during the three-day short course on fair management at the University Farm, he described these older men as "not necessarily old in age but in their thinking and their failure to recognize that change is ever with us."

"I certainly want to mention the fact that too many continue to play politics," Kingman added.

Cites Dallas Set-Up

He commended the set-up at the State Fair of Texas, which has a board of 48 members, half of whom are under 35 years of age and one-half of them over 35.

"The energy and driving spirit and enthusiasm of the younger members is balanced and tempered by the experience of the older members, who act as a brake," he said.

"Another thing which they do is to meet monthly. This is important," Kingman emphasized. "Too many boards act like Rip Van Winkle during the winter, which is reflected in the last minute planning and is not conducive to efficient operation."

Women, Too

Kingman also recommended that women be represented on the board of directors. "Whether or not you want to admit it," he said, "the female of the species makes up one-half of the population. This is also true of your paid admissions. In back of every youth exhibitor is a mother.

"I would make the criticism that fairs, both large and small are overlooking something very important when they don't take advantage of a woman's slant on their production. Retailers know definitely how much influence women have in the purchase of things. Bring women into your organizations, not only on your boards but in many of your departments," Kingman urged.

He also suggested the same with youth. He pointed out that some 4-H boys now act as stewards for poultry judges and that at one large State fair boys serve in the same capacity with cattle judges. Citing the success of one junior fair, which has its own board of directors for each type of work, he said they serve not as figure-heads but actually prepare the rules and regulations.

Ear to Youth

Recommending that fair men ask their junior exhibitors what they thought of their fair and how they would improve them, Kingman said fair men would be surprised at their suggestions.

Kingman ascribed the big turnover in fair secretaries in recent years to the small compensation. He indicated that many fairs which

(Young Blood Needed on page 99)

CREAM OF THE CROP Of The UNITED STATES

HENNIES BROS.' FAIR ROUTE FOR 1947

ANDERSON, IND.
FREE FAIR,
JULY 4TH WEEK

Then 14 consecutive
weeks of fairs,
as follows:

Week of July 28:
EASTERN ILLINOIS FAIR
DANVILLE, ILL.

THE 2 CHAMPIONS
OF 1946

ILLINOIS STATE FAIR
SPRINGFIELD
Weeks of Aug. 4 and 11

IOWA STATE FAIR
DES MOINES
Weeks of Aug. 18 and 25

Week of Sept. 1:
NEBRASKA STATE FAIR
LINCOLN, NEB.

Week of Sept. 8:
CLAY COUNTY FAIR
SPENCER, IOWA

Week of Sept. 15:
NORTH ALABAMA STATE
FAIR, FLORENCE, ALA.

Week of Sept. 22:
TENNESSEE VALLEY A. & I.
FAIR, KNOXVILLE, TENN.

Week of Sept. 29:
ALABAMA STATE FAIR
BIRMINGHAM, ALA.

Week of Oct. 6:
CHATTAHOOCHEE VALLEY
EXPOSITION,
COLUMBUS, GA.

Week of Oct. 13:
PENSACOLA INTERSTATE
FAIR, PENSACOLA, FLA.

Week of Oct. 20:
GREATER GULF COAST FAIR
MOBILE, ALA.

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Train Leaves Winterquarters at
Birmingham, Ala., April 19
for Opening Stand

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 11. The complete List of Fair Dates was published in the issue dated March 29. The next complete list will be published in issue to be dated May 31. See each issue of The Billboard for corrections and additions.

ARKANSAS
Magnolia—Columbia Co. Fair. Sept. 29-Oct. 6. W. L. Jameson.

CALIFORNIA
Anderson—Shasta District Fair. Sept. 11-14. Dudley V. Saeltzer, Redding, Calif.
Antioch—Contra Costa Co. Fair. Sept. 19-21. Norman D. Sundborg.
Boonville—Mendocino Co. Fair. Oct. 3-5. H. J. June.
Gridley—Butte Co. Fair. Sept. 11-14. Joseph E. Whitaker.
Madera—Madera District Fair. Oct. 2-5. J. T. O'Shaughnessy.
Napa—Napa Co. Fair. Aug. 21-24. Lowell J. Edington.
Plymouth—Amador Co. Fair. Aug. 22-24. Wentworth Lynch.
Santa Rosa—Sonoma Co. Fair Assn. Aug. 2-9. Weslie Jamison.
Ukiah—12th District Agrl. Assn. Aug. 22-24. J. P. Smith.

COLORADO
Hayden—Routt Co. Fair Assn. Sept. 12-13. Kenneth M. Carroll.
Yuma—Yuma Co. Fair. Aug. 20-22. James Nevins.

IDAHO
Boise—Western Idaho State Fair. Aug. 26-30. W. L. Hendrix.
Burley—Cassia Co. Fair. Aug. 20-23. Saul H. Clark.
Filer—Twin Falls Co. Fair. Sept. 3-6. Thomas Parks.
Jerome—Jerome Co. Fair Assn. Sept. 8-13. Charles Andrews.
Montpelier—Montpelier Fair. Aug. 28-30. Chamber of Commerce.

ILLINOIS
Belvidere—Northern Ill. Fair Assn. Aug. 7-10. George P. Marshall.
Danville—Eastern Illinois Fair. July 28-Aug. 3. R. D. (Duke) Molesworth.

INDIANA
Auburn—De Kalb Co. Free Fair. Sept. 16-20. Howard E. Andres.
Richmond—Wayne Co. Free Fair. Aug. 4-8. Robert Toschlog.

KANSAS
Dighton—Lane Co. Free Fair. Aug. 13-15. William T. Smith.

MASSACHUSETTS
Heath—Heath Agrl. Soc. Aug. 27. Mrs. Arthur Crowningshield, Charlemont, Mass.

MINNESOTA
Pequot Lakes—Crow Wing Co. Agrl. Soc. Sept. 4-6. C. A. McLaird.

MISSOURI
Albany—Gentry Co. Fair. Aug. 28-30. Kenneth Grace.
Ava—Douglas Co. Fair Assn. Sept. 18-20. C. H. Hibbard.
Rockport—Atchison Co. Fair. Sept. 10-13. E. J. Bratrud.
Trenton—North Central Mo. Fair. Aug. 28-30. Robert W. Lane.

NEBRASKA
Chappell—Deuel Co. Fair Assn. Aug. 17-20. E. C. Richards.
Geneva—Fillmore Co. Agrl. Soc. Aug. 20-22. Howard W. Hamilton.
Kimball—Kimball Co. Agrl. Soc. Aug. 28-30. Vert B. Cargill.

NEW YORK
Altamont—Albany, Schenectady & Greene Co. Fair. Aug. 25-30. Walter S. Mason, Latham, N. Y.
Angelica—Allegany Co. Agrl. Soc. Aug. 27-30. L. L. Stillwell.
Ithaca—Tompkins Co. Agrl. Soc. Aug. 18-23. Merrill F. Curry.

OHIO
Proctorville—Lawrence Co. Fair. July 23-25.

OKLAHOMA
Cordell—Washita Co. Free Fair Assn. Sept. 10-13. James V. Son.

PENNSYLVANIA
Lakewood—Northern Wayne Co. Fair. Sept. 4-6. Clinton Leet.
Oriental—P. of O. S. of A. Fair. July 30-Aug. 3. Wallace Hockenbrock, Mt. Pleasant.
Trotter—Dunbar Tp. Community Fair Assn. Sept. 17-19. Kenneth Mowry, Lelsening.

SOUTH DAKOTA
Nisland—Butte Co. Fair. Aug. 21-23. C. Hulce Eide.

TEXAS
Johnson City—Blanco Co. Fair Assn. Aug. 15-17. George Byars.

WASHINGTON
Deer Park—Tri-County Fair Assn. Sept. 11-13. Loren Middleton, Chatteroy, Wash.

WEST VIRGINIA
Helvetia—Helvetia Community Fair. Sept. 11-13. Mrs. James McNeal.

WYOMING
Casper—Central Wyoming Fair & Stock Show. Aug. 19-22. H. L. Rains.

CANADA
BRITISH COLUMBIA
Prince George—Prince George Agrl. Assn. Sept. 1-2. A. J. Rose.

QUEBEC
Cookshire—Compton Co. Agrl. Soc., No. 1. Aug. 18-20. W. S. J. Hodgman, Bircaton, Que.

Ways, Means Of Improving Spotlighted

Minn. Course Offers Aids

By a Staff Correspondent

ST. PAUL, April 12.—A campaign for the sale of premium book advertising, based not upon the advertising value of the ads but upon the fact money thus derived is used to maintain the fairgrounds for year-around use for picnics and other public gatherings, has enabled one Minnesota county fair to keep its grounds in good condition and at the same time build good will in the community.

A. Allen Doran, president of the Minnesota Federation of County Fairs and a director of the Itasca County Fair, Grand Rapids, outlined the success of his fair's premium book ad policy before the short course on county fair management here this week at University Farm.

Boon to Town, Fair

In the preface of the premium book, facilities for picnics, he explained, are outlined. Invitations are extended to the public for free use of the grounds. Credit is given in the premium book and thru other channels that the maintenance of the grounds is made possible thru the support of premium book advertisers.

Sale of ads has boomed since the introduction of the policy, Doran indicated. This year his fair realized \$1,300 from them. Merchants, business men, etc., aware that a well-maintained picnic site and place for year-around gatherings as a community asset, are quick to support the project thru the ads.

Doran added that the use of the grounds at other times than during the fair is a boon to the community and has helped build good will. It also assures a well-kept grounds for the operation of the fair, he said.

Doran spoke on *Uses of County Fair Grounds for Purposes Other Than Fairs*. In the discussion which followed it was disclosed an increasing number of Minnesota fairs are renting buildings for storage purposes, that more are going in for still dates (auto races, thrill shows, motorcycle races, circuses, rodeos, etc.), and that some rent their restaurant facilities for picnics, altho practice is to give free use of the grounds to non-profit public service orgs.

Cites Aid to Shows

Raymond A. Lee, secretary of the Minnesota State Fair, termed a county fair a "rallying standard" for a community. In this, a county fair plays a vital role, he declared.

Discussing the change of the Minnesota State Fair to an "everybody pays policy," he said that in 1932, the year before the policy was introduced, there were 192,000 free admissions to the fair. "The next year there were none. We didn't print any passes," Lee declared. He added the policy had proved itself to be a success.

Clarence Harnden, of Saginaw, Mich., past president of the International Association of Fairs and Expositions, urged fairs to push commercial exhibits. He said fairs can greatly increase their revenue and enhance their appeal by building up the commercial buildings. He maintained that fairs afford an inexpensive and effective way of selling.

H. R. Searles, of the Minnesota Agricultural Extension Service, scored fairs which did not make proper preparations for their live-

stock shows. Speaking from experience as a cattle judge, he hit at cattle department superintendents who did not set up a schedule of judging before the arrival of judges. He urged that cattle judging be scheduled for the same time and days each year, "so that farmers know when the judging will be conducted."

J. Max La Rock, architectural engineer of the Wisconsin College of Agriculture, urged the adoption of a long time planning program for grounds and buildings "so that improvements made from year to year will fit into the completed picture."

Cities Aid to Shows

Herb Dotten, staff writer of *The Billboard*, urged improved presentation and advertising of grandstand attractions. He said horsemen and horseshow exhibitors are articulate in their demands and that by constant repetition of their demands they get top preference.

Outdoor performers, he maintained, do not fuss about the lack of facilities and usually make the best of the available facilities. Dotten said fairs in the final analysis, suffer most by not providing adequate stage facilities, by not being prompt in supplying the requested manpower to set up a show and by not furnishing a dependable and ably-manned public address system.

Other speakers included T. A. Erickson and P. A. Miller, past and present 4-H State leaders; John Meade, Minnesota Auditor's office; Frank Wales, Minnesota Public Examiner's Office; Arthur J. Larson, superintendent of the Minnesota Historical Society; W. C. Coffey, president emeritus, University of Minnesota; Henry Schmitz, dean of the Minnesota College of Agriculture; M. L. Armour, Minnesota agronomist; E. M. Hunt, Minnesota Horticultural Society, and W. E. Morris, Minnesota Agricultural Extension Service.

Besides the talks, a panel discussion was conducted, on significant programs and organizations procedures.

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Master Plans for New and Old Fairs.

R. J. PEARSE, Consultant

Twenty Years' Experience.
RALEIGH, NORTH CAROLINA

WANTED!

FOR FIREMEN'S FAIR, JULY 21 TO 26,
1947, INC.

Rides, Shows and Concessions. Ideal location on new Route 51, Large, Pa. Surrounded by industrial plants. Have our own Bingo and Lunch Stand. Contact THOMAS TACHOIR, R. D. 1, Clairton, Pa., or Large Vol. Fire Dept., Large, Pa.

PONTCHARTRAIN SPENDS 500G

Olympic Set For 2 Prevues Before May 17

Outdoor Circus Seats New

IRVINGTON, N. J., April 12.—Olympic Park, catering to heavily populated Newark, N. J., and its suburbs, is rapidly getting set for its official opening May 17. Henry Guenther's funspot will stage two prevues, the week-ends of May 3-4 and May 10-11. Park's big swim pool goes into operation May 24.

Olympic Park was quite thoroly face-lifted prior to last season's opening but several additional improvements are at present nearing completion. Principal project under way is the replacement of the wooden bleachers of the outdoor circus arena by a modern structure of steel tubing and new seats which will give added capacity.

Three New Rides

Three new rides are also being installed. Already on the grounds and being erected are a double Octopus and a modernized Caterpillar, while a Looper is scheduled to be ready for a setting up this week-end. Cuddle-Up, installed last season, is being roofed over. Helicopter, unfinished last season, is expected to be ready for operation when the spot opens. New concessions set are a Greyhound Race game and a miniature golf course.

Olympic Park will continue its policy of free band concerts by Joe Basile's band and two four-act circus performances daily in the open air arena.

Four fireworks displays are set for the season—Decoration Day, Fourth of July, Labor Day and a special gala day for which the date has not yet been definitely set. Thruout the season quiz program contests will be held on Monday nights, with prizes for the winners.

An innovation will be music by Muzak, piped into the park's big cafe-bar, which is located at the front of the grounds. Entire spot is in tip-top shape and all set for opening.

Lead Gallery, Train Added at Summit Beach

AKRON, April 12.—A miniature train and lead gallery have been added to the midway at Summit Beach Park. Spot will open for week-end operation Saturday (19) and for full time operation May 17. Train will be under supervision of A. E. Kennedy.

Streamlining and modernization of several buildings and rides, begun last year, is being continued and plenty of paint has been added. Lew Platt, district dance booker, again will have the ballroom and will alternate on local and name bands.

Park officials include Frank Raful, manager; Dale Haines, public relations; Ray Veiring, superintendent; Jack Kaster, designer and high ride operator; Mike Miskove, maintenance superintendent, and George Norwat, Pennyland.

Page Ol' Sol! Belmont Midway Blanketed by 15 Feet of Snow

MONTREAL, April 12.—Old Sol will have to work overtime in the next few weeks if Belmont Park here opens for its week-end prevue May 10 sans snow.

This area had more snow this winter than in the last 73 years and lately workmen have been busy removing it from roofs of buildings. According to Rex D. Billings, Belmont manager, 15 feet of snow is on the midway.

While waiting for Sol to aid in getting rid of the snow, Billings has a crew of 22 men at work. The Coaster has been repainted in aluminum with red trim, the trains streamlined and the structure rehabilitated. The Whip has been rebuilt and all other rides put in A-1 condition. Most of the interior painting, including several hundred tables, chairs and benches, has been completed.

"Our week-end prevue is May 10-11, with the regular opening set for May 17," Billings said. "In the interim, all fronts and structures will be repainted. Of the 25 rides in the spot, J. W. (Patty) and Frank Conklin will operate 10, including a new streamlined Miniature Railway and Looper," Billings said.

For the second consecutive season, Benny Louis and his orchestra will play in the ballroom. Outdoor acts have been booked thru George A. Hamid and include the Aerial Barrettes, for the opening; the Bero-sinis; the Cimses, recently returned

Cincy Zoo in 7G Fire; Protection Fund Is Offered

CINCINNATI, April 12.—Charles F. Williams, president of Western & Southern Life Insurance Company and local philanthropist, this week made overtures to President James A. Reilly, of the Cincinnati Zoological Gardens, to finance the replacement of all birds suffocated in a fire of undetermined origin in the zoo's bird house Saturday (5). Forty-five birds, with an estimated value of \$7,500, were lost, but Reilly says all were covered by insurance.

The Williams offer is contingent upon the zoo's efforts to install protective equipment to guard against a similar tragedy, it was pointed out. Williams said he desired to contribute a substantial sum for future protection of the birds and other animals. He added that he would provide for the installation of sprinkler systems and automatic fire alarms.

Reilly said that he would take the alternate offer under advisement. Zoo officials received thru the mail a contribution of \$8 from an anonymous source, which executives said they believed was sent them to aid in furthering their plans of purchasing new birds.

Lakewood Opens April 19

ATLANTA, April 12.—Lakewood Park will open for the season here Saturday (19). Spot, which has 12 rides, plus shows and concessions, has undergone the usual repainting and repairing.

after several years in Europe, and Peejay Ringens.

Maurice Lamarre, promotion manager at Belmont, reports 62 outings booked to date. This is about the same number booked last year at this time and Lamarre expects the season's total will equal that of last year when 261 such outings were held.

Agawam Has 30,000 Easter

Officials say spot doubled holiday take of last year—Carroll predicts top season

AGAWAM, Mass., April 12.—All opening records for attendance and gross receipts at Ed Carroll's Riverside Park were shattered here Easter Sunday when 30,000 persons turned out for the official opening of the season.

In dollars and cents, Carroll said, Riverside doubled its take over Easter of last year and set a new single day attendance record at the spot.

The park actually opened last Sunday (5) but a heavy downpour all day and night dampened the inaugural. However, a number of hardy souls showed up and kept some of the rides busy.

The rain continued Saturday night and early Sunday morning, but by 1 p.m. it had stopped and the sun was out. Shortly after 1 p.m. the crowds started lining up at the main entrance and from then on until closing, traffic was big. To expedite traffic, Agawam police, plus the park's special staff, were on hand to keep things moving. Cars were lined for two miles leading to Riverside.

The annual Easter parade and egg hunt this year topped any previous one. Carroll, aided by Harry Storin, promotional chief, added a number of new ideas for the style show, including the importing of a number of New York models. The show was a four-hour spectacle with few intermissions.

All park features, with the exception of the ballroom, were open for business Saturday and Sunday. The ballroom opening date has not been officially set, but probably will open early in May.

Many New England park operators were on hand for the Riverside opening. Carroll, who earlier was willing to settle for a season's gross comparable to last year, now has advanced his sights and predicts Riverside will enjoy its greatest season.

Marks Named Temporary Director at Portland Zoo

PORTLAND, Ore., April 12.—Jack L. Marks, bird fancier of Seaside, Ore., has been named temporary director of the Portland Zoo, succeeding Dr. Arthur M. Greenhall, who resigned to become director of the Detroit Zoo.

Native of Albany, Ore., Marks worked part time at the Portland Zoo under direction of Greenhall, who recommended him for the position. Zoo director receives \$292 a month.

N' Orleans To Put Up 400G

Beach expansion slated after thoro study — Batt earmarks 100G for spot

NEW ORLEANS, April 12.—A total of \$500,000 is being spent at Pontchartrain Beach this year in the way of improvements to the beach itself and the park, Harry J. Batt, president and managing director of Playland Amusements Inc., announces.

"Of this amount, \$400,000 is being spent by the city on the beach expansion," Batt said. "The other \$100,000 is being spent by us on new rides, parking grounds and picnic tables and beaches," he added.

The present sand beach is about 1,200 feet long and 80 feet wide. This will be increased to 2,600 feet in length and 400 feet in width. Hundreds of tons of white sand will be brought in to build up the beach to an elevation of approximately five feet above average lake level.

Construct Groynes

Included in the plans will be construction of groynes of breakwaters to the east and west limits of the existing beach; extension of the present groynes into the lake, and construction of a center groyne which will have a concrete walk leading to a diving platform.

A lifeguard and beach accessories building will be constructed. On top of that building an outdoor stage, from which attractions will be presented, will be constructed. There will be additional lifeguard stations and the present flood light system will be extended to light the entire beach area.

Erect Bus Shelter

For the park itself, Batt says \$100,000 is being spent on resurfacing of the parking grounds, erection of a bus shelter and main entrance, providing additional picnic tables and benches, a new streamlined office building, plus the addition of three rides, Flying Scooter, Roll-o-Plane and Centipede.

"The improved beach facilities have been planned after a long and thoro study of beach construction developments thruout the country," Batt said. "The studies were made by the New Orleans Levee Board; its chief engineer, Armand Willoz, and myself," Batt said. Particular study was given, he said, to metropolitan New York area developments made by Robert L. Moses.

Ia. Riverview Names R. A. Reichardt Prez

DES MOINES, April 12.—Robert A. Reichardt, manager of Riverview Park here, has been elected president of the Riverview Amusement Company, succeeding the late Harry Bookey. Reichardt will continue as manager, a post he has held for seven years.

Bartlett E. Kooker, Des Moines, has been renamed assistant manager, a job he has held since returning a year ago from the armed forces.

FOR SALE

1 MODEL MGT GENERATOR SET, 7½ KW, 110-220 V—Single Phase—capable of 25% overload for 5 hours—Skid mounted. Used less than 24 hours.

1 20'x40' Push Pole Top, Side Walls, Poles and Stakes. Extra heavy canvas, condition fair.

192 Steel Cabinets, 10"x10"x60" arranged in banks of 24 cabinets to a unit. 12 cabinets side to side in a row and 2 rows back to back. All cabinets have locks. Master key system. Very good condition.

Roasted Peanuts Concession on 2-Wheel Trailer. Complete with canvas, 30# Roaster, bottled gas equipment. Concession ready to operate.

All Equipment on Display.

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WANTED WANTED PUPPET SHOW

One of the Midwest's really beautiful parks wants to contract with the operator of a fine Puppet Show for the season of approximately 14 weeks. You must provide own equipment (tent, seats, stage). We will provide good location in our KIDDELAND. You will have only paid attraction outside of Ballroom and Rides. Must be good, clean show operated by good, clean people and run for low admission prices for the kids. You can give as many as forty fast moving, short shows each day on busy days. This would be ideal for family who has this type of attraction and finances to get underway properly. We will make really attractive percentage proposition to right person.

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WANTED Best Scale Man in Canada

For high-class Amusement Park. Must be sober and industrious, with best of character.

Wire ROOM 689, Queens Hotel,
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A-1 running condition.
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RIDES WANTED

Need at least 6 A-1 Rides for two parks, 14 miles apart, for summer session. Operate on standard park commission. Plenty of space. Good potentialities. Must be ready by May 1. MEDICINE PARK and DOE PARK YOUTH CENTER. Contact:

B. F. HUTCHINS
321 "C" St., Lawton, Okla.

NEW FROZEN CUSTARD MACHINES GOOD USED RIDES Or Have You Any To Sell?

BERTHA GREENBURG

Sitting 'Round the Table

(Editor's Note: What bugs should be taken out and what improvements do you suggest for the National Association of Amusement Parks, Pools and Beaches' winter convention and also the NAAPPB Trade Show? That is the new question up for discussion in this column and you are urged to send in your views to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill. In that way NAAPPB officers and directors will know just what it is you like or dislike about the convention and will make an effort to conform. Here are views on the subject as expressed by two men. If you haven't sent in your views, do so at once and they will be printed in this column.)

Favors Big Parks

I do have some very definite ideas on the NAAPPB convention. Unfortunately, it is my own idea that the association is "of the big park, by the big park and for the big park." The small park operation has little or no place in the organization. I do not mean to say small park operators can get no benefit from the organization and that some of the ideas passed along by some of the larger parks are completely unworkable. However, I do maintain that the organization as a whole has lost sight that there are many more small parks than large parks thruout the United States.

I believe the small parks probably represent more dollars and cents in the general amusement business than do the large parks.

All of this is said in the spirit of constructive criticism and not condemnation, for I honestly believe the outdoor industry is large enough to have such an annual convention as the NAAPPB sponsors each and every year. I have received some benefits and some ideas from each one of the conventions which I have attended over the past 10 years.

"In my opinion the 1946 convention was one of the best I ever attended. I believe the 1946 officers, their committees and Paul Huedepohl, NAAPPB secretary, did a splendid job in planning and promoting the 1946 convention. — HAROLD K. BARR, Lakeview Amusement Company, Michigan City, Ind.

Timing Is Wrong

My only criticism with the program concerns the timing of the morning and afternoon discussions.

Detroit Spots Set Openings

DETROIT, April 12. — Official opening of the local park season is set next week-end, with Eastwood Park slated to open either Thursday or Friday (17-18), according to Manager Henry Wagner. Formal opening may be preceded by a "sneak preview," weather permitting.

This is the first time in several seasons that Eastwood has had its opening after Easter.

At Edgewater Park, opening has been set for Friday (18). This will give the city its two major parks in action on a full scale for the remainder of the season.

Opening at Edgewater will not be delayed by the flood which struck there last Saturday, burying the lower midway under two feet of water. A number of motors were damaged. Other damage was negligible.

Jefferson Beach Park will open around Decoration Day.

Rain Dampens White City Opening; Easter Is Okay

WORCESTER, Mass., April 12.—Rain Saturday (5) dampened White City Park's 1947 opening, but a sunny and mild Easter Sunday (6) brought 20,000 people to the Lake Quinsigamond funspot. Spot will be open week-ends only until the official opening, May 17, Manager Sam Hamid said. Hamid is awaiting delivery of a Flying Scooter, Rocket Ship and Water Scooter.

As I was interested in both the pool conferences, from noon until 2 p.m., and the park conferences from 2 to 5 p.m., I found during the three days in Chicago that I dropped six pounds by missing my lunch.

I think the subjects discussed were well worth-while and I know all of us derived benefit from the meetings. —MEREDITH LEE, superintendent, Ocean Beach Park, New London, Conn.

Clear Skies Give Shore Lads Heavy Easter Business

NEW YORK, April 12.—Clear skies and high temperatures along the Atlantic seaboard Easter Sunday brought record-breaking crowds to all the shore resorts from Atlantic City to Rockaway Beach.

Thermometer in the New York area hit a high of 76.3 degrees and resulted in crowds flocking to all outdoor spots in operation. Coney Island was invaded by a crowd estimated at 300,000 and jammed with autos from curb to curb. Almost all independent rides, games, arcades, eateries and concessions were operating, and hot dog and refreshment stands were running out of supplies before sun-down. Auto parking lots were overflowing in spite of upping prices to above mid-season week-end prices. Afternoon crowd stuck to the Boardwalk but evening crowd loosened up and patronized rides, games and concessions heavily.

Rockaway Beach, with few attractions set at this early date, drew 50,000 visitors, who found a few rides, the arcade and games operating at Playland and a few other spots on the Rockaway peninsula.

Bronx Zoo, New York, was visited by 58,000, with the star attraction for the kiddies being the Children's Zoo, which reopened Easter Sunday. Zoos in Central Park and Prospect Park, Brooklyn, also were jammed with sight-seers.

Asbury Park, N. J., favored by afternoon temperature of 80 degrees, estimated the crowd on its boardwalk at 200,000. Atlantic City Boardwalk was invaded by 250,000 visitors in spite of the temperature there only hitting a modest 59 degrees.

Pensacola Beach Opens Under New Management

PENSACOLA, Fla., April 12.—Pensacola Beach Casino opened here Thursday (10) under new management. President Whit Neal, of the Southern Caterers, Inc., said the usual concessions and rides found at beach resorts would be added. Building renovations were started about the first of the year and are scheduled for completion within the next 30 days.

Other officers of the company are J. F. Neal, vice-president, and C. A. Prince, secretary. S. Moses is operating manager of the Casino, J. P. Cliney is steward, and Charles Schimmel, city parks amusement operator for 15 years, will be in charge of concessions and rides.

Southern Caterers has a 10-year agreement to operate the Casino for Pensacola Beach owners.

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BATHING CAPS

GOODYEAR RUBBER
MOLDED CAPS
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Small Ear Flaps. Doz. \$6.00
Large Ear Flaps. Doz. 8.00
All first-grade new rubber, not synthetic.

All size Balloons.
25% Deposit, Balance C. O. D.

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FOR SALE REAL MONEY WINNER DERBY HORSE RACE GAME

24 Unit Group Game — Earning Capacity \$2.40 per minute. For price and Other Information—

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Send \$2.50 for sample set of 18 Contacts.
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MINIATURE STEAM TRAIN

14-Inch Gauge Track, Engine, Tender and 5 Coaches with Tops. 12-lb. rail and ties for 1000 feet of track. Built by Wagner & Sons. Very good condition. COMPLETE PRICE, \$5,195.00.

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ATTENTION Resort & Park Concessions

Have large surplus stock ladies' and men's assorted styles Oculens sunglasses at attractive prices.

Leonard Military Supplies
17 East 18th Street, New York 3, N. Y.

Weather Mars Jantzen Bow

Portland spot opens amid hailstorm — Klingbeil resigns as promotion mgr.

PORTLAND, Ore., April 12.—Jantzen Beach bucked bum weather and bad luck for its opening Saturday and Sunday (5-6), but drew a satisfactory attendance "in view of conditions," according to General Manager Roy Carpenter. Attendance was estimated at 10 per cent below last year's bow.

Spot opened amid a hailstorm Saturday and was beset by cold and threatening weather the rest of the week-end.

The Old Mill, opened after extensive remodeling and construction of new scenes, ran only a few minutes when motor trouble developed. It was necessary to suspend business operations for the rest of the week-end on the ride. Of the 11 rides, the Dipper and Dodgem pulled the largest crowds.

Carpenter called dance attendance for the two nights average. With Dave Longtin's ork on the stand, 700 persons attended Saturday night at \$1.50 each. No attendance figures for Sunday night were given.

The Jantzen Beach manager announced the speedway has been put on concession, the midgets to run Thursday nights under direction of Jimmy Ryan and Paul Ail. Agreement with Ryan, who operates the Portland Speedway, calls for darkening that track on Thursday nights.

Registration of Hugh Klingbeil as promotion manager was announced by Carpenter. Klingbeil, who came to Jantzen last year as office manager under Bob Rennie's regime, says he will return to the construction equipment business. Carpenter says he has no immediate plans for filling the promotion job.



MRS. J. W. (PATTY) Conklin, christened Edith, receives a check for \$100 from Norman Bartlett in Miami for naming the latter's new ride the Hurricane. New ride has been tested and will be seen at several spots this season.

Coney About Set For '47 Season

NEW YORK, April 12.—Coney Island, after its Easter preview, is getting set for the season, actual opening of which will depend on the weather. On the whole, little preliminary work is necessary, as most of the rides, buildings and stands suffered little damage during the winter.

One eye-sore eliminated is the battered facade of fire-gutted Luna Park. Work is actually under way on removing the ornate towers and arches forming the entrance and concession stands are to be erected in their place along Surf Avenue. The park grounds are for sale and apparently buyers are holding aloof or waiting for a drop in the price demanded.

Feltman's catering establishment, on the other side of Surf Avenue, is expanding its services and on its grounds, extending from Surf Avenue to the Boardwalk, there will be three restaurants, two clam bars and five liquor bars ready for business May 1.

Many Innovations Mark Crystal City Opening at Tulsa

TULSA, Okla., April 12.—Crystal City Park here, owned by John C. Mullins, bowed for the season today with many innovations and additions. The new Pretzel, Roll-o-Plane, and new airplane kiddie ride were in working order.

An innovation at the spot is a mouse circus which, Mullins said, was purchased in Florida. Work of installing a new fountain in the shallow end of the swimming pool is going ahead.

"We look forward to a good year by hustling more," Mullins said. "We hope to have more picnics this year. We will use our 800,000,000 candle power light for advertising purposes."

Crystal City's open air dance terrace will open Decoration Day, or, if the weather permits, sooner. The swimming pool will open around May 10.

The new offices are complete. Concessions have been changed around a bit from last year. Sportland has been enlarged and several improvements made on the shooting gallery.

Griffith's Train Gets Puffs in L. A. Papers

LOS ANGELES, April 12.—Griffith Park's new miniature railway got off to a flying start here Tuesday (1), when operators Sam Bornstein and Floyd Wells drove two gold-plated spikes into the last tie to be laid. Ceremony was attended by members

of the board of park commissioners and news reporters. Event rated pictures in every Los Angeles paper.

Ride was purchased from the Miniature Train and Railroad Company, Addison, Ill., for \$50,000. It consists of two power units and five coaches, with a capacity of 12 passengers each and operates on 3,000 feet of 16-inch gauge track.

Fare is 9 cents for children and 14 cents for adults.

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NEW AND USED CONCESSION EQUIPMENT

- MINIATURE RAILWAY TRAIN (24" gauge), ENGINE AND TWO COACHES. Plenty capacity Adults and Children. (No track.) Delivery after May 15th \$1,000.00
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 - Archery Set, professional size, Evansville make, complete with targets and enough extras to start business. Brand new, never used. (Packed to ship.) 125.00
 - MINIATURE SKEET SHOOT—Traps, Guns, Birds, Ammunition (Come get it.)
 - 8 AERIAL GUNNERY TRAINERS. USED IN AIR FORCE FOR GUNNERY TRAINING; EQUIPPED WITH MACGLAS IN MACHINE GUNS—One to a unit. We have 8 units for sale at a fraction of original cost. A big flash and a money maker anywhere, must be seen to appreciate. (4 crated to ship, weigh approx. 1600 lbs. ea.) Each 325.00
 - PRATT CORN POPPER UNIT (2 wet poppers). Electric. A real buy. (Come get it.) 275.00
 - 10 Exhibit Merchants (Escalator Heads) Diggers in A-1 condition in looks and mechanically. (Come get them.) Each 75.00
 - 1 CLAW ROTARY In A-1 shape. (Come get it.) 150.00
 - 3 KEENEY ANTI-AIRCRAFT GUNS with Screens, A-1 condition. (Come get them.) Each 50.00
 - 4 MAY BELL FOUR-WAY 5¢ CONSOLES (crated for shipping). Each 250.00
- We are making new installations and rides and have no space for units listed above. Above can be seen at

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Foreign Groups Give Nod To RSROA World Contest

DETROIT, April 12. — Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association of the United States, reports that correspondence just received from secretaries of the RSROA of Great Britain and New Zealand Roller Skating Association have named the teams which will represent those countries in the World's Amateur Roller Skating Championship, scheduled for July 6-8 in Oakland, Calif.

A. S. Bright, Dunedin, N. Z., secretary of the NZRSA, has announced

the New Zealand team would consist of Wm. Travis; Jean McNulty, figure skating champion; Mr. and Mrs. H. A. Allchurch, pair skating champions, and Mervyn Styles, speed champion. Mr. and Mrs. A. L. Power will accompany the team. Power is president of the NZRSA.

According to Austen Armstrong, honorary secretary-treasurer of the RSROA of Great Britain, the British team will consist of Joy Sugden and Rhoda Peel, figure skating champions; John Hargreaves and Rhoda Peel, pair skating title-holders, and Frank Lamb, George Saunders and J. Hartigan, speed champions. Judges Frank Martin, Walter Hargreaves and A. E. Smith will accompany the team, while a delegation consisting of Dr. and Mrs. Hargreaves, Austin and Patricia Armstrong, Mr. and Mrs. Fields, Mr. and Mrs. J. Raybone, Mrs. Walter Hargreaves and George Stanley will attend the skaters thruout the journey and be on hand to see the competitions.

The New Zealand team will sail from Auckland aboard the Steamship Marine Phoenix June 3, while the British team will leave Southampton June 20 on the Queen Elizabeth.

All will travel to the Oakland area where plans are being made to provide suitable practice facilities.

The Canadian and United States teams will be named immediately following national competition.

Flood Kayo's Mich. Contests; Switched To Detroit Arenas

DETROIT, April 12. — Michigan amateur roller skating championships, scheduled for Lansing (Mich.) Rollerdrome, April 7-9, were switched to Arcadia Roller Rink and Arena Gardens here and rescheduled for April 9-11 because of floods in the Lansing area.

Fred W. Gardner, Lansing operator, contacted national offices of the Roller Skating Rink Operators' Association of the United States here Sunday (6) when the rising crest of the flood had covered the rink floor to a depth of four feet, necessitating the switch in cities and postponement to allow for the change in plans. Approval of the change was received from nearly every one of the 200-odd competitors entered in the contests.

The Lansing building was recently turned over to the State for the processing of veteran bonus checks. Previous plans called for the State to take possession of the drome April 15. However, it is likely that a two-week delay will result in State plans to allow for renovation of the building.

H. J. Collins, operator of the Imlay City (Mich.) Rink, reported no damage from water, but Sunday's high winds tore away much of the roofing and siding on the uncompleted end of the building.

Bal-a-Roue Sets Busy April Sked

MEDFORD, Mass., April 12.—Fred H. Freeman Figure Skating Club of Bal-a-Roue Rollerway here will stage its annual banquet in Beachview Ballroom, Revere Beach, Mass., April 30. Guests will include Bal-a-Roue skaters who took part in *Roller Rhythms of 1947*, the show staged March 17 in the Boston Garden for the benefit of the National Foundation for Infantile Paralysis by New England chapter members of the Roller Skating Rink Operators' Association of the United States.

The banquet will be a climax to a busy month for Medford Skaters who will participate in the Massachusetts RSROA championship to be held April 15 and 16 in Webster Square Arena, Worcester, and Bal-a-Roue's RSROA nights on April 21 and 22, a casualty during war years. The Bal-a-Roue production number seen at the *Rhythms* show will be presented in the one-hour show on these nights, along with other acts. Bleacher seats will be installed to accommodate the big crowd expected. Regular skating sessions will be held before and after the show, with classes scheduled from 11 p.m. to 12.

Irani Named Indian Delegate to WRSC

DETROIT, April 12.—M. C. Irani has been named representative for India to the World Roller Skating Congress, which will be held July 6-8 at Oakland, Calif. There he will meet with officials of the Roller Skating Rink Operators' Association of the United States and representatives of other affiliated countries.

Irani was active in RSROA affairs in the Denver area thruout the war, where he was stationed as a metallurgical expert by the Indian government. Since returning to India he has been located near Bombay, and thru conferences with R. H. M. Mehta, president of the Bombay Skating Class; B. D. Bharucha, secretary, and H. D. Darukhanawala, operator of the rink and instructor for the Bombay class, developed ideas and plans to be presented to the Congress.

Good Year at Elmira 'Cade; Plans Larger Skating Area

ELMIRA, N. Y., April 12.—Larry Fisher, operator of Grotto Rollerade here, has had a good winter season, reported Landrus the magician, currently appearing in Elmira and a recent visitor at the rink.

Fisher, who also operates two summer rinks on Kenro Lake in the State, plans to close the Rollerade during July and August. At that time he will lengthen the maple floor 40 feet to give 11,200 square feet of skating area. Building is equipped with hot air and steam heating systems, a stage, an electric organ operated by Paul Knarr, and a soda fountain.

Rink operates nightly from 8 to 11, except Mondays which are reserved for private parties and dancing. Saturday matinees are held for children. Mrs. Fisher is at the ticket window.

\$100,000 Arena at Saco, Me.

SACO, Me., April 12.—A \$100,000 sports arena housing a roller rink and several bowling alleys in addition to the actual arena will be constructed here by Saco Enterprises, Inc., according to an announcement by I. N. Gorder, spokesman for the group. Work is expected to get under way in June and the building will be ready for use this fall.

Lee's \$150,000 Combo Fun Spot Debuts in Wash.

LYNDEN, Wash., April 12.—Gala ceremonies marked the recent opening of Skateway Arena here, a \$150,000 combination roller rink-bowling alley project operated by R. E. Lee, reported W. C. Hopper, manager and pro.

High spot of the evening was a half-hour program of exhibition skating before the public session by some of the Northwest's leading amateurs, including Cliff Shattenkerk and Bettie Jennings, Seattle, Pacific Coast intermediate titleholders; Skipper Oakes, Seattle, 1947 intermediate men's champ; Ray Brown, Seattle, senior speed champion of Washington, and Jerry Bruland, of Ferndale (Wash.) Roller Rink, holder of the State junior boy's figure skating title.

RSROA Prexy Attends

Coming from Seattle for the opening was William T. Brown, operator of Southgate Rollerdrome and president of the Roller Skating Rink Operators' Association of the United States, with which group Lee made formal announcement of his affiliation on opening night.

Skateway has a skating area of 12,000 square feet and is constructed with a truss roof to eliminate pillars. Added features are a complete soda fountain and restaurant. Four bowling alleys have been installed on the first floor, along with billiard and ping-pong tables and a banquet and meeting room.

Hopper, who is a registered RSROA pro and a member of the Society of Roller Skating Teachers of America, came here recently to take over the management. He has managed and taught in rinks in Flint, Mich.; Niagara Falls, N. Y., and Miami.

Hopper has already set up an operating schedule which includes Monday night classes from 8 to 10 for skaters wishing to learn figure skating, and Tuesday night classes for beginners. On all other nights, except Sundays, the arena will be open for general skating from 8 to 11. Saturday matinees will be held from 1 to 4, with children's classes starting at 1.



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Heavy Response For RSROA III. State Contests

CHICAGO, April 12. — Large crowds of spectators and a record number of entries marked the eighth annual Illinois State championships of the Roller Skating Rink Operators' Association of the United States in Arcadia Roller Rink here on April 2-4 to make it the most successful Illinois meet yet staged by the sponsor, reported Phil Hays, Arcadia manager.

For the first time, said Hays, there were numerous contestants from down State, Moonlight Gardens, Springfield, being represented by six teams, and Troy, Rockford, Aurora and Decatur also sending skaters.

Hays was particularly pleased with the reaction of the Chicago press, one paper, *The Tribune*, running front-page two-column stories on the event, along with pictures.

Results: Juvenile girls, Kay Seigmund, Aurora. Junior girls, Betty Lou Henderson, Arcadia Figure Skating Club, and Joan Arber, Aurora. Junior dance, Gene Gerber and Phyllis May Sparkes, Moonlight Skating Club, second. Novice men's figures, Edward Ketchum, Armory Figure Skating Club, Chicago, and Richard Morton and Edward Bartkus, Arcadia. Novice ladies' figures, Theresa Ogrin, Armory; Mary O'Malley, Arcadia, and Lois Ketchum, Armory. Novice dance, Emil Isenberg and Sharron Anderson, Moonlight Skating Club, Troy; Donald Summers and Bern Froemel, Armory, and Jack Mayes and Audrey Shoemaker, Arcadia. Novice pairs, Earl and Lois Raguse, Planet Skating Club, Chicago, second. Intermediate men's figures, Jack A Mayes, Arcadia. Intermediate dance, Charles Ellis and Caroline Buchanan, Arcadia, and Robert Beutlich and Lorraine Michalac, Arcadia. Senior men's figures, Ted Rosdahl Jr., Arcadia. Senior ladies' figures, Caroline Buchanan, Arcadia. Senior pairs, Richard Morton and Caroline Buchanan, Arcadia, and Edward and Lois Ketchum, Armory. Senior dance, Edward and Lois Ketchum, Armory; Conway Manahan and Betty Gebien, Chicago, and John Rodger and Florence Campbell, Arcadia.

Jersey Association Sets May 23-25 for State Meet

BERGENFIELD, N. J., April 12.—New Jersey State amateur skating championships will be conducted May 23-25 in Rainbow Roller Rink here by the New Jersey State Amateur Roller Skating Association.

Two trophies have already been donated for the contests, one for juvenile dancing by the Rainbow Figure and Dance Club and the other for juvenile pairs by the manager of Rainbow.

At a recent association election Harold VanWoeart, Boulevard Arena, Bayonne, was named president; Dan Yavanovitch, Perth Amboy Arena, vice-president; Ruth Dressel, Boulevard, secretary, and J. Irwin, Rainbow, treasurer.

RSROA Adds 2 New Members

DETROIT, April 12.—Announcement was made at national headquarters of the Roller Skating Rink Operators' Association of the United States here this week of two new members, William C. and Ethel B. Eddie, operators of Roller Frolic Rink, Burlington, Wash., and Frederick W. Bullman, operator of Diamond Roller Rink, Oakland, Calif.

Old Army Theater To Davidson for Grants Pass Spot

PORTLAND, Ore., April 12.—C. H. Davidson cut thru government red tape recently after being stymied in efforts to build a roller rink at Grants Pass, Ore. After protracted delay, he turned to war surplus and bought a theater building at Camp Adair. Thus, he will have a hall 81 by 181 feet already built to install on his site.

Davidson, who operated a rink at Newberg, Ore., and one at Roseburg, Ore., that he had converted from dance halls—both of which he has sold—hopes to get his Grants Pass rink in operation within a few months.

Ore. RSROA-ers Talk Meets

PORTLAND, Ore., April 12.—Discussion of plans for preparing entrants for the Pacific Coast Regional Championships of the Roller Skating Rink Operators of the United States, to be held May 12 and 13 at Redondo (Wash.) Skating Arena, and the RSROA nationals slated for June 30-July 5 in Municipal Auditorium, Oakland, Calif., was the principal topic of discussion at a recent meeting of the Oregon chapter of the Society of Roller Skating Teachers of America in Fee's Rollerdrome here. Dean Songer, chapter chairman and pro at Oaks Rink, Portland, conducted the meeting.

Mr. and Mrs. Fred H. Freeman, of Bal-a-Roue Rollerway, Medford, Mass., are currently vacationing in Florida.

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● SR-224-A	Heartaches	Fox Trot 100	● SR-230-A	The Washington Post	March 100
● SR-224-B	It's Dreamtime	Fox Trot 100	● SR-230-B	Excelsior's March	March 100
● SR-225-A	Linda	Collegiate 92	● SR-231-A	My Adobe Hacienda	Fox Trot 92
● SR-225-B	So Would I	Collegiate 92	★ SR-231-B	We Could Make Such Beautiful Music	Fox Trot 92
★ SR-226-A	Everybody Loves My Baby, My Baby	Collegiate 92	● SR-232-A	It's the Same Old Dream	Collegiate 92
★ SR-226-B	Another Night Like This	Collegiate 92	● SR-232-B	Bless You for Being an Angel	Collegiate 92
★ SR-227-A	Filtration	Waltz 108	● SR-233-A	St. Louis Blues	Blues 92
★ SR-227-B	I Wish I Had a Sweetheart	Waltz 108	● SR-233-B	Me and the Blues	Blues 92
● SR-228-A	Anniversary Song	Waltz 168	● SR-234-A	Time After Time	Fox Trot—All Skate 100
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Silas Green Org Now in Georgia Headed for S. C.

MACON, Ga., April 12.—New edition of Silas Green Show, all-colored musical, played Macon Auditorium Monday (7) as the third stand of the season, and won much praise from the local press for the new costumes, scenery and script. Cast, which has many new faces, performed well. Vaude specialties are interspersed between scenes.

W. P. Jones, owner, has delegated many of the managerial responsibilities to a veteran white circus trouper, "Uncle Billy" Buck, who came out of retirement in Florida to serve as stage manager and general utility.

Show opened April 4 after a three-week lay-off in Albany, Ga., where the outfit played the first performance. Another week of Middle Georgia one-nighters will be played and the outfit then moves into South Carolina.

Oscar Lee Jones again has the comedy lead as Silas, and Dinah Scott is playing his 10th year as Lilas. Fem leads are Elaine Dudley and Elizabeth Jones. S. D. Dudley is producer and works in bits and scenes. Charlie Rue, character actor, is now in his 30th season with the show. Frank Keith as the wench character, Savannah, scores with new material.

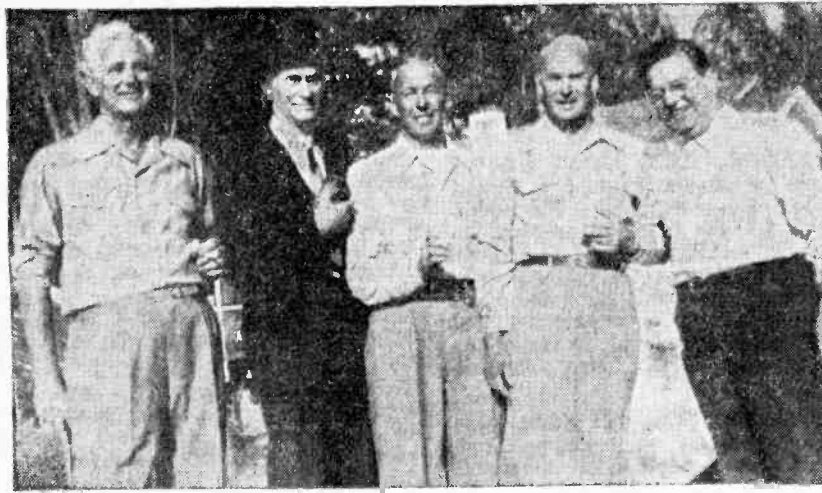
Lou Levine, new principal male singer, is aided in vocals by David Shaw. Horace Hopkins and Dink Smith offer specialty dances. Billy Holliday has a novel vent. Frank Jackson plays the cop in the comedy sketches.

Etta Mae Phillips is captain of the chorus. Others in line are Ruth Tyler, Yvonne Scott, Margaret Lee, Doris Grant and Dorothy Meters. Eddie Washington is musical director, with 11 men in the orchestra.

Except for occasional auditorium dates, show plays under canvas, this season using a 70-foot top with three 30s. Blanche Jones is treasurer; Will Cook, boss canvassman; Freddie Durrah, superintendent of transportation; Walter Williams, electrician. Show moves in one railroad car, nine trucks and two busses.

Advance staff is white, with S. B. Warren as general agent.

Business in Macon, at \$1 per ticket, was profitable but not up to the lush war years.



THESE SMILING TENT SHOWMEN gathered recently at the home of George Roberson in Sunset Beach, Fla., to spin a few yarns on the old rep days and to discuss possibilities for the new season. Left to right: George Roberson, Jack Brooks, Harry Graf, Neil Schaffner and Dennis Vincent.

REP RIPPLES

LULU NETHAWAY reports from Oakland, Calif., that Dorothy Ray has returned to the West Coast after spending several months in Kansas, Minnesota and Nebraska. She further reports that she and Elmo Maize are playing in California with *The Man Who Came to Dinner*; Jessie Gilde has been ill the past few weeks; the Old Troupers Club will have a dinner and program at the Leamington Hotel, Oakland, April 27; Ruby Hunter and Bill Baldwin, of KSFO are appearing at the Golden Gate Theater, San Francisco, for two weeks; Juliette (Brown) Foster is now residing in San Francisco; Violette Vance, formerly Violette Clifford, is in commercial lines in San Francisco; Jeanette Young, formerly starred in *The Chocolate Soldier*, is playing dates in the Bay area; the Postlewaite Sisters, who were stars 70 years ago and continued to sing until two years ago, have both passed on at the ages of 95 and 92.

FRED WALLER, Joyce Gilman and Arthur Banks, playing theaters out of New Orleans, and Lawrence Trout, circus agent, were recent visitors on the Byron Gosh *Hit Parade* Tent Show. . . . C. F. Randolph cards from Mount Vernon Hospital, Mount Vernon, O., that, having undergone a successful operation, he will be okay by June to open his minstrels. . . . W. R. McDonald has finished his school season and will ready a flesh trick to play Canadian territory, opening near Brockville, Ont. . . . A. B. Frederick is readying a three-day tent show at Houston. . . . Holley's Show, vaude-pic, is having satisfactory biz in the Waynesburg, Pa., area. . . . Gil and Downey, who have a film show in the Ogden, Utah, area, report satisfactory returns. . . . G. M. Blanchette, who has been showing religious films in New England, writes from Saco, Me.: "Will open 16mm. pix under tent later to play New York and Vermont. In the meantime, will continue with my religious pictures. This is my fifth month and business has been okay." . . . D. D. Frankel expects to open with flesh and pix under canvas near Santa Fe, N. M., in three weeks.

BARD PLAYERS are in Quebec, using E. F. Hannan's *The Shrew* as an opus. They will operate around Colebrook, N. H., later with flesh and pix. . . . Donald Tobin, who is operating a 16mm. film show around Schuylerville, N. Y., reports okay biz. . . . Penn Players will play New York resort towns this summer. . . . Harold Kearns writes from Randlett, Utah: "Have closed my school and hall show

and will present religious pix the next two months. Business has been fair. Will move to Muskogee, Okla., after a short religious tour and take over a tent for films. . . . Fred M. Atterbury left Fremont, Neb., April 1, with a pic org to play in Western Nebraska. He has established Wisconsin territory for films later in the season. . . . Arthur Broderick letters from Casper, Wyo.: "Was pleased to read Everett O'Brien's comment in a recent issue. Some of the plays that rep has done in the Western States were old when the Civil War was on. I am launching a flesh-pic show to play two and three-week stands, opening near Laramie." . . . Dolliver Bros. have a 16mm. show around Easton, Pa., playing under auspices.

Slout Prepping At Vermontville

VERMONTVILLE, Mich., April 12.—Work has started at the quarters of the Toby and Ora Slout Players here. Trucks are being repainted and relettered, and a new semi and tractor have been delivered. Org will play 12 Michigan spots, before moving into Illinois, Missouri and Arkansas.

William Losch, in charge of equipment, is supervising the conditioning; Billy F. Stohmann is looking after the scenery and lettering of trucks; Ralph Young is getting stage equipment up to standard, and Ora Slout has been doing the contracting.

The show will have a new cast, with the exception of Ralph and Lanya Young and Klink and Francis Lemmon. Klink will handle the ork, and Francis will have popcorn. Others signed are Jimmy Reynolds, Colley and Rosalea, Jack Kelton, Ardith Saltzmann and the Musical Vaughns. Bill Slout, who is attending Michigan State College, will appear in the cast two nights a week until his term ends. He is then expected on show during his vacation.

North American Steps Up

VANCOUVER, B. C., April 12.—With the acquisition of modern sound equipment, North American Productions Ltd. (NAP) is stepping up production of industrial, educational and entertainment movies. Shirl Wilson, sound engineer, will be in charge of all sound recording at NAP studios. One of his first chores will be supervision of sound track recording for North-West package, NAP's first cartoon feature on timber and lumbering.

16mm. Main Topic For SMPE Conclave

CHICAGO, April 12.—Twenty-five different technical aspects of the 16mm. film will be discussed at the 61st semi-annual convention of the Society of Motion Picture Engineers at the Drake Hotel here April 21-25.

These papers, plus others on the 8mm. film, will constitute nearly half the subjects to be discussed at this first Midwest meeting of the Society since the war. Papers given at the five-day get-together will be edited later into a comprehensive textbook to be sponsored by SMPE for use in industry training courses as well as for general reference.

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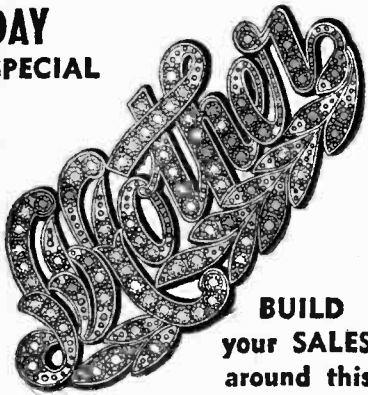
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YOUNG GIANT RHEUS MALE MONKEY AND pair of average size Rheus. All three for \$95.00. R. Neil Altenburg, 3404 W. Wells St., Milwaukee 8, Wis.

BUSINESS OPPORTUNITIES

A BUSINESS OF YOUR OWN! GO INTO business for yourself. Start at home in spare time. We can help you! Details free. Rennolet, 1022-D 9th St., Rock Island, Ill. ap26x

AT HOME—YOUR OWN MANUFACTURING business, making popular \$1.00 novelties. Cost you 8c to 15c. Everything supplied. Write So-Lo Works, Dept. R-622, Loveland, O. jv3

CASH IN, MONEY MAKERS—MAIL ORDER Plans, 68-page book, 25c postpaid. Satisfaction guaranteed. E. W. Saunders, Box 733, Charlottesville, Va.

EXCEL POPCORN MACHINE—POPS \$4.00 worth corn per hour. Send for circular. Also used Advance and Burch Machines, \$100.00 up. Poppers Supply, Box 838, Atlanta, Ga. ap19

FORCED TO DISPOSE—FINEST BIRD FARM and Zoo on East Coast of Florida. Present owner 16 years. Rare birds, macaws, cockatoos, swans, flamingos, monkeys, large snakes, hundreds alligators, modern apartment, gift shop, filling station, sales room. Running capacity at present. For full information address Owner, Box 413, Boynton Beach, Fla. ap26

FOR SALE—THEATER (COLORED) MOTION pictures, new building, Portsmouth, Va. 580 seats and small stage. Contact Jewel Productions, 165 W. 46th St., New York 19, N. Y.

GET 200 MONEY MAKING DEALS—BUSINESS Plans, Unusual Items, Quality Formulas, Schemes, Folio free. Formico Mil., Box 572, Dayton, O. ap26

KIDDIE PARK LOCATION—WILL LEASE space for kiddie rides and kiddie train. Long season, June to October. Fairyland Village and Children's Zoo, Wm. J. Huatt, R. No. , Box 19, Rahway, N. J. ap19

MAKE YOUR OWN JEWELRY! FINDINGS IN metal and plastic; Ear Wires, Pinbacks, Cameos, Stones, Beads, Clasps, Sprays, Combs, Hair Bars, plastic and metal Chains. Hobby Art Corp., P.O. Box 276, Dept. 12, New York 18, N. Y. my3

NEED MONEY? START YOUR OWN BUSINESS! 137 different detailed plans. Spare time home, office. Small investment, immediate returns. Free booklet. Parks Co., Box 4696, Dallas, Tex. my10x

RECORDS—COMMERCIAL PRESSINGS MADE from your own recording. Labels printed in your name (details). Urab BB, 245 W. 34th St., New York 1. ap26

OPERATE PROFITABLE MAIL ORDER BUSINESS. Splendid opportunity. For details write, Julia Crawford, 174-B Nichols St., Bridgeport, Conn.

SPECIAL!!! INCH DISPLAY ADVERTISEMENT "Mail Order World," year, \$24.00. Wood's Popular Advertising Service, Atlantic City, N. J.

"THE MAIL ORDER NEWS" (54TH YEAR)—Shows you money making opportunities in every issue. Sample copy, 25c. Veterans Business Publications, Charleston 5, Ill. ap26np

WANTS—SHOOTING GALLERY, LATEST model, or will rent out space for Shooting Gallery. Cavallora, 4006 Boardwalk, Wildwood, N. J. Phone 3723.

WHY WORK FOR OTHERS? MAKE AND sell own products. Bigger profits. Free literature. Jackson, Box 111, Newberg, Ore. ap26

YOU MAKE \$2,000.00 IN THREE MONTHS—Everybody helps. Details free. Give name of county. C. Maguire, Cannon Ave., Lansdale, Pa. ap26

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

A.B.T. MODEL F TARGETS—LITTLE USED. Twenty machines, \$27.50 each; all \$500.00. Kicker-Catchers, \$27.50. Pikes Peaks, \$20.00. Ed-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. my17

ABSOLUTE BARGAIN—1 SHEFFLER DE Luxe Penny Weighing Scale, \$32.50. Five U-Select-It Candy Machines with stands, \$22.50 each. 1 floor type Hand, Finger Gripper, \$27.50. All ready for operation. Check with orders. Klotz Sales, 156 Edgewood Ave., Atlanta, Ga.

BALL GUM WILL MAKE MORE MONEY—One good-as-new reconditioned machine and 500 Balls Gum, \$10.50. 1/3 cash. Thomas Novelty Co., Paducah, Ky. my3

BALL GUM MACHINES—24 COLUMBUS, \$5.00 each. 19 Yellow Jackets, \$2.75 each. 3 Advans (1-2-3's), \$2.25 each. 9/16" Marbles \$7.00 per case of 7000. William Hanth, 1517 Oakdale Ave., Chicago 13, Ill.

BIG MONEY IN VENDING MACHINES—Smallest capital start brings immediate profits that build permanent profitable business. Starting instructions free. Becker Vendors, 105-W Dewey Brillion, Wis. ap19

"CHARMS" DOUBLE, TREBLE PROFITS FOR peanut vendors! Write quickly for details, samples, and start getting more "take" from cashable connotation "Charms" create for your machines. Becker Vending Service, Brillion, Wis. ap19

CHARMS! CHARMS! CHARMS! BUY DIRECT and save money. These charms are made on brand new molds. Completely different. Write for free samples and prices. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. ap26

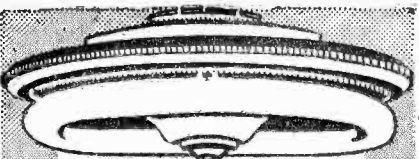
CONSOLES—CLEAN, WORKING ORDER. 2 High Hands, combination, \$59.50; Super Bell, combination, \$64.50; 2 Club Bells, combination, \$89.50. 4 Pokerinos, \$99.50; \$34.50 each. Camera Brothers, 598 Hayes, Hazelton, Pa.

DIGGERS—2 IRON CLAWS, 2 ELECTRIC Hoists, one Mutoscope Roll Chute \$50.00 each. Hand operated Panama, \$35.00, all counter models. Chester Pollard Foot Ball, \$85.00. Mutoscope Love-O-Meter, \$135.00. Exhibit Motor Races, \$125.00. Gypsy Card Reader, \$125.00. Counter size Drop Pictures, \$25.00. Joe Frederick, 2263 Newton, Detroit 11, Mich.

DRIVE-MOBILE, \$139.50; SKY FIGHTER, \$139.50; Chicago Hockey, \$119.50; Goalie (like new), \$239.50; World Series, \$79.50; Batting Practice \$79.50; Kiss-O-Meter, \$129.50; Air Raider, \$119.50; Love Pilot, \$129.50; Photomatic, second model, inside lights, very clean, \$549.50; many others, all good, clean machines. Can equip complete arcade. Baldrige, 6678 Academy Rd., Brighton, Mich. my3

FIVE GOTTLIEB GRIPS, USED ONE MONTH, \$34.50 each; Pikes Peak, \$15.00; Advance Shocker, \$10.50; 6c Rowe Gum and Mint Vendor, \$15.00. George W. Privett, Box 1165, Sweetwater, Tex.

FLAT TOP, OKLAHOMA, SANTA FE, LIBERTY, Canteen, \$75.00; 12 Mills Blue Gold 5c Yes Pockets, \$35.00; 13 Davals "Free Play" Counter Machines \$50.00. Other Counter Games, \$12.50. Vurlitzer Counter "Model 61" with Stands, Victrola, \$110.00. Swartz, 64 Baden, Rochester, N. Y.



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Bulb Included
FLUORESCENT FIXTURES
Write for Catalog BB-322

OUR NEW LOW 1947 WHOLESALE PRICES ON FLUORESCENT FIXTURES WILL MAKE BIGGER PROFITS For Agents, Dealers, Concessionaires

CONVENTIONAL TWO BULB FIXTURES \$3.75 EA. IN LOTS OF SIX SAMPLE \$7.00

THREE BULB FIXTURES \$5.85 EACH LOTS OF SIX SAMPLE \$11.70

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BED LAMPS, Lots of 6, Ea. \$3.50. Sample, \$7.00.

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Phone Walnut 2-6787



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IT'S NEW—IT'S TERRIFIC Complete with bulbs, wiring and batteries—

Dozen \$14.40 Gross \$168.00

1/2 DEPOSIT WITH ORDER. SEND FOR CATALOG.

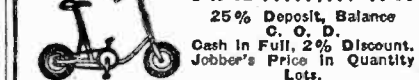
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NEW LOW PRICES

Silver Saddle Rings. Now \$18.00 D.
Massive Skull & Cross Bones, Indian Head, Horse Head, Etc. Now .. 18.00 D.
Men's Imit. Diamond, Large Stone, Gold-Filled Mounting 18.00 D.
Mex. Coin Bracelets (20 Coins) 18.00 D.
25% Deposit, Balance C. O. D.

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311 TRAVIS HOUSTON 2, TEXAS

Marion Flyer Fireman's Red & Ivory Trim. Dealer's Sample \$12.00
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Cash in Full, 2% Discount. Jobber's Prices in Quantity Lots.
Jobber's Exclusive Territory. Used on Salesboard Deal.
MARION COMPANY Wichita, Kansas

CARNIVAL STOCKS NOW READY

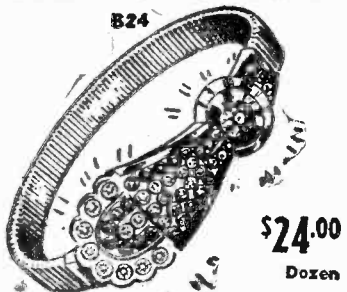
Plaster — Slum — Glassware — Ball Game — Bingo

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STANLEY TOY & NOVELTY COMPANY

14 East Broad Street Richmond, Va.

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\$24.00
Dozen

This is a replica of \$500.00 Cocktail Wrist Watch Bracelet! Do not confuse this item with cheaper products. Set with Mock Rubies, Sapphires, Emeralds and Whitestones. Beautiful Pink Gold Finish With New Typo Deluxe Mirror Finish Expansion Band—Non Twistable. Comes in 2 Distinctive Designs.

- Send for Sample **\$2.25**
- 7-Jewel Men's Waterproof Wrist Watches **\$9.50 EA.**
In Dozen Lots—\$102.00 Dozen.
- 7-Jewel Men's Waterproof Wrist Watches **\$14.25 EA.**
Dome crystal, asst. polished gold cases with stainless steel back.
- In Dozen Lots—\$153.00 Dozen.
- Men's Cross Link Expansion Bands (Admiral). **\$28.80 DOZ.**
In Doz. Lots
- Yellow and pink 1/20 12K gold filled top. Stainless steel back. Samples, Each—\$2.65.
- Stainless Cross Link Steel Expansion Bands. In Doz. Lots **\$24.00 DOZ.**
Samples, Each—\$2.25.
- Ladies' 1/20 G. Filled Admiral Expansion Bands. Yellow or Pink. Samples, Each \$3.00.
- 25% Deposit With Order—Balance C. O. D.

REX JEWELRY CO.

37 So. Wabash Ave. Chicago, Illinois

FOR SALE—35 CANDY VENDING MACHINES. used. Rows, Nationals, DuGreniers, Stoners. Will sell any part of lot. All in A-1 condition. Located New York State. Box 184, Billboard, New York City. ap26

FOR SALE—EVANS TEN STRIKES, \$75.00. Wurlitzer Skee Ball \$250.00. Thirty-five Plastic Bumper Pin \$35.00. Mills Thromes, \$180.00. Wurlitzer 71. \$125.00; 850 Wurlitzer, \$425.00. 1/4 deposit. Donald Zak, 3017 S. 14th St., Milwaukee, Wis. ap26

FOR SALE—PERFECT OPERATING AND REFINISHED Rowe 120-bar Candy Machines, like new, \$70.00. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

FOR SALE—TWO-COMPARTMENT DOUBLE Nugget, highly polished vender, something swell. Filled Boston Beans, 400 Balls Gum, \$34.50. 1/4, rest C.O.D. Hyett Vending, Box 98, Rock Island, Ill.

FOR SALE—1 WORLD SERIES, \$50.00. 1 All-Star Hockey, \$75.00. 1 Electric Bull's Eye, \$50.00. 1 Exhibit, three-metered unit, Personality, Disposition, Love, with base, \$75.00. 1 Circus Romance, \$75.00. 1 Pike's Peak, \$10.00. 1 Keeney's Air Raider, \$60.00. 1 Zoom, \$10.00. Tom Cloer, 118 N. Highland, Sherman, Tex.

FOR SALE—2 MUTOSCOPE PHOTOMATICS, stainless steel chemical tank, excellent condition (replacing with new models) or exchange for National make Skee Balls. Fetzer & Peterson, Seaside Heights, N. J. ap26

FOR SALE—PREMIER BARRELL ROLLS IN perfect condition, @ \$275.00, or \$250.00 ten or more. Also have Super-Rolls @ \$275.00. All machines are practically brand new. 10-ft. Skee Ball Alleya Add \$10.00 for crate. One-third deposit, balance C.O.D. Amusement Advertising Service, P.O. Box 231, New York 10, N. Y.

IMPROVED MUSHROOM BELGIUM POOL Table, \$385.00. Detroit factory. Trinity 1-4808. University Supply, 6432 Cass, Detroit.

LOWEST PRICED NEW COIN ASSORTER available today. Separates pennies from nickels, nickels from dimes, dimes from quarters. 100% accuracy guaranteed. Separates over 1000 coins per minute. Portable. Pays for itself first day in time saved. \$15.00 postpaid. Globe Distributors, 1476 Broadway, New York 18, N. Y.

MILLS 12 RECORD JUKE BOX, \$50.00; Pike's Peak, \$12.00; Acme Electric Shocker, \$10.00; all in good working condition. Playland Arcade, Macon, Missouri.

SCALES—5 JENNINGS, 4 ROYALS, 1 PACE, all are porcelain lo-boys, excellent condition and crated at \$44.50 each. Also 2 Kirk Guessers at \$97.50 each. 1/4 deposit. D. F. Hyles, 4021 Colgate St., Dallas 5, Tex.

SELLING OUT! 11 SLIGHTLY USED RED Ball Amusement Machines, \$250.00; 2 nearly new, \$300.00 each; 29 Hockey Match Vendors, \$4.00; 2 5c Hot Peanut Machines, \$30.00 each; Schermack Postage Stamp Vendors, small, \$20.00; large, \$30.00. Write Earl Estes, 5501 Tejon, Denver 11, Colo. ap19

GRIPPERS WANTED—GRIPPERS; WANT three hundred Penny Grippers. Advise make, condition and best price. Deposit by return mail if offer accepted. Coin Machine Corp., 930 Fairground Ave., Greensboro, N. C. ap19

PENNY ARCADE USED EQUIPMENT FOR sale. Eateament 150, 1c, 5c Coin Machines. Sell for actual value. R. C. c/o Box 9133, West Huntington 4, W. Va. ap19

REBUILT POPCORN MACHINES FOR SALE— Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. mv31

RECONDITIONED LIKE NEW PENNY PEANUT or Ball Gum Machine with 5 lbs. Peanuts, \$10.50. 1/4 with order. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. mv3

SKEE BALL—2 "SUPER ROLLS," 10 1/2 FT. long. Same as new. Used only two months. \$275.00 each. Frank O'Brites, Geneva-on-the-Lake, O.

THREE WURLITZER 14' SKEE BALL MACHINES. Still on location. In good condition. \$250.00 each. Also one Seeburg Electric Ray Lite Gun, in very good condition, \$35.00. Wanted: three short or long Bankrolls. E. L. Kiefer, 17437 Quincy, Detroit. ap26

TWO WINTERBOOKS, THIRTY MILLS, PACE, Keeney's, Jennings, 5c-10c-25c Consoles. Closeouts: twenty-five No. 332, six Buckley Wall-Bar Boxes, \$50.00 lot. Coleman Novelty, Rockford, Ill. ap26

U. S. 1948 SHUFFLE BOARD—SEASONED maple, \$500.00. Detroit Factory, University Supply, 6432 Cass, Detroit.

WANTED—TRACK ODDS. GIVE YEAR, model and serial number, condition, appearance and lowest price by air mail. The Music Machine Co., Brunswick, Ga.

WANTED—COUNTER GAMES FOR LEGAL territory. Must be in A-1 condition. Write price and quantity. Sherman Sales Co., 217 Sumpter St., Brooklyn 33, N. Y.

WANTED: DIGGERS—ERIES, PANAMAS, Iron Claws, Mutoscopes, Merchantsmen. Any quantity, any condition. Also parts. National, 4243 Sansom, Philadelphia, Pa.

WANTED—USED PEANUT AND BALL GUM Machines. State make, model and quantity. Thomas Novelty Co., Paducah, Ky. mv31

WILL PAY \$175.00 CASH FOR SEEBURGS Model 8800 or 8200 R/C or E.S. Must be complete. V. Peterfesa, 141-30 71st Rd., Flushing, N. Y. Phone Boulevard 8-2012.

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1/4 BUBBLE BALL GUM—75c LB. BALL Gum Machines, \$3.50 and \$7.00. Wanted: Advance Machines. Ball Vending Co., 11512 St. Clair Ave., Cleveland 8, O.

25 NORTHWESTERN DE LUXE \$1 P.A. Stamp Venders, fine condition, \$20.00; 5 Steel Stands, tubular type, \$2.50; Combination Grip and Lifter, \$26.50; Exhibit's Bull's-Eye, legal anywhere, \$45.00; American Eagle, 2 Marvels, \$9.50; 2 Marvels, non-coin operated, \$22.50; several Challengers, \$25.00; Jap Set-Up, \$27.50. Borer Vending Co., 408 John St., Champaign, Ill.

32-VOLT DE LUXE ROCK-OLA WITH EXTRA motors (2) and converter, \$375.00. Will trade four Red Ball Machines for four Rock-Ola Supers or new Model 5 Balls. ABC Novelty Co., 2509 S. Presa St., San Antonio, Tex. K 1152. ap26

98 VICTORY POSTAGE STAMP VENDING MACHINES. Any quantity over 25, \$25.00; under 25, \$26.75. G. W. Gutridge, 2823 Forest Ave., Kansas City, Mo. mv3

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\$9.60
Per Doz.

Minimum Shipment One Doz.

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Reconditioned and Fully Guaranteed. In Brand New Cases.



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In new cases 10K
RGP Top,
Stainless Steel
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12 size and 16
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Men's and Ladies' reconditioned Swiss 15 and 17 Jewel Watches, raised crystal. Each **14.50**

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Rhinstone Dial Watches, raised crystal, reconditioned 15 and 17 Jewel. Each... **18.50**

SAMPLES \$1.00 EXTRA.

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COMBINATION AC/DC AND
BATTERY OPERATION

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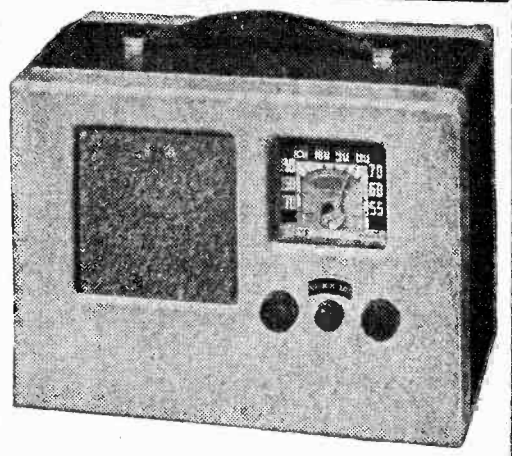
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COMPLETE BATTERY SET
Consisting of 2 45-Volt B Burgess M30 and 2 4 1/2-Volt A Burgess G3 or equivalent.



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CANOE, 3 TO 14" LONG.
TEPEES, 3 TO 6" HIGH.

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Two hands that clasp and unclasp go to make up this memento of true friendship.

- BB9119—Sizes 6 to 9. Ea. ... \$1.65
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Beautiful yarn dolls in many bright colors. 12 inches high. Sold in dozen lots only. The perfect item for concessioners, salesmen, pitchmen, stores. Order now. **\$15.00**

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Attractive Cellophane Wrapped 1-Pound Box, \$8.40 Doz. F. O. B. Factory. Immediate Delivery. Packed 2 doz. to case. If not rated, send check. 25% cash on C. O. D. orders.
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BALL POINT PENS ONLY \$6.25

Per Dozen

We defy you to find any ball point pen at 10 times the price... which equals the superb new PENGUIN... It's precision built to 1/10th of 1/1000th tolerance!

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PENGUIN looks and writes like the most expensive ball point pens. It has a patented air lock feature — prevents STOP and GO flow. PENGUIN CAN'T CLOG! It writes smoothly on any surface... CONTINUOUSLY.

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ORDER STYLE #120 BP NOW!

PENGUIN PENS, INC.
644 Broadway
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52¢

Write on the Ball! Style #120 BP.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with Leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75c. Rhinestone G-Strings, \$7.50. Bras, \$2.50. Metal Spangles, all sizes. Folder. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

CLOWNS' AND BURLESK COMICS' PROPS and Accessories. Free lists. (Assortment, \$5.00.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. ap26

RHINESTONE SETTING PUNCHES, \$5.00. Rhinestones with Settings, \$1.60 gross. Elastic Net Opera Hose, \$4.95; Nylon Opera Hose, black or flesh, \$4.50. Metal Spangles, Rubber Busts, \$2.50. Theatrical Eyelashes, \$1.35. Other accessories and costumes. Folder. Evelyn Rowe, Box 233, Station G, New York 19.

SINCE 1869—COSTUME BARGAINS. CHORUS, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. my31

FOR SALE SECOND-HAND GOODS

ABOUT ALL DIFFERENT MAKES POPPERS available. Fifty all-electric or gas-heated machines cheap. Burch, Advance, Cretors, Dunbar, others. Candy Corn Equipment, 120 S. Halsted St., Chicago. Ap26

ALL-ELECTRIC POPPING UNITS, GEARED Aluminum Kettles, Peanut Roasters, Copper Caramel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. je14

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, Fittings. Complete line, 20% discount. Northside Sales Co., Indianola, Iowa. ap26

FOR SALE—ONE HENRY AMBASSADOR Frozen Custard Machine. John Pagan, Box 3, Station X, New York, N. Y.

LIGHT PLANTS—WAR SURPLUS, 110 AC, all sizes, for home or commercial use, 1/2 of original cost. Aufferberg, 820 N. Kingshighway, St. Louis, Mo. je7

HAMBURGER GRILL—COMPLETE OUTDOOR unit, canvas top, 6x8'. Used one week. For information write J & N Popcorn Specialties, 1459 W. 69th St., Chicago 36, Ill.

SIX ALL-ELECTRIC DOUBLE HEAD FLOSS Machines. Perfect condition. 1/2 h.p. ballbearing stainless steel pan. Allied Candy Machine Manufacturers Co., Mill-Railroad St., St. Clair, Pa. ap26

TARPAULINS, WATERPROOFED AND FLAME- proofed, made of 12-ounce twill or duck, 10x12', \$9.60; 12x15', \$14.40; 15x20', \$24.00. Other sizes at 8c per square foot. Sidewall 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. my3

USED FLOSS MACHINES—DOUBLE SPINNER- heads. Model No. 100, 1946. Used once, A-1 condition, \$180.00 F.O.B. Toledo. 25% deposit required. Immediate shipment. Also new Floss Machines, Kettle Poppers, other money-makers. Concession Supply Co., Box 133, Sta. B, Toledo, O. ap19

22 SHORTS—10 CASES FEDERALS, \$70.00 case. Another shortage this summer. Order now. McGuire, 313 N. Santa Ana, Bellflower, Calif. ap26

FOR SALE—SECOND-HAND SHOW PROPERTY

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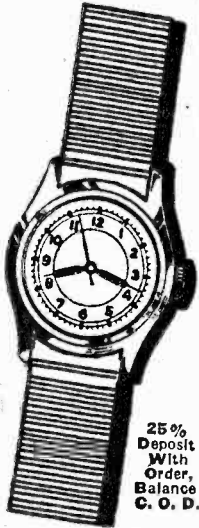
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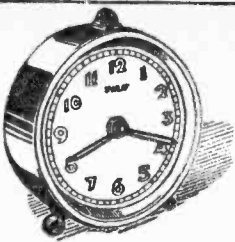
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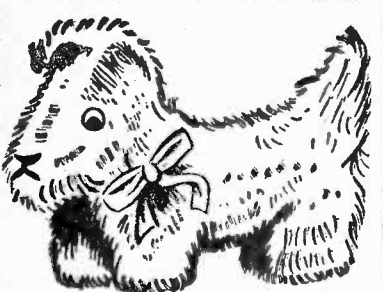
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No Tubes—yet plays like it had.
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Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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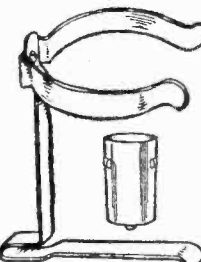
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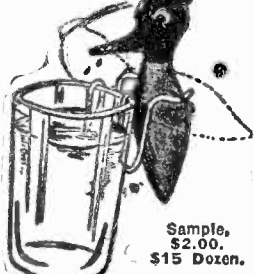
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DIPPY SAM
 Drinks Out of a Whiskey Glass
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 In 6 Doz. Lots or More
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DIPPY DAN
 DRESSED UP
 with moveable eyes, hat, 6 buttons on chest.



Sample, \$2.00.
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The DRINKING OSTRICH
\$16.00 DOZEN

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| White, Corky | Windham, Jean | Arnold, Virgil | Kelly, Mr. & Mrs. E. Robertson, Mrs. Queenbeth | Rocco, R. W. |
| White, Joseph T. | Wingert, B. | Ashurst, Bob | J. C. | Rocco, R. W. |
| White, Paul E. | Winston, Sherry | Barnes, Mr. & Mrs. Jack | Kerr, S. A. | Shows |
| Whippier, Lucky | Winters, Mrs. J. W. | Bermitt, Robert | Keyes, Stanley | "Red" Rogers, Reese |
| Whitson, Ruth | Winters, Mrs. Jim | Boone, Virgil | Knight, Robert O. | Root, Jack A. |
| Wiler, Roy | Wolfe, Frederick R. | Boudreau, Mrs. Gilbert | Lantz, John | Safko, Alex |
| Williams, Earl | Wolfe, James E. | Bowling, Joseph H. | Lefebvre, Mr. & Mrs. Jack | Scott, John |
| Williams, Jay | Womsey, Edward | Barr, Mrs. Mary | Lemoind, Mr. & Mrs. Frank | Shipley, C. W. |
| Williamson, Thom H. | Wright, Charles T. | Bell, Marvin | Lewis, Edith M. | Shores, Edgar R. |
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| Wilson, Dick | Zack, Ernest M. | Brown, Irvin F. | McCoy, Miss Norma J. | Small, Charles H. |
| Wilson, Inez | Zelda, Princess | Bryum, Frank L. & Mary | McCracken, Mc | Smith, Henry Norman |
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| Bauxbaum, Edward | Lyons, Bayne | Manning, William | Marshall, Dan | Morre, Archie | Nelson, Anna | O'Hara, Tara | Pavey, Marie | Peake, Martin E. | Pecoroni, Anton | Perry, James | Perry, Lou | Perry, Robert Sr. (Capt.) | Peterson, Marie S. | Posty, Charles F. | Provencher, Lucian | Radke, Palaska | Reese, Al | Richard the Grate | Richards, Nellie | Senter, Harry G. | Smitzen, Olya | Stenwall, Siegfried | Walker, Eddie | Whitmer, Kenneth M. | Wilcox, Tom | Wilson, Jerry | York, Ed | Yvonne, Bubbles | Zagroski, Emil | Zottman, John |

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| Barclay, Harry | Barksdale, Rudy | Berry, F. | Cope, Ted H. | Feak, Stephan A. | Frazier, Al & Grace | Hickey, Tommy J. | Huntley, Spencer | Jones, E. Glen | Jones, Raymond H. | Larson, George | McGreehan, Bernard E. | Martin, Lew | Maurer, Edward | Mautner, Robert J. | Miller, Berni I. | Parrish, Mrs. C. Phillips, Trio | Phillips, Johnny | Rendelle, H. J. | Rouse, Thomas (Smockey) | Scoville, Earl | Sharp, Robert | Simmons, W. F. | Starr, Ronnie | Starr, Michelle | Thomas, Jack & Anna | Unruh, Jeff | Walker, George Wm. | Wieppier, Emile "Lucky" |
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GLASS AND BRASS MINIATURES
 Ideal for Concessioners — They Sell Themselves on Sight.
 Write for sales plans.
MIRROR PLATEAUS
BEAUTIFUL DISPLAY CASES
MAGIC POLISHING CLOTH
B. B. BOX NO. 531, ROOSEVELT PARK STATION, DETROIT 32, MICH.



KICKAPOO
 Built for You
 Oil Circulating Heaters of quality for less than \$100.
 Will heat a room or a home.
 A real proposition for live-wire dealers and distributors.
 Mfg. by
REGAL PRODUCTS, LTD.
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BALLOONS
 50,000 40-Inch Target 30s
10¢ EACH
 in lots of 100 or more. Color, all orange.
 500 Gross #7 Toy Balloons at \$2.75 per gross.
 No orders will be shipped without deposit of 25% with order.
WIRE, WRITE OR CALL
BOSTON BALLOON COMPANY
 15 Garden Street Boston 14, Mass.

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Fast Selling Styles



No. 123W Polish White Finish	No. 122W Polish White Finish
No. 123Y Polish Yellow Finish Sizes 8 to 13	No. 122Y Polish Yellow Finish Sizes 7 to 12
\$3.65 DOZEN \$42.00 GROSS	\$3.40 DOZEN \$39.00 GROSS



No. 118W Polish White Finish	No. 126W Polish White Finish
No. 118Y Polish Yellow Finish Sizes 7 to 12	No. 126Y Polish Yellow Finish Sizes 7 to 10
\$2.90 DOZEN \$33.00 GROSS	\$1.65 DOZEN \$18.00 GROSS

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JIFFY WAY
 High Pressure
BALLOON INFLATER
 Inflates all sizes in a jiffy
DURABLE—FLEXIBLE
\$18.00 Each
 "Answer to the Balloon Man's Prayer"
 Jobbers, write for prices.
 Terms: 1/3 with Order.
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United Novelty & Candy Co.
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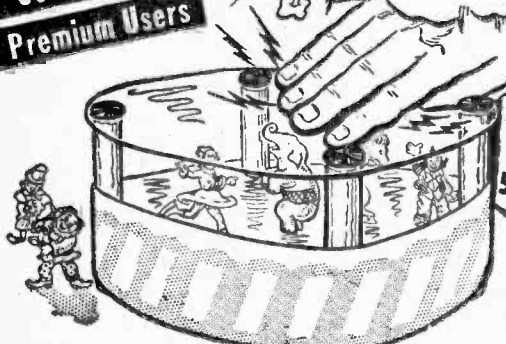
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HERE'S THE SENSATION OF THE CENTURY

ATOMIC ENERGY CIRCUS



Easy to Demonstrate! Sells on Sight! 12 colorful Circus figures dance, tumble and do countless tricks from just a stroke on the magic film. Get this item now!

IT'S "GREAT."
1/3 Dep., Bal. C.O.D. Larger Orders — Proportionate Discounts.

Send \$1.00 for 2 Samples

A. E. COLE CO.
5350 Broadway, Chicago 40, Ill.

\$18 Gross A
50c Seller!

Pipes For Pitchmen

By Bill Baker

DOC LOVELL . . . comes thru with the following from San Francisco: "We've had pitchmen's clubs in the past and I don't know why they've folded, but I do know that we need an organization today more than ever before. It's about time somebody starts the ball rolling for a national organization to protect us from being pushed around. We're a big business and we should operate as such. Organization is the best way of cleaning up the profession and opening up towns for business."

Most successful pitchmen got that way because their make-up included persistence and courage, two invaluable assets in overcoming turndowns, which are part of every pitchman's life.

BILLY FINNEGAN . . . is still touring the South with calendars to successful takes. He cards that this year marks his second with Consolidated Press. Currently making Macon, Ga., he adds that he hasn't seen many of the boys on the sheet recently. Following his Georgia engagements, Billy will head for Alabama.

THE HANEYS . . . George and Jean, are collecting the lettuce with their new gadget lines. George left Cincinnati last week for Cleveland, where he will bow with a new three-in-one set up, while his wife works a similar pitch in Kansas City, Mo.

BERT GARVIN . . . letters from St. Petersburg, Fla., that Dr. Milton (Curly) Bartok is preparing to leave the South for Ohio for the opening of his Bardex Radio Minstrels med show. Bartok, Garvin says, plans to carry about 25 people in addition to a 12-piece band.

There are still plenty of old-timers getting the geedus, proving the old adage that a pitchman's ability doesn't decrease with age.

STANLEY NALDRETT . . . is gathering the hermans purveying his wares in the South. During a (See PIPES on opp. page)

Jack Fleming

By E. F. Hannan

A UNIQUE figure was Doc Jack Fleming, an Irishman who had been a fair busker in Ireland and England and who could give a full evening's show. Magic, Punch and vent were his main hopes but he was good enough to hold down a performer's job with a good-sized Humpty Dumpty show that played one-night stands.

In the course of magic, Jack ran into the water-to-wine idea and worked it into a paper item that made a clothes bleach for washing clothes.

About the same time, one or two others caught on to this bleach idea and Jack hustled out a crew of house-to-house canvassers for a couple of years and made good money. The old itch came back and Fleming returned to showbiz and lectured med with Kickapoo and other shows.

He could sell, and soon got some dough and went back to the old country and, as far as I know, never returned. It's funny, but I've noticed that no matter what branch of showbiz performers from across the seas were in, they were always pretty good in their line due, probably, to more rigid training and competition over there.

It would be hard to starve a man with Fleming's varied abilities.

Now! Blow them Up with HY-BLO

ONE-STROKE BALLOON INFLATOR



INFLATE YOUR OAK-HYTEX BALLOONS EASIER-FASTER

HY-BLO's smooth action inflates No. 8 balloons with one stroke. Light weight, compact, easy to carry. Nozzle fits all sizes from 4 to 16 P. Ask your jobber to show you HY-BLO.

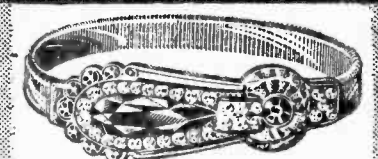
The OAK RUBBER CO.
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GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM **KIPP BROS.**
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50 STYLES CHATELIN SETS AND BRACELETS TYPICAL SPECIAL

Cocktail Bracelets, 14K Gold Plate, Imported Stones and Jewels, 8 styles. Expansion Band.
\$12.00 DOZ.
SAMPLE, \$1.50
Write today for prices on complete line. 1/2 Dep. with order—Bal. C. O. D.

BLUE RIBBON NOVELTY CO.
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OVER 300 ITEMS REDUCED UP TO 75% ANIMALS—DOLLS TOYS and GAMES

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PUNCHING BAG BLADDERS

Seamless Heavy Rubber Inflates to 14 Inches — Will Fit Any Bag, Easily Patched — Will Not Split.
Guaranteed Better Than Any Bladder You Have Ever Used.

1 BLADDER . . . \$1.50
6 BLADDERS . . . \$7.50
12 BLADDERS . . . \$12.00

N. R. GLASS 1220 S. 5th St., Philadelphia 47, Pa.

A FEW OF OUR 1947 PRICES

Spanish Hats, head size, all red. Gross, \$27.00. Jumbo Fox Tails. Hundred, \$25.00. Beaded Key Chains, w/plastic charms. Gross, \$3.00. Cigarette Holders, plastic, assorted. Gross, \$3.00. Pocket Combs, good weight, assorted colors. Gross, \$2.25. Decorated Water Glasses, large. Gross, \$6.00. 5-Piece Powder and Perfume Set, assorted, flashy box. Gross, \$18.50. Large 2-blade, all metal construction Pocket Knives. Dozen, \$2.75. Genuine all-leather Laced Billfolds with card windows, each in box, up to \$2.00 retail value. Dozen, \$4.80. Washable Plastic Toys, 10-inch horses, lambs, dolls, etc., \$1.00 retail value. Dozen, \$4.50. Balloons, all first quality: Dart Balloons, Gross, \$2.00; No. 9 Round. Gross, \$5.40; No. 11 Round. Gross, \$6.40; No. 16 Paddle. Gross, \$16.00. 18" Domestic Balloon Sticks. Gross, 75¢. We carry full line Firecrackers and Fireworks. Write for price list. Our latest Carnival Flyer, No. 447, is now being mailed out. Write for your copy. Be sure and mention your line of business.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO

BALLOONS

#14 Cat Head Balloons. Per Gross . . . \$10.50
#13 Cat Face Balloons. Per Gross . . . 9.50
#9 Assorted Animal Prints. Per Gross . . . 5.50
#13 Assorted Animal Prints. Per Gross . . . 9.50
#9 Plain. Per Gross . . . 5.00
#13 Plain. Per Gross . . . 8.00

All items come in assorted colors, and all Grade A Balloons.

SHIPMENT—DATE ORDER RECEIVED.
Terms—1/3 down with order, balance C. O. D.

PETER HERMAN
118 WEST BURNSIDE PORTLAND, ORE.

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Here is what you are looking for. New, sensational all metal DIAL-O-MATIO wonder grater-slicer. Watch next issue.

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Yet our Machines cost no more than old types. Portable. Fast shipment.

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Send for Price List. Ornamental, flashy, showy, variety designs. Assorted. Our Choice—Your Bargain, \$10.00 Doz. Unpainted, \$5.00 Doz. Sample, \$1.00. 3" Painted Angel, \$1.00 Doz. Sample, 25¢. Send Money Order.

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Mfrs. of Superior Novelties
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WRITE TODAY for new wholesale catalog on tonics, oil, solve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.

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Write today for prices on our Laxative Tonics, Herbs, Liniments, Salves, Corn Medicines, Tablets, Soaps, etc. 1 day service. (Products Liability Insurance Carried.) Manufactured by a Registered Manufacturing Pharmacist.

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Good deals, all States, RFD only. Usual rates, especially Kentucky, Indiana and all States east, Pacific, Atlantic Coast and Rocky Mountain States. Write or wire, references.

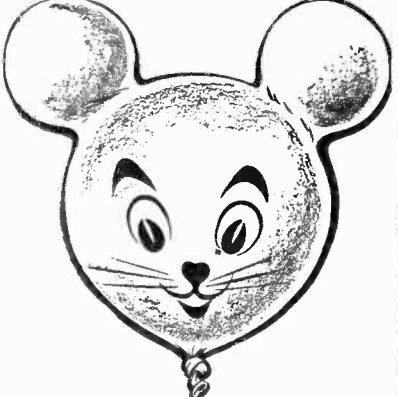
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5411 Gurley DALLAS 10, TEX.

WE CARRY OAK AND ANDERSON BALLOONS EXCLUSIVELY. ORDER SHIPPED SAME DAY.

ROUND BALLOONS		AIRSHIP BALLOONS	
	Per Gr.		Per Gr.
#5	\$ 2.50	#312	\$2.20
#6	3.00	#315	2.90
#7	4.35	#418	3.35
#8	5.75	#426	4.65
#9	6.50	#524	6.50
#11	8.00	#718	6.50
#14	14.00		
#19	19.00		

Few gross left.

#7 Cat Head Balloons	Per Gr.	\$ 5.75
#12 Cat Head Balloons	Per Gr.	14.75
#8 Circus and Animal, Asst. Printed on two sides	Per Gr.	8.00
#718 Mickey Mouse and His Pals, Asst.	Per Gr.	8.50



#10 Ear Inflated Balloons. Thousands re-sold last year, tremendous success.	Per Gr.	\$10.50
Balloon Sticks, 18" Gr.		.70
Aluminum Pin Wheels, Gr.		8.50
5 Gr. Lots		40.00
Kiddies' Plastic Safety Scissors. Cuts paper only. Attractive display card.	Per Doz., 80¢; Gr.	9.00
Foster Sun Glasses, #1107, Doz.		2.00
Foster Cat Eye style Sun Glasses, Doz.		2.25
Gr.		24.00
Esquire Cap Guns, genuine leather Holster and Strap, Doz.		9.00
Esquire Rodeo, genuine leather Holster and Strap, Doz.		12.00
Aluminum Electric Toaster with Cord complete. (\$4.15 Selling Price)		1.65
Cook's Nail Clippers, Doz., \$1.50; Gr.		17.50
Single Electric Table Stove with Cord attached. (\$3.35 Selling Price). A wonderful buy		1.80
The Original Reynolds Rocket Ball Point Pen, Ea., 85¢; Doz.		7.75
Plastic Angle Flash Light with extra Bulb enclosed, Doz.		12.00
4 1/2 x 4 1/2 Metal Sand Pall and Shovel, Doz., \$1.35; Gr.		14.40
Oster Hair Clippers, Model 105, Ea.		1.20
Oster Hair Clipper, Large Model B#1 to #00, Ea.		2.20

25% DEPOSIT. NO PERSONAL CHECKS.

WM. BROAD SALES
315 MACOMB ST. DETROIT 26, MICH.
Cadillac 1677

1947's Pitchman

By Bill Klein

HE Plays a shop, a doorway, a lot, And sometimes pitches high; A bally neat, a shout discreet Will stop a passer-by.

A clever act, benign, in fact, As umpchays gather round, Often a stew and knockers, too, Within the tip are found.

A grifter's life is ever strife With readers hard to get; Good spots closed, fuzz opposed, The weather's bad, and yet

He'll make the grade, as anti's fade And work with vim galore, He owes a link, to snarl and king That whet his wit the more.

From Frisco's coast to Maine, almost, And New Orleans to Chi; He plys his biz, where moola is, New faces are his pie.

Away he hikes with keister and tripes, In retrospect, 'tis cold, But ever hot, no easy lot We'll never have his gold.

PIPES

(Continued from opp. page)

week's stand in Rome, Ga., recently he hit the long-green jackpot. From there he headed for Columbia, S. C., where he's inked for a one-weeker.

JACK (BOTTLES) STOVER . . . fogs from Harrisonburg, Va., that the valley there is coming out of its winter spirit, with bright prospects for a big summer. He adds that all of the local talent is raring to go. He'd like to read pipes here from the boys down yonder.

Pitchdom, like other professions, is filled with cross-currents and adverse winds. The successful pitchman knows, however, the course he must steer to reach a definite port on schedule. Good navigation is a part of his make-up.

PID HALE . . . continues to pile up the green backs working spark gaps at his Municipal Pier spot, St. Petersburg, Fla.

BEN (HOBO) BENSON . . . back in New York after a tour of the country, infos that the Metropolis isn't a likely spot for a pitchman. He says he's been working his *Hobo News* and sketch act to fair results.

The sage operator is the one who is ever aware that he doesn't know everything. As a result, he isn't too alarmed when a person doesn't take his advice. He figures maybe the other guy is just as smart as he is.

YOUNG BLOOD NEEDED

(Continued from page 79)

properly budgeted disbursements could afford to pay a fair secretary more so that he could spend more time working on the job. "It may not be the solution," he added, "but increased State aid, or a provision in the law that a part of this could be used for executive salaries, might be a partial answer."

Calling attention to the need for balance, Kingman said fairs should mirror the area they serve. Personal feeling of board members should not be permitted to affect a balance, he pointed out, citing the case of one Eastern fair which spent one-third of its budget for the poultry department, of a State fair which goes overboard on horse races and of his own experience.

He suggested that departmental budgets be set up. "No doubt, department heads are interested only in their department and in getting as much money as they can for them. By not setting up a schedule, departments get out of balance," Kingman asserted.

10,000 PIECES SOLD FIRST WEEK!

COCKTAIL BRACELETS

Ideal Gift for Every Occasion!

SET WITH RHINESTONES AND IMITATION RUBIES AND SAPPHIRES

ACTUAL SIZE
In Pink Gold or Silver Finish.

ACTUAL REPLICAS OF \$500.00 BRACELETS

Here they are! The season's BIGGEST "HITS" every girl from 16 to 60 will want one. Beautiful Cocktail Bracelets, natural profit makers that sell on sight. Be the first in your town with this amazing item. NOTE THE NEW FLEXIBLE BASKET WEAVE BAND. Send your order without delay.

Individually \$13.50
Boxed—Only Doz.
SEND FOR SAMPLE, \$2

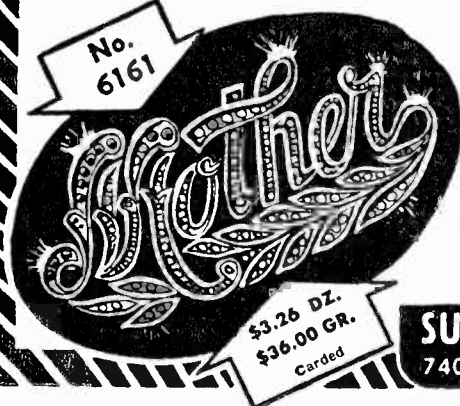
25% deposit, balance C. O. D. . . . Open account to rated firms

GAINES AND GAINES

Dept. BB-19 5 NORTH WABASH AVE. CHICAGO 2, ILL.

SUPERIOR SELLS BETTER!

REMEMBER—MOTHER'S DAY—MAY 11



"MOTHER PIN"

Looks like MARCASITE. Feels like MARCASITE. Complete with safety catch. A sure-fire seller.

Send \$15.00 for large assortment of engraved MOTHER PINS.

WRITE FOR FREE CATALOGUE

SUPERIOR JEWELRY CO.
740 SANSOM ST. PHILA 6, PA

NOVELTY CONVENTION CANE

A RIOT OF FUN

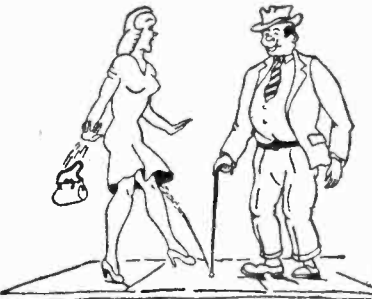
A BELLY LAUGH IN EVERY SQUIRT

Retails for \$5.00 Each
In Doz. Lots 3.00 Each
In Lots of 100 2.50 Each

Natural, Black or Aluminum. Non-corrosive and rust proof. Lasts for many conventions. Body of Cane is a reservoir. No clumsy bulbs or rubber tubes. One fill lasts all day. (Every one guaranteed.)

T. O. DICKENSHEETS

27 EARNSHAW DRIVE DAYTON, OHIO



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LARGE ASSORTMENT IMMEDIATE DELIVERY LOW PRICES

Finest men's and ladies' White Stone and Birth Stone Rings in sterling and gold filled. Visit our show room or send \$25.00 for samples. Return samples for full credit on order. If no order your money will be returned in full the same day samples arrive.

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HARRY MAHREN RING CO.

116 W. 34th St., Room 257
Herald Sq. Hotel Bldg. New York 1, N. Y.



PITCHMEN—CARNIVAL—CONCESSIONAIRES—LOOK!

SWISS WATCHES



ONLY \$2.00 EACH

Not Running. Ideal for Display Only.

Why spend money foolishly? No need for you to pay high prices for wrist watches and then use them for display only. We have several hundred watches that we cannot repair, however, they are new and have plenty of flash (as illustrated). Use these watches for display and use regular watches for sales or prizes. This offer limited—order now! Be wise and save!

TERMS: 1/3 with order, balance C. O. D.

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SUPPLY HEADQUARTERS FOR PARKS, CARNIVALS AND FAIRS

Please state your type of business and your permanent address so that we can supply you with our latest Bulletins.

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1 STARTS YOU IN BUSINESS

100% DELUXE TIES WOOL INTERLINING These ties are made of genuine neckwear fabrics, resiliently constructed. Each tie has a woven label showing construction. Rapid fire \$1.00 seller.

SEND \$1.00 for Special Introductory Offer of 2 Deluxe Ties. Postage Prepaid. Only one offer to a customer.

PHILIP'S NECKWEAR
20 W. 22d St., Dept. B-75, New York 10, N. Y.
CATALOG COMPLETE LINE FREE.

CARNIVAL ENGRAVERS STORE ENGRAVERS

Send for Illustrated Identification Bracelet Catalogue. WE'RE BOTH WITH IT.
Miller Creations Mfg. H. E. Hughes
6623 Kenwood Ave. 11167 Morrison St.
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SALESBOARD SIDELIGHTS

Chicago:

Ben Maltz, Excel Manufacturing Company, reports that cardboard is still difficult to obtain, particularly binder board which is being used in large quantities by book publishers. Despite the shortage and the increased price of materials, Maltz says the entire salesboard industry is holding the price line to give location-owners the same price and to continue giving the player the best percentages.

Chip board, now being used by many of the board makers, has increased from a pre-war average price of \$45 per ton to between \$185 and \$200 per ton. Board makers generally report supply and quality of supply—to maintain high standards—as the industry's biggest problems, but all are determined to keep prices down.

Reuben Berkowitz, Bee-Jay Products Company, was in Kansas City, Mo., last week to confer with his father, Joseph Berkowitz, president of Bee-Jay and of Universal Manu-

facturing Company in Kansas City. . . . Gordon Massey, Harlich Manufacturing Company, has been ill and had to stay away from his desk Friday (11).

Louis Leonard, advertising manager for Superior Products, is feeling hale and hearty after recently spending three weeks at Mayo Clinic, Rochester, Minn. Superior at present has 17 salesmen on the road. Jake Salute, of Minneapolis, was a visitor at the factory in Chicago last week.

Omaha:

Thomas A. Walsh Jr., and W. F. Roddy, of Thos. A. Walsh Manufacturing Company, are in Chicago for the NATD convention. The Walsh firm is currently at work on a new line of Five-in-One boards which have five numbers on each ticket. Characteristic of the boards is that it is unnecessary for the customer to spend time opening several different tickets, but still allows 200 punches to equal 1,000.

ORIGINAL FLASH SALES BOARDS

25¢ BABY 25¢ EZ PICKIN'

140 HOLES
\$17.08
PROFIT

MOVES LIGHTNING FAST

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Seals Pay \$5.00 \$2.00 \$1.00 50c

21 Seals Opened - Last Punch on Board Reveals One Seal

1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals

Ten Spots 5c
1200 Holes—Avr. Profit. \$31.16

\$25 Special \$25
1200 Holes—Avr. Profit \$137.07

SUPER CHARLEY 25c
1200 Holes—Avr. Profit. \$84.50

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SOUTH BEND 24, INDIANA

FINEST SALESBOARDS AT BARGAIN PRICES

TEXAS Charley

JACKPOT PRIZES

\$25 \$10 \$5

77 177 277 377 477

LAST PUNCH ON BOARD REVEALS ONE PUNCH IN JACKPOT

Name	Play	Holes	Profit	Net Price
Texas Charley	25c	1200	\$102.28	\$4.85
Texas Charley	5c	1200	23.10	1.85
Jackpot Charley	25c	1000	52.00	1.05
Reg. Charley Bd.	25c	1000	50.00	.95
Jar of Jack	10c	2000	56.00	2.75
Barrel of Jack	10c	2000	56.00	2.75
Dollar Game	5c	400	7.00	.65
E. Z. Pickin	5c	2400	45.68	2.85
E. Z. Pickin	10c	2400	91.36	2.85
Nickel Special	5c	1000 (500 Free H.)	.90	
Baby E. Z. Pickin	25c	140	17.08	1.40

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Red, White and Blue
2170 Singles, 1/2 or Gross Lots \$1.55 Per Bag
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12 Bags or More, Singles \$1.70 Per Bag
12 Bags or More, 5-Fold \$1.90 Per Bag
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EVERYTHING THE FISHERMAN NEEDS

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3 Reels	5 Lures	8 Spools of Nylon Lines
6 Spinners	3 Baspoons	3 Pocket Flashlights
4 Carbon Steel Fish Knives	3 Dunhill Lighters	

2000 Hole—5c Play
Board Takes in \$100
Pays Out \$12

2000 Hole—10c Play
Board Takes in \$200
Pays Out \$24

COST PER DEAL \$36

Net Profit \$52

10% Deposit With Order, Balance C. O. D.
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IMMEDIATE DELIVERY—SALESBOARDS

Holes	Play	Description	Your Profit	Net Price
800	5c	Gobs of Fun x th.	Avg. \$22.70	\$2.29
1000		Cigarette Boards.		
		All kinds		.75
1000	25c	*Nickel Charley, thin	17.00	.95
1000	5c	*176 Winners Charley, thin	50.00	.95
1000	25c	*Golden Boy Charley, thin	45.00	.95
1000	25c	J. P. Charley, Avg.	51.98	1.22
1200	25c	Cheerful Charley x th.		
		Avg.	82.65	2.89
1200	5c	Yankee Doodle x th.	31.60	2.71
1200	5c	Pick a Fin x th., Jumbo	24.72	2.90
1200	10c	Pick a Ten x th., Jumbo	58.40	2.90
1500	5c	Three Grand Prize x th.	52.00	2.50
1800	5c	Red, White & Blue x th.	18.00	1.95
1800	10c	Red, White & Blue x th.	38.00	1.95
1800	5c	Lulu x th.	30.00	1.95
1800	5c	Lucky Colors x th.	24.00	1.95
2000	5c	Lulu Belle x th.	20.00	2.50

*Thick style @ \$1.49—same payout.

We are able to supply you any size, style, number of holes and payouts.

25% Deposit Required on All Orders—Balance C. O. D.

Stuart Salesboard Co.
P. O. Box #838 Omaha, Nebraska

SALESBOARDS

IMMEDIATE DELIVERIES—25% DEPOSIT

Holes	Name	Profit	Price
400	5c \$ Board, Th., Def.	\$7.00	\$.67
300	25c KUTOR KOLOR, Def.	15.00	.78
1000	1c Cig. Board, Girlie, 26 Pk.		.79
1000	25c Charley Board, Def.	50.00	.89
1000	25c Nickel Charley, Def.	17.00	.86
1000	25c J.P. Charley, Avr.	\$52.08	\$1.10
1000	25c J.P. Charley, Th., Avr.	52.08	1.20
1000	25c J.P. Charley X Th.	52.08	1.35
1200	25c J.P. Tex. Charley, Seal	102.28	1.89
1000	5c J.P. Win A Fin, Jbo, Avr.	24.80	1.79
1020	25c J.P. Block Buster, Avr.	81.56	2.69
2170	5c Rd. Wh. Bl. Sgic. Tickets	\$36.00	\$1.48
2520	5c Jackpot Jar Tickets, Avr.	48.00	2.45
120	Baseball Ticket Bks, Amor. Nat. Dz.		1.89
120	Tip Ticket Books, \$20 Gr. Dz.		1.95

Grand Prize & Real McCoy Boards. Send for Cat.

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DeLuxe Building Blue Earth, Minn.

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERY

Holes	Name	Profit	Price
1000	1c Cig. Bds., Asst. Profits	\$.89	
600	5c Good Going, Jumbo, def.	\$17	1.68
1000	25c J.P. Charley, XX Th., Avr.	52	1.59
400	25c J.P. Starters, Thk., Pro., Avr.	47	2.48
1200	25c J.P. Tex. Chas. Th. Pro.	\$102	\$2.50
1800	5c Lu-Lu, XX Thk., Def.	18	2.58
1200	5c J.P. Buck Pvt., X Th., Avr.	27	2.95
1000	5c J.P. Lure Waves, Girlie, Avr.	28	3.54
975	5c J.P. Hiker, Thk., Girlie	27	3.54
1050	5c J.P. Golden Trout, Prot.	\$29	\$3.95
1020	10c J.P. Gilded Baby, Girlie	56	3.98
1340	5c J.P. Moon Gazing, Girlie	34	3.99
1200	5c J.P. Strip Poker, Girlie	30	3.99
2268	10c J.P. Barrel Jackpots, Pr.	82	4.98

Write for "New Wholesale" Bulletin.
(9 years specializing in the finest bds.)

LEGALSHARE SALES
Box 86-B Huntington Beach, Calif. (Phone 2842)

UNDER THE MARQUEE

(Continued from page 64)

grand time visiting the Yankee-Patterson and the Clyde Beatty Shows, both of which are in the Los Angeles area. Visitors at Yankee-Patterson were Frank Whitehead, Mr. and Mrs. Parley Baer, Gracie Hanneford, Mrs. Ernest Clark, Charlie and Percy Clark, Poodles and Mrs. Hanneford, Mr. and Mrs. Larry Vallie (Bozo the Clown), Harry Barnett, Mr. and Mrs. Forest Freeland, Harry Phillips, Marilyn Rich, Harry Quillen, Lou Johnson, Huge McGill, Ben Beno, Ken and Edris Hull, Stan Rogers, Walt Matthis, Felix Valle, Mr. and Mrs. Jack

McAfee, Billy Hoffman, Clyde Stewart, Mrs. George Perkins, Terrill and Janet Perkins, Johnny Strong and his father, Paul Eagles, Arlene Osman and Peggy Forestall. . . . At the opening of the Clyde Beatty Circus at Washington and Hill lot April 1, many of the same fans were on hand to greet the outfit, including the Hannefords, Freelands, McGill, Matthis and Wingy Dallzell, one-time assistant to Cap Curtis on the Al G. Barnes Circus.

Mel Hall is telling this one for a fact: The Zoppe-Zavatta Troupe bought a bareback horse in Fort Worth, in November. They were working the horse every day and finally noticed it was getting rather heavy. They called a vet and he told them they were overfeeding the horse, that it wasn't used to so much food. At once, the amount of food was cut. About 9 p.m., March 14 the horse was very unruly at feeding time. They sent for the vet again, but before he could arrive the horse foaled a pure white rosin-back mare. The Zavatta Troupe will take it on the Hunt Bros.' Circus this season.

This Week Magazine, Sunday magazine section distributed nationally, admits that it has been having "girl trouble" in that it got mixed up on the identity of two pretty circus girls. In the March 30 issue the editors offered profound apologies to Gee Gee Engesser for identifying her as Ruth Nelson on a cover picture used a few weeks ago showing her driving a 16-horse hitch. Said the editor: "This must be pretty discouraging for a girl who has gone to all the trouble to learn how to operate a 16-horse hitch." However, the literary mogul made another error in the letter of apology by identifying her with Cole Bros. Miss Engesser is with the Clyde Beatty show this season.

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Skip-number Push Cards with major winner under Master Seal In 4-16¢, 1-29¢ 1-33¢, 1-39¢, 1-49¢, 1-59¢ and 1-99¢ in 12, 15, 20, 24, 30, 35, 48 and 66 Holes, with take-ins from \$3.00 to \$25.32.

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SEE OR WRITE US FOR QUALITY TICKET DEALS AT LOWEST FACTORY PRICES!

Tips, 2-, 3- or 4-Way Baseball, any size Spindle, Jar or Combination Deals. Latest money-making hand-stamped Pad Deals.

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A BOMBSHELL OF ACTION
Everyone's Ordering
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SUPER THICK BOARD
6 tickets in each big 25¢ hole. Pay for five — get one free.
Takes in—220 Holes
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SMACKO

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120 (No Seal)	120 (1 Seal J. P.)
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120 (10 Seal J. P.)	120 (12 Seal J. P.)
120 (15 Seal J. P.)	120 (15 Seal J. P.)
120 (25 Seal J. P.)	120 (25 Seal J. P.)

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153 (1 Seal J. P.)
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Also Available In the Above Sizes in the Five In a Bundle Style.

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LIFT YOUR PROFITS WITH a New FREE PLAY Glamour Board

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LAST DAY IN SECTION FREE!

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2 ADVANCES TO KEY HOLES

ORDER AS:
NO. 1000 FREE HOLE FUN

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THICK SLOT SYMBOL TICKETS 5¢ SALE

166 FREE PLAYS

KEEPS 'EM COMING AVERAGE PROFIT

\$28.04

Gardner & Co.
2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

SALESBOARDS— All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	5.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	162.75	8.00

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BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case, Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES

1 Watch to the seller and 1 Watch to the winning seal.

Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10¢ EA.

Your Profit \$11.00

Write J & M SALES CO.—708 S. STATE ST.—CHICAGO 5, ILL.

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NATIONALLY ADVERTISED FISHING TACKLE DEAL 3 Rods—3 Reels—37 Prizes

—DEAL—

2500 Hole Board—5c Sale

Takes in \$125

Pays Out:

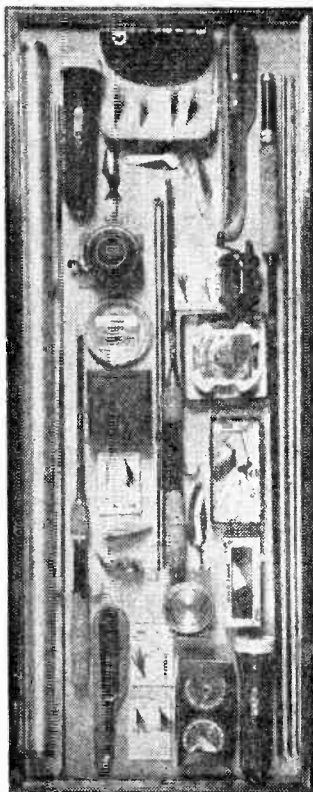
- 1—3-piece Fly Rod, 9 ft. long for Last Sale.
- 1—3-piece Steel Casting Rod, 5 ft. long.
- 1—2-piece Split Bamboo Casting Rod, 4½ ft. long.
- 1—Automatic Reel
- 1—Level Wind Reel.
- 1—Aluminum Fly Reel
- 31 other valuable and useful pieces of tackle.
- Value of Merchandise pad and board over \$90.00.

Complete Price	Definite Profit
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Send in your order with \$5.00 check or money order, balance C. O. D.

Write Dept. B for catalogue of high profit deals and salesboards



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Outstanding salesboard line. Following territories open: (Mississippi, Kansas, Missouri, Arkansas), (Florida, Georgia, Alabama), (Iowa, Nebraska), (Colorado, Utah, Wyoming, North and South Dakota, Montana, Idaho), (California, Arizona). A complete line of merchandise assortments can be secured with this line. Drawing accounts for experienced men.

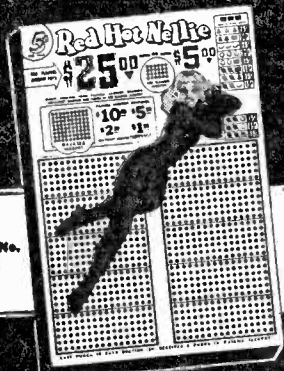
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Oh Nellie!... they're RED HOT and a WOW!

"WOW"
1020 G.L.Holes - Special Thick - 5c Play
Board \$51.00 Payout \$22.90
Average Profit - - - \$28.10



Form No. 356

"RED HOT NELLIE"
960 G.L.Holes - Special Thick - 5c Play
Board \$48.00 Payout \$21.50
Average Profit - - - \$26.50

HARLICH MANUFACTURING COMPANY
1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

HARLICH
is Always First
with the BEST

Ringling-Barnum '47 Program

(Continued from page 74)

center ring, in flashy novelty aerial number. Pinch-hitting for the Rob Cimse act, which failed to arrive in time for opener.

Display 7

Mathis duo on center platform; the Goetschis and the Fred Harrys on end stages. Mathis offer good routine of juggling on unicycles; the Goetschis offer novel unicycle and balancing stunts on globes and other props, and the Fred Harrys present novel and difficult bike routines.

Display 8

Natal, an importation from France, in a novel "monkey" stunt. Garbed as a simian he climbs along the railings and over the arena seats—climaxing his act by walking up a rope without the use of any gadgets.

Display 9

Spec—The Wedding of Cinderella. Good, but not as brilliant as that of last season.

Display 10

Rose Gould, neryv French cutie, in sensational aerial act over center ring. Works with two male partners and sells her stuff solidly.

Display 11

Lou Jacobs in miniature auto clown gag.

Display 12

Liberty horses, with C. Mroczkowski, in center ring, and Mrs. Mroczkowski and Louis (Lulu) Gautier in end rings. Horses, including Schumann horses from Denmark, and Strassburger horses from Holland, worked well in spite of very limited number of rehearsals.

Display 13

Emmett Kelly and clown walk-around.

Display 14

Aerial cancan, featuring Chrysis De La Grange, French aerialist. Forty-eight girls in frilly cancan costumes, under the direction of Vander Barrette, go thru good cancan and webbing routines, with Chrysis De La Grange working solo over center ring at close of number. Chrysis is a classy looker and neat worker, closing with a smooth hand-over-hand descent of the web.

Display 15

Reverhos, in center ring; the Joanidis and Lola Dobritch, in the end rings, in a wire display. Reverhos (two boys and a girl) offer difficult juggling and balancing stunts on slack wire; Joanidis (two men) use wire and perch for juggling and balancing routines, while Lola Dobritch offers neat tight-wire routine.

Display 16

Clown walk-around.

Display 17

Tiebor's sea lions, in end ring, steal the spot in this display, with Vargas's chimpanzees running them a close second on adjoining stage. Armand Guere's sea lions hold down center ring and Rhodin's bears work on platform and Bostock's mules and ponies cavort in end ring.

Display 18

Royal Ascot Equestrian Spec, with Claude Valois in center ring and Jose Moeser and Louis Gautier in end rings presenting high-school numbers.

Display 19

Kelly and clowns.

Display 20

Four flying acts billed for this spot, but due to trouble with setting nets, only two worked at opener. Ward-Bell flyers, two men and a girl, topped this display with a smooth and fine exhibition of flying. The Esquedas also presented neat act in spite of some trouble with rigging and

net. Flying Behees and the Sambiassis unable to get set in time to go on.

Display 21

Juggling. Chiesas, four people, in center ring; two Perezoffs, "Gay '90's" jugglers and a snappy baton twirling duo, the Wallets, in the end rings. Ray Nelson, antipodist, and Canestrelli, (Robin Hood), on the platforms.

Display 22

Clowns in last year's bargain sale gag.

Display 23

Medley. Barton, equilibrist, on small elevated platform in center ring. Thommens Duo, and Phil and Bonta, perch acts, worked in end rings. Medinis in unsupported ladder routines on one stage while the Cubas, skedded for other platform, failed to work opener.

Display 24

Tumbling—All good. Center ring, the Rachellis-Borgianas; end rings, the Robenis and the Boginas. One platform occupied by the Asia Boys and the Wong Geng Fo Troupe; the other by the Cathalis.

Display 25

The Great Alzanas, English high-wire troupe of three girls and one man. Outstanding tricks by Harold Alzanas included rope skipping and a remarkable ascent and descent on a wire from ringside to rigging.

Display 26

Finale, *Elephantasia*. Elephants, trained by Richard Shipley, steal the show, with five working in each ring and 10 additional bulls working in ensemble on track. Girls and clowns, plus mechanical gadgets, and colorful trappings add up to good finale.

Side Show Personnel

Fred Smythe, manager; Bobby Hasson, assistant manager. Ticket sellers: Bobby Hasson, Jack Elkins, Eldon W. Adams, Harley Rogers. Ticket takers: Janis Lucis, Robert Shelly. Superintendent of sound, Robert L. Brazil.

Mr. and Mrs. Fischer, giant and giantess; Joseph Nawrath, musical midget; Charles Roark, magician; Betty Broadbent, tattooed girl; Frieda Pushnik, armless and legless girl; Kutty Singlee, fireproof man; Baby Irene, fat girl; Doll Family, midgets; Neal Johnson, bag puncher; Sid Krofft, European puppets; Korianna, Oriental snake trainer; Alex Linton, sword swallower; Musical Harold, musical glasses; Rasmus Nielsen, strong man. Lecturer, Justin Wagner.

Naeole's Hawaiians: David Naeole, leader and steel guitar; Alola Naeole, singer and dancer; Erma Pushnik, singer and dancer; Ruth Racimo, singer and dancer; Jerry Racimo, singer and musician; Stanley Belmonte, musician; Johnny Condez, musician; Bonnie Jean Dunnett, singer and dancer; Roxie Sweat, singer and dancer; Josephine Martinez, singer and dancer.

Arthur A. Wright's 25-man band and minstrels.

Merle Evans Band

Cornets: Joe Browning, Al Hilten Smith, James Ille, Rosary Picciolo, Phil Garkow, E. C. Wahrmond, W. Earl Duncan. Piccolo: Max Ring. Clarinets: John Shideler, Tony Ramirez, George Oliva, Carl Erikson, Fred Dini, Nick Altroth, William Bortman, Frank Gordon. Horns: Paul Davis, George Toney, Sune Johnson. Trombones: Lew Bader, Victor Serbe, Jack Evans, Andy Grainger. Baritones: John Horak, Clarence Bennet. Basses: Johnnie Evans, Edward Mulkern. Drums: Ray Floyd, Rollin Sherbondy. Organ: William Sten.

King Org Draws 3,500 at Opener

JACKSON, Miss., April 12.—King Bros.' Circus drew 3,500 persons at its opening here Monday (7), despite rain both in the morning and afternoon.

The show, for all its three rings, is built around the star acts of the seven Cristianis, who do tumbling and flying leaps, and the seven Derizkies with their balance feats.

Visitors included R. M. Harvey, Dailey Bros.' general agent; Art Miller, Kelly-Miller general agent; William Kellogg, retired legal adjuster from Houston, Miss.; W. C. Richards, Pensacola, Fla., and W. N. Oakley, Hattiesburg, Miss.

Snow's staff includes Floyd King, manager; Harold Rumbaugh, assistant manager; James M. Beach, general agent; L. D. Hall, superintendent; M. C. Carter, treasurer; James DeForest, general press representative; Warren Owens, radio and press; Frank L. Anderson, legal adjuster; H. L. Brown, assistant adjuster; Matt Lawrich, equestrian director; J. C. Rosenheimer, manager No. 2 Side Show; A. Lee Hinckley, band leader; Enoch Brafford, boss canvasser; Paul M. Conaway, general counsel; Dearon McIntosh, chief mechanic; Arthur Jordan, steward; Kenneth Ikert, front door; Elmer Myers, superintendent of tickets; Jack Meredith, blacksmith; E. D. Albright, steam calliope player; Joseph S. Sullivan, advertising; Arthur Stahlman, superintendent of concessions; Napoleon Reid, chef; Stephen Kurzmierz, advertising car man, and B. F. Hart Jr., electrician.

Members of clown alley are Bozo Ward, Edward H. Hodgini, William Bailey, John and Henry Hanlon, Guisppi Cristiani, Marvin H. Johnson,

Fred Yale, Tom Yost, Arthur Fellon, Howard Calverton, John S. Cowley and Bernard Dwienard.

Side Show personnel: Chester Gregory, manager; Capt. Frank Phillips, untameable lion; Phyllis Darling, rag pictures; Thelma Pierce, electric chair; Lawrence and Olive Pierce, impalement; Robert Burn Jr., fire eater; Tom Arenz, inside lecturer and Punch; Earl Fennell, Moon Mullin, Smiley Walker, Oscar Dorzby, Nip Golden, all members of the band; Hambone Nelson, stage manager; Louis Barton and George Thompson, comedians; Joe Webb and Scott and John Hall, ticket sellers.

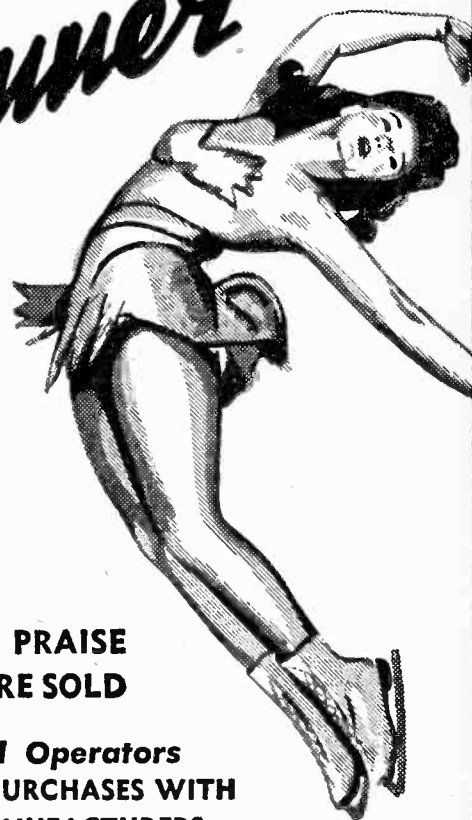
The program:

Displays

- 1—La Festa, staged by Harold J. Rumbaugh; music arranged by A. Lee Hinckley; wardrobe by Thomas Bentley; electrical effects by Joe Robinson; Matt Lawrich, equestrian director.
- 2—Ring 1 and Ring 3, Shetland ponies with monkey riders, L. D. Hall and Matt Lawrich, trainers; center ring, educated dogs, Albert Powell, trainer.
- 3—The Guice Troupe, triple bar act.
- 4—Clowns.
- 5—Jerry Pierce, Flo McIntosh and Sylva Gregory, aerial gymnasts.
- 6—Masters, juggling.
- 7—Clowns, and Tommy Bentley, slide-for-life.
- 8—Matt Lawrich, with Susie, the elephant.
- 9—Jerry Pressler, Betty Biller, Patricia Nelson, aerial.
- 10—Ring 1, Edward H. Hodgini, pantomimist; Ring 2, miniature horses novelty; Ring 3, Cowley and Wignar, English funmakers.
- 11—De Rizkie Family.
- 12—Clowns.
- 13—Ring 1, Mile. Lucy, swaying wire; Ring 2, McIntosh Trio, tight wire; Ring 3, Powell Trio, tight wire.
- 14—Shetland ponies, Frank Hunter, trainer.
- 15—Clowns.
- 16—Bareback riding.
- 17—Ring 1, Anne Nelson, trapeze; Ring 2, Francine, trapeze; Ring 3, Jerry Pierce, cloud swing.
- 18—The Carroltons, skating.
- 19—Elephants, Flo McIntosh, trainer.
- 20—Sylva Gregory, aerial.
- 21—Clowns.
- 22—The Cristianis.
- 23—Dancing horses, with Betty Biller, sheik, and Matt Lawrich riders.
- 24—Clowns.
- 25—The Cristianis.

EVERY ONE

A Winner



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WIN PROFITS AND PRAISE WHEREVER THEY ARE SOLD

Distributors and Operators CONCENTRATE YOUR PURCHASES WITH THESE MUNCIE MANUFACTURERS

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- NOEL MANUFACTURING CO.
- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CARD CO.

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- DAILY BASEBALL
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We manufacture Baseball Dailies — Subs — Weeklies — Tip and Jackpot Books — Counter Deals — Jar Deals.



ORDER NOW — Distributor territory available.

EXCELLENT PROFITS

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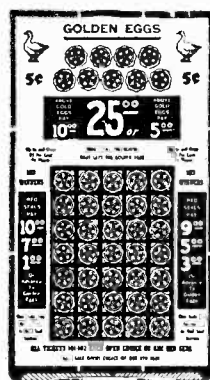
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IN WERTS' HUGE LINE OF FINE TICKET GAMES

"GOLDEN EGGS"

JAR-O-SMILES 1260 TICKETS



This card has 35 seals in lower section paying from \$1 to \$10 and 1 advance to upper section containing 9 seals paying \$5, \$10 or \$25.

7 seals open in lower section.

Actual size of card is 7 by 12½ inches.

SEND FOR OUR CATALOG OF BIG MONEY MAKERS

	5c PLAY
1260 JAR-O-SMILES TICKETS TAKE IN	\$63.00
JAR LABEL PAYS OUT	\$24.00
CARD PAYS OUT AVG.	14.14
	38.14

AVERAGE PROFIT PER DEAL\$24.86

Order Golden Eggs Card and 1260 Jar-O-Smiles Tickets

WERTS NOVELTY CO., Inc.

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MUNCIE, INDIANA

Sure-Fire Money Maker

"HIT THE WINNER"

Takes in - - - - - \$93.75

Average Payout - - 45.00

Average Profit - - - \$48.75

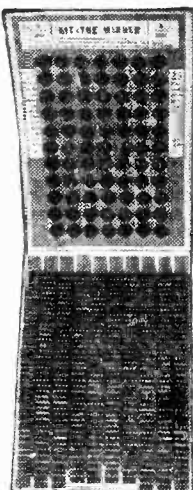
There are 77 Seals. 21 Seals go—There are 2 \$25.00, 3 \$10.00, 3 \$5.00, 4 \$2.00, and the rest \$1.00 on J P card. There are 1125 tickets on pad.

JAR GAMES — TIP BOOKS — PAD DEALS

TAKE-A-FIN — TEN-HI AND WIN-A-POT

A. B. C. NOVELTY CO.

310 N. WALNUT ST., MUNCIE, IND.



ARCADE BUSINESS IMPROVES

Good Weather Provides Aid

Operators in Chicago had bleak winter but most see good play thruout summer

CHICAGO, April 12.—Following what appears to have been a nationwide trend, Chicago arcades spent a pretty bleak winter, but with the advent of warmer weather during the past week or two, play has begun to perk up and operators believe it will stay that way for a while.

One Chicago distributor said his contacts over the nation during the past few months have indicated that the arcade business was in the midst of an unusual slump, dropping as low as 50 to 60 per cent below normal.

Most arcade operators here are inclined to agree with this estimate, altho there have been some exceptions. Principal problems of the business have been (1) inability to get good new machines; (2) high cost of maintenance and scarcity of labor, and (3) high cost of machines.

Best Since October

Ken Wilson, owner of a game room off the lobby of the Sherman Hotel in the Loop, reported business there was better last week-end than it had been since he took over the arcade last October.

This arcade, however, is more or less unique among Loop arcades because play is affected little, if any, by changes in the weather. Play is fairly constant the year round because it opens on the hotel lobby and draws customers almost exclusively from lobby crowds.

Wilson's machines appeared to be newer and in better repair than those in most of the other arcades. Much of his equipment was shown for the first time at the CMI Show here in February.

Need the Unusual

"The best thing that could happen for arcades would be introduction of some good new games, something really unusual," Wilson declared. "It takes new equipment to stimulate play, and arcades at the present time just aren't getting it. To prove my point, just go into any arcade when a new machine is first put on the floor; everybody wants to play the new game and will desert every other machine on the floor to see how the new one works.

"Something is bound to happen in the arcade business within the next three to six months because things (See *Arcade Business* on page 134)

Postpone CMI Meet

CHICAGO, April 12.—The board of directors of Coin Machine Industries, Inc. (CMI), voted Tuesday (8) to postpone the annual meeting until Tuesday, April 22, at which time the meeting will be held in the Bismarck Hotel in connection with a dinner. Purpose of the meeting, originally scheduled for April 8, is to elect directors to fill vacancies in the board and elect officers for the ensuing year.

Commerce Dept. Survey Report Sees More Sugar; High Prices

WASHINGTON, April 12.—More sugar at higher prices this year is the authoritative word on vending machine suppliers' major headache. Following in the wake of the President's signature of sugar rationing and price control legislation, this summation is given in an exhaustive special industry report issued by the Department of Commerce.

Many of the facts on prospective sugar supplies and sources have appeared piecemeal previously, but the report provides a service for vending machine operators interested in getting a comprehensive picture of a situation vitally affecting their business.

With the setting of the United States allocation of sugar for 1947 at 6,800,000 tons, industrial users and individual consumers will draw on a supply one fifth larger than in 1946 and within sight of the nation's pre-war consumption rate. In terms of per capita consumption, the rate in 1947 should be 87 pounds, compared with 73 pounds in 1946.

With reservations as to what may happen should price controls or rationing be abandoned before the end

of the year (a possibility with extension of legislation until October 31, 1947, only), the report pointed to rising prices even with controls. Refiners' list prices during 1946 rose from 5.5 cents a pound in January to 8 cents a pound in November. In January of this year, it is pointed out, an additional increase hiked prices to 8.1 cents a pound for cane sugar.

Prices for the Cuban 1947 crop, governed as before by the food cost index escalator clause of purchase contract, are expected to hit 4.925 cents a pound base. This, of course, is raw sugar.

The report discusses in detail prospects for imports in 1947 from Cuba, Hawaii, Puerto Rico and the Philippines—on which the 6,800,000-ton supply and current 75 per cent sugar quota for industrial users are based.

Recent estimates, it is said, of 1947 Cuban sugar production, are increasingly optimistic. They indicate that under favorable conditions this most important crop may reach the 1925 record of 5,894,000 tons, compared with 1946 production of 4,476,000 (See *Commerce Dept.* on page 134)

Storms, Strike Hurt Play Thru Upper Michigan

DETROIT, April 12.—Operators in up-State Michigan report that hazardous weather condition of the past two weeks, especially over the last week-end, plus the unsettled communications situation have made sharp inroads on play conditions.

Altho stormy conditions have closed about 15 per cent of the locations, the actual damage to coin-operated machines was apparently slight. However, service calls, which might have placed many locations back in operation, were impossible to put thru because of the telephone strike and since most of the operators in the up-State area cover a considerable area surrounding their home towns, the service problem became critically important.

The unpredictable conditions that hurt business were not confined to operators alone, for distributors likewise found it virtually impossible to conduct their business along normal lines because of the telephone strike. Details and decisions that are usually handled via the telephone had to be accomplished thru other time-losing methods and caused a general cut-back in coin machine activity.

News Digest

FREE-PLAY—Maryland's legislature this week put its stamp of approval on free-play pinball, declared free-play lawful and licensed the machines. As this is written, the measure had not been finally approved by the governor, but there were no indications that he would reject the bill.

CANDY—During February candy sales hit a new high in dollar volume, but showed a decline in poundage, according to the commerce department. The dollar volume increase was expected, but the poundage decline is not so easily explained. Candy bars took the biggest drop of all in poundage. Buyer resistance to paying 6 and 7-cent prices may be the explanation for the bar sale decline.

STAMP VENDERS—First stamp vending machines went on location in Canada's maritime provinces during the past week. Acceptance of the machines, as it has been everywhere, was immediate.

VENDING FUTURE—Spokesman for the U. S. Department of Commerce this week backed up vending trade leaders' predictions that automatic merchandising would reach a \$3,000,000,000 sales goal 10 years from now. The commerce department official gave some interesting sidelights on the development of new equipment and the expansion of markets. Complete details will be found in the *Vending Machines* section.

ARCADES—Arcade proprietors in the Chicago area had a new lease on life after last week-end when play took a sudden upturn. Arcade operators report that some of the new machines are doing better-than-usual business, and their biggest need is more new equipment with unusual playing attraction. Labor to service machines and keep them in good working order is still difficult to obtain, the arcade men report. For full details see story headed "*Arcade Business Improves*" in this section.

COIN THEATERS—Helene Curtis (formerly National Industries) has temporarily abandoned plans to start a chain of coin-operated newsreel theaters. Plan attracted wide publicity when announced last year, but had to be shelved when prints could not be obtained. This week, a California company announced plans to put a Panoram-type movie machine, not coin-operated, in grocery stores thru-out the country.

LEGISLATURES—Most State law-making bodies will be adjourned by the end of this month. Important bills are still under consideration in Minnesota and Colorado. New Hampshire this week killed a proposal to place a tax on soft drinks. For complete details of action in these and other States see the legislative report elsewhere in this section.

UNION CHARTER—Southern California Automatic Music Operators' Association has petitioned the International Brotherhood of Electrical Workers for a charter of its own after differences of opinion with the local. The association has petitioned to be allowed to elect or appoint the business agent.

PHONE STRIKE—Strike of the nation's long-distance telephone operators had little effect on the coin machine business. Even telephone music installations, some of which have out-of-city locations, were not affected, since an operator is not involved. Major disturbance was in business transactions between manufacturers, distributors and operators.

SHOWINGS—Showings of new equipment in connection with State association conventions, or allied conventions, is on the upswing. This week Chicago and Milwaukee are the scenes of two equipment showings. One concerns cigarette vending displays in connection with the NATD convention and the other a music machine showing by the Wisconsin Phonograph Operators' Association.

Florida Legislature May Propose 3% Sale Tax in April Session

TALLAHASSEE, Fla., April 12.—A 3 per cent State sales tax which would yield about \$100,000,000 a year may be proposed in the 1947 legislative session opening here April 15.

Sponsor, a Central Florida legislator, contended it was easiest way to meet demands for large increases in appropriations for schools, welfare, aid to cities and counties and various other needs.

New sales tax proposal contemplates repeal of present cigarette and beer taxes. Partial reduction of city and county ad valorem taxes may also be effected, leaving about 50 per cent of the total revenue as net increase. Schools, cities and counties would receive financial aid thru the proceeds.

Groceries would be exempt from the new tax.

Penny Parable

KANKAKEE, Ill., April 12.—Failure to drop another coin into a parking meter here resulted in a 50-cent fine being imposed upon Joan Davis, a local resident. Upon learning of his daughter's brush with the law, her father gave her a \$100 bill to present to Police Chief Dan Bergan in payment of the fine.

When Joan returned a half hour later she was accompanied by a police officer carrying a suitcase. The officer emptied the contents on the paternal Davis's desk. Past parking meter fodder gushed forth in the form of 9,950 pennies. "Count 'em," said the officer to Davis as he departed.

Trade Directory

Following tabulation of trade reports received during the weeks of April 5 and April 12 is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files:

New Machines

Magic Music (wall box), Modern Music, Inc., Plaza Station, Box 8114, Kansas City 2, Mo.

Three Bells (bell console), Bell-O-Matic Corporation, 4100 Fullerton Avenue, Chicago 39, Ill.

Maisie (pinball game), D. Gottlieb & Company, 1140 North Kostner Avenue, Chicago 51, Ill.

Mills Dollar Bell, Mills Sales Company, Ltd., 1640 18th Street, Oakland, Calif.

New Firms

Ace Novelty Company, Louisville. (Distributors of coin machines.)

Automatic Household Aids, Inc., New York.

Vender Service Company, Philadelphia.

Melville Confections, Inc., Chicago. (Candy manufacturing company.)

Harmony Amusements, Detroit. (Music machine operating firm.)

National Sales & Supply Company, Kansas City, Mo. (Coin radio distributing firm.)

Distributors Appointed

Mills Industries, Inc., Chicago, has appointed the following firms as distributors of its phonographs:

American Distributors, Pittsburgh. AMI, Inc., Chicago, has appointed the following firm as distributor for its products in Louisiana and Mississippi:

Griffin Distributing Company, New Orleans and Jackson, Miss.

Michigan's Silver Beach Arcade Sold To Al Norwatt, N. Y.

CHICAGO, April 12.—Ken Wilson, president of Amalgamated Distributing Company here, has sold his arcade at Silver Beach Amusement Park, across Lake Michigan at St. Joseph, Mich., to Al Norwatt, of New York.

Wilson said the transaction included sale of 187 machines in the arcade, as well as all other equipment, including lights, neon signs and such. Lease on the building, which has four more years to run, also was transferred to Norwatt. Sale price was not revealed.

Norwatt is not new to the arcade business. He operated one in the municipal amusement park in New London, Conn., until it was destroyed by a hurricane in 1938.

Silver Beach Arcade, which now has 5,250 square feet of floor space, will be expanded by approximately 2,800 square feet before the formal opening of the park, set for May 31. Building, with a 70-foot open front covered by a huge lifting door, will be repainted and completely gone over before the opening of the season.

Building, designed by Hans Oberhammer, designer of many buildings at the Chicago A Century of Progress, the Texas Centennial and the New York World's Fair, belongs to the park management, the Silver Beach

Address Changes

Esquire Games Company, 1701 Belmont Avenue, Chicago.

Purchases

Amusement Company, headed by H. J. Terrill.

Eddie Schlager, who managed the arcade for Wilson last year, will remain with the Phoenix Distributing Company, Phoenix, Ariz., where he went during the winter for his health.

Personnel Notices

Vince Murphy has joined Globe Distributing Company, Chicago, as sales manager.

Robert Haskell Cory, president of Lamont, Corliss & Company, passed away recently in New York.

Dan Emmet has been named Western sales manager of Topps Chewing Gum, Inc., Brooklyn.

P. A. Staples has been elected president and board chairman of the Hershey Chocolate Corporation, Hershey, Pa.

Edwin Cornfield has been named sales manager of the record division of Modern Music Sales, New York.

Dick Eggleston has been appointed assistant to the sales manager of Mills Sales Company, Ltd., Oakland, Calif.

William S. Lyhne and E. A. Rugles have been elected vice-presidents of the F. L. Jacobs Company, Detroit.

William K. Wallbridge New Lamont, Corliss President

NEW YORK, April 12.—Lamont, Corliss & Company, candy bar manufacturer, announced this week that William K. Wallbridge has been elected president, succeeding the late Robert Haskell Cory, who had been associated with the firm for 45 years, and that Clive C. Day has been named executive vice-president and director under Wallbridge.

Firm recently initiated an active campaign to place one-ounce Nestle candy bars in New York area vending machines, according to operators here.

American Time Corporation, Springfield, Mass., has purchased the Pond Engineering Company.

Calendar for Coinmen

April 14-19.—National Association of Tobacco Distributors, Inc., annual convention, Palmer House, Chicago.

April 14.—Wisconsin Phonograph Operators' Association, convention and show, Pfister Hotel, Milwaukee.

April 21-24.—National Premium Exposition, Palmer House, Chicago.

April 25-26.—National Automatic Merchandising Association, Region 4, Edgewater Gulf Hotel, Gulfport, Miss.

April 26-May 4.—Quick Frozen Foods Association of Chicago, annual show, International Amphitheater, Chicago.

April 29-May 1.—Industrial Packaging and Materials Handling Exposition, Hotel Sherman, Chicago.

May 5.—Ohio State Phonograph Owners' Association, annual convention, Carter Hotel, Cleveland.

May 6-10.—National Plastics Exposition, Coliseum, Chicago.

May 11-13.—National Peanut Council, annual convention, Galvez Hotel, Galveston, Tex.

May 11-16.—Radio Parts and Electronic Equipment Show, Stevens Hotel, Chicago.

May 14-15.—Retail Tobacco Dealers of America, convention, Stevens Hotel, Chicago.

May 25-28.—Flavoring Extract Manufacturers' Association, convention, Hotel Traymore, Atlantic City.

May 25-29.—National Confectioners' Association, annual convention, Stevens Hotel, Chicago.

May 25-29.—Confectionery Industries' Exposition, Stevens Hotel, Chicago.

June 15-18.—National Candy Wholesalers' Association, convention, Hotel Sherman, Chicago.

Most Legislatures Ready To Adjourn This Month as Last Flurry Quiets Down

Most Coin Bills Already Have Been Passed or Killed

CHICAGO, April 12.—The end of this month will find most State legislatures adjourned officially, but a flurry of last-minute action served to keep the law-making bodies in the news this week, particularly in Maryland, Pennsylvania and Michigan. For the most part, bills affecting the coin machine industry have been either acted upon or killed, and the likelihood of new bills being introduced has greatly diminished.

Mostly in the news this past week were measures which would affect products sold thru automatic merchandising machines, such as tobacco products and soft drinks. This legislative year has already seen the introduction of a large number of bills relating to taxes on soft drinks, and Michigan is the latest of the States to get such a proposal. Most of the proposed taxes on soft drinks follow the same pattern—they would impose levies of 6 cents per gallon on beverages, to be paid by the bottler. This 6-cent levy does not at first inspection seem high, but in view of rising costs in the soft drink bottling industry it mounts up and pinches still narrower the bottlers' ever-decreasing profit margin.

Cites Misinformation

That legislative bodies sometimes have little information concerning the businesses they are taxing was pointed up with the introduction of Michigan's soft drink tax bill (see Michigan entry below for details). The representative who introduced the measure said he expected the 6-cent tax would be absorbed by the bottler or by the wholesaler and implied that this would be a way of getting more tax revenue without passing the tax along to the consumer. The Michigan solon said that the tax, if passed, would be used to pay the veterans' bonus. But soft drink bottlers who are already paying higher prices for sugar and the other commodities which go into their drinks, know that the 6-cent-per-gallon levy could eventually mean an increase in wholesale prices which would naturally be passed along to

the consumer. Most soft drinks are already selling at 6 cents over the counter, the most vending operations and some over-the-counter retailers have tried to maintain the established nickel price. Even the seemingly slight increase of 6 cents per gallon will be reflected sooner or later in the retail selling price.

Maryland's governor has approved the measure (H. N. 389) placing a \$10 annual license fee on juke boxes and \$1 additional fee for coin-operated speakers located on the same premises. Legislative reporting services indicate that this \$1 fee will apply to the low-level telephone music systems and to coin-operated radios.

At the same time, both the Senate and House in Maryland passed a measure to license free-play pinball games at \$10 annually. Details of this action will be found elsewhere in the coin machines section.

Summary by States

Here is a summary of late legislative activity:

CALIFORNIA—Senate Bill 175, which would set up an indoor recreation committee to regulate and license amusement games and venders, is still active.

DELAWARE—April 5 was adjournment day for the Legislature here.

IOWA—Joining Nebraska which had previously passed an anti-slug measure, Iowa's governor now has H. B. 419 which would outlaw slugs, tokens and false coins in vending machines, parking meters, pay telephones and "other lawful receptacles or devices." By the time this appears the governor will probably have signed the measure into law.

KANSAS—Proposal to tax cigars here—from \$3 per 1,000 to \$25 per 1,000 depending on the retail selling price—was killed in the Senate April 4. The Senate likewise reported unfavorably on S. B. 221, which would place a fee of not less than \$7.50 on each music, pinball or other amusement game in operation. It seems unlikely that the \$7.50 measure will succeed in its present form.

Free Play Pinball Levy

MARYLAND—H. B. 824, passed by both House and Senate, licenses at \$10 per year free-play pinballs which do not issue tokens or checks of any kind but merely give the player the right to replay the game at no added cost. The measure has gone to the governor for his approval. Prior to its adjournment April 1, the Legislature also passed H. B. 389 which places a \$10 annual license fee on music machines and \$1 on each "independent coin-operated speaker delivering music on the same premises." The measure, already approved, is in effect from date of approval.

MICHIGAN—House Bill 342 was introduced here April 3, proposing a tax of 6 cents per gallon on soft drinks. Tax receipts would be used to help pay the veterans' bonus. Tax would be paid on sirups, concentrates, flavors and extracts.

MINNESOTA—House Bill 698, the administration-sponsored anti-gaming bill—but a considerably modified version—was passed in the House Wednesday (9) by a vote of 98 to 9. The measure now goes to the Senate for consideration. The Senate is also considering S. B. 1280, a resolution petitioning the U. S. Congress to refrain from levying and collecting the (See Most Legislatures on page 137)

CANDY DOLLAR SALES HIKE

Pound Volume Down in Feb.

Report issued by Commerce Department reflects price increases during year

WASHINGTON, April 12.—With candy manufacturers' dollar sales hitting 34 per cent higher in February, 1947, than in the same month last year, actual pounds sold declined about 5 per cent, according to the latest report of the Department of Commerce.

Based on two reports—one of 276 manufacturers of all types, the other of 126 specialized makers—figures reflect dramatically the increase in prices during the year-to-year period. Possibly, also, they show the effect of price increases on poundage sales.

Dollar sales for all types of candies, according to the 278 makers, amounted in February, 1947, to \$57,999,000, compared with \$43,282,000 in the same month of 1946.

Vending Goods Same

Report of 126 manufacturers of bar goods, package goods, bulk goods and general lines—types in which vending machine operators are most interested—show the same trend. For these types of candies, February dollar sales amounted to \$39,321,000 compared with \$30,200,000 in the same month of 1946. Poundage totals, however, drop to 114,454,000 this year from 120,217,000 in February, 1946.

Of concern to operators of bar machines is the fact that bar goods makers lost more in poundage sales than the total decrease, with gains of package goods and bulk manufacturers making good part of the loss. Thus, bar goods poundage dropped 9,395 from February to February, while the over-all loss reported by the 126 manufacturers was only 5,763 pounds.

Comparison with preceding month's sales for bar, bulk and packaged goods alone shows a drop both in poundage and dollar values. Total poundage of 83,673,000 for these three groups in February represents a decline from 93,252,000 pounds in January, 1947. Dollar decline was from \$31,414,000 to \$28,673,000.

Manufacturer Dollar Sales Up

Most classes of manufacturers reported substantial increases in dollar sales over February last year. Sales of manufacturers who sell at wholesale rose 36 per cent. Those who retail gained 32 per cent. Chocolate manufacturers increased their dollar sales 26 per cent.

Comparison with January of this year shows chocolate makers and manufacturer wholesalers off 7 per cent in dollar sales, with manufacturer-retailers gaining 53 per cent. This latter gain can be explained by large sales stimulated by Valentine's Day and other holidays in February which would affect the retailer type of manufacturer almost exclusively.

In breakdown of sales by States in which manufacturers are located, New Jersey, Maryland and District of Columbia chalked up the biggest increase. In this area dollar sales of manufacturers in February this year rose 123 per cent over sales in the same month of 1946. Manufacturers in the New England and Atlantic States as a group registers sales gains exceeding 50 per cent.



BURNHART (BIP) GLASSGOLD

Bip Glassgold Resigns Post At DuGrenier

HAVERHILL, Mass., April 12.—Production of parts for DuGrenier machines continued on a reduced scale this week while company executives huddled with Trustee Charles C. Steadman endeavoring to untangle the huge inventory problem that is the basic reason for the wholly owned AMI subsidiary's present frozen position. (For details of AMI voluntary petition for reorganization see page 112.)

Another new development was the resignation of Burnhart (Bip) Glassgold. Brought in by Blanche Bouchard in December, 1940, as sales manager, Glassgold was upped to works general manager by John Haddock, when AMI assumed control in October, 1945. Glassgold declined to comment on future plans and stated all he looked forward to in the immediate future was a good, long rest.

Rumors Rife

Meanwhile trade speculation ran high as to the possibility of Blanche Bouchard and Frank DuGrenier returning to active interest in the firm, both financially and management-wise. Both have been inactive since October, 1945, but it is generally known that altho they sold out completely to AMI they still have a stake in the future of the firm since there are basic patents which they still own.

Reached in Haverhill, however, Miss Bouchard denied an interest in again becoming active, altho she said she and Frank DuGrenier are willing and eager to continue consultations with Trustee Steadman; John Haddock, president, and Henry Boston, treasurer.

Rowe Contract

NEW YORK, April 12.—Rowe automatic merchandising equipment will be installed in Western Union locations throught the country under terms of an exclusive contract recently negotiated here. Details of the contract have not been released.

Kan. Cigarette Tax Hiked to 3 Cents; Beer Levy Upped

TOPEKA, Kan., April 12.—Included in the final rush of bills passed by the Kansas Legislature which adjourned April 9 was a bill hiking the Kansas cigarette tax from two to three cents per pack and the \$1.55 tax on a barrel of 31 gallons of beer paid by the wholesaler to \$3.10.

Passed by the House earlier in the session, the bill was first killed by the Senate, then reconsidered in a last minute effort to secure additional revenue for State school aid. It is estimated the bill will bring in an additional \$2,500,000 a year.

Killed by Senate action was a cigar tax bill which would have assessed a 10 per cent tax for an estimated \$225,000 income.

N. H. Bottled Drink Tax Proposal Dead

CONCORD, N. H., April 12.—A proposed tax on all bottled soft drinks sold in New Hampshire was killed this week by unanimous vote of the House Ways and Means Committee. Last week the State's Supreme Court rendered a decision that the proposed tax was constitutional (*The Billboard*, April 12), but the decision seemed to have little effect on House attitude toward the measure.

Opponents of the tax claimed that it would be imposed mainly on children, since bottlers would have to pass the tax along to the consumer. The opponents likewise argued that the measure, if adopted, would not produce the revenue estimated by its sponsors.

C-Eight To Show New Model at NATD Expo

NEWARK, N. J., April 12.—Mario Caruso, president of C-Eight Laboratories here, announced this week that his firm's cigarette vending machine display at the National Association of Tobacco Dealers' (NATD) annual convention, scheduled for Chicago's Palmer House, April 14-19, will feature the recently improved eight-column model of Electro.

Model to be shown will have new color schemes and operates entirely on electrical principles. Firm also manufactures a newly developed 12-column, all electric cigarette vender.

Full Program For NATD's Chicago Meet

Exhibit Five Venders

CHICAGO, April 12.—The National Association of Tobacco Distributors (NATD) this week announced the official program for its annual convention that begins here Monday (14) at the Palmer House and runs thru Saturday (19). During the six-day event a number of vending machine manufacturers are scheduled to exhibit their newest products. Among them will be C-Eight Laboratories, Newark, N. J.; Rowe Manufacturing Company, Whippany, N. J.; National Vendors, Inc., St. Louis; U-Need-A Vendors, Newark, N. J., and Lehigh Foundries, Inc., Easton, Pa.

The following events are listed for the benefit of coinmen who plan to attend the NATD convention:

April 15

9 a.m. Round table clinic led by E. D. Furlow, of the S. H. Lynch & Company, Dallas, coin machine distributors. Subject: "How Can We Best Adapt Our Business for Future Progress?"

10 a.m. Addresses by: Nelson A. Miller, chief of the Marketing Division, U. S. Department of Commerce; "The Wisdom of Good Government Relations"; Lewis Gruber, sales manager of P. Lorillard Company; "Management of a Manufacturers Organization."

2 p.m. Address by F. K. Doscher, vice-president in charge of sales, Lily-Tulip Corporation: "Aptitude Tests and Selection of Men."

April 16

9 a.m. Round table clinic with an (See NATD Sets on page 111)

Michigan Lawmakers Study Six-Cent Tax On All Soft Drinks

LANSING, Mich., April 12.—A bill which would provide for a 6-cent-per-gallon tax on soft drinks has been introduced in the Michigan Legislature. Its sponsor said that such a tax would yield approximately \$18,000,000 each year.

Rep. Howard Estes, who introduced the measure, said that the tax, which would amount to about three tenths of 1 cent on a six-ounce drink, would undoubtedly be absorbed by the bottlers, jobbers or retailers since "any increase in the traditional price of 5 cents would curtail sales." He said the bill was proposed as a means of financing the veterans' bonus.

The tax would be paid thru stamps on sirups, concentrates, flavors and extracts.

Latest Comparative Candy Sales Report

Product	February, 1947		February, 1946		January, 1947	
	Pounds	Value	Pounds	Value	Pounds	Value
Bar Goods	59,380,000	\$20,654,000	68,775,000	\$17,140,000	67,585,000	\$22,984,000
Package Goods	8,692,000	4,534,000	5,625,000	2,695,000	8,920,000	4,590,000
Bulk Goods	15,601,000	3,716,000	13,285,000	2,471,000	16,747,000	3,840,000
Totals	83,673,000	\$28,904,000	87,685,000	\$22,306,000	93,252,000	\$31,414,000

Table is based on monthly reports of 33 bar goods companies, 30 bulk goods companies and 27 package goods companies to the U. S. Department of Commerce, Bureau of the Census.

ABT CHALLENGERS \$65.00 EACH

Brand New in Original Cartons. Challenger Stands, \$7.50.



5c HOT NUT VENDOR

- Simple Mechanism
 - Blinker Light
 - Cap
 - Highly Polished Aluminum
 - 6-lb. Capacity
- \$39.50**
Without Cup Dispenser
Lots of 5 \$37.50 Ea.

NEW VENDING MACHINES

Advance #11, 1¢ or 5¢	\$13.75
Mod. V, 1¢, Any Quantity	11.75
Mod. V, Cab. Type, 1¢, Any Quantity	13.75
Mod. V, Cab. Type, 5¢, Any Quantity	14.75
Silver Kings, 1¢ or 5¢	13.95
Col. Mod. 48, 1¢	11.50
Col. Mod. 48, Ball Gum, 1¢	12.50
Col. Mod. 48Z, 1¢, All Purpose	11.95
Col. Mod. 48ZB, 5¢, All Purpose	12.95
Master Novelty, 1¢	15.00
Master #2, 1¢ and 5¢ Comb.	16.50
Master #6, 5¢, All Purpose	16.50
Asco All Purpose Vendor, 5¢	29.50

Send for Literature and Quantity Prices.
1/3 DEPOSIT REQUIRED WITH ORDERS
FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

Pa. Cig Tax Hearing Gets Vending Operators' Side

HARRISBURG, Pa., April 12.—Objections to an additional penny tax on cigarettes, which would bring the Pennsylvania State cigarette tax to 3 cents per package, were voiced at a hearing held by the State Finance Committee here Wednesday (9) by Harry Rosen, of Pittsburgh, representing the Pennsylvania Cigarette Vending Machine Association.

Rosen told the committee that the additional tax, which already has been approved by the House of Representatives, would result in great losses to the vending machine industry. He pointed out that the venders are so constructed that 20 cents is the maximum amount the devices can collect for a pack of cigarettes.

List Testimony Text

Under the additional tax, Rosen told the committee, the cigarette vending business in Pennsylvania would face a situation "impossible of profitable operation." Full text of Rosen's testimony before the committee follows:

The men who preceded me here have presented their views on certain aspects of House Bill No. 662. I consider it a great privilege to appear here this morning on behalf of the cigarette vending operators of this great commonwealth of ours. Also the problems of the cigarette venders of this State differ in many respects to the problems of the other integral parts of this industry, nevertheless our problems are so involved that the cigarette venders have deemed it necessary to present their separate views in opposition to this bill.

Also we know that there is need for additional revenue in this State, we feel that a tax on cigarettes and incidental thereto an increase in the license fee on retailers would work a serious hardship on this branch of the industry. The cigarette industry has already been taxed to capacity. Please let me give you a short history of the experiences our branch of the industry has gone thru.

Cites War Effort

In January of 1941, due to the war emergency, the business of manufacturing cigarette machines was considered unessential and these factories in a co-operative spirit converted their plants to manufacture war essentials. Their efforts were so well received that 90 per cent of them were awarded the army-navy "E." The operators, however, were left in the unenviable position of being unable to secure their replacements of machines or parts. This condition remained until the end of the war so that at the present time because steel machines are hard to obtain they are forced to continue operating with obsolete equipment. As a result of this unavoidable condition, many of the cigarette operators in this State, and possibly the majority of them, are now operating a vending machine business of less than 100 machines.

No sovereign State has a right to stifle a small business and we are small business men. The survival of small business is very vital to our economy.

Let us, therefore, consider the case of the average operator of 100 machines. He operates from his home because he cannot afford to rent a separate storeroom, with a telephone and someone to take his service calls. He has an investment of approximately \$15,000. This operator will sell an average of 75 packs of cigarettes per machine per week, or a total sale of 7,500 packs per week. Our figures are based on this assumption. His costs are made up as follows:

Cost of cigarettes	\$1,136.40
Cost of book matches	16.95

Average rebate to customer	97.50
Service cost (operator salary)	50.00
Extra book match cost	12.75
Depreciation of machines	57.69
Motor expense	20.00
General expense	20.00

Present Total Cost	\$1,411.29
Proposed New Tax	75.00

Total Cost After New Tax	\$1,486.29
Selling price	1,500.00

Weekly profit..... \$ 13.71

Should Consider Public

Ours is a peculiar situation. We are not in a position where we can pass on this increase since we are already vending at 20 cents per pack and our machines cannot be converted in their entirety to vend at a price higher than 20 cents. We also believe that the public should be considered since they are already paying 9 cents tax on each pack of cigarettes and that rising prices are already causing these people undue hardships. Certainly the public is entitled to some consideration.

We are in the unfortunate position of having only one commodity to sell—cigarettes. We cannot make up this loss from the sale of other items. This tax would make this business impossible of profitable operations, especially should the license fee be increased any amount.

The vending machine is a mechanical device and its service to the public is entirely a matter of convenience and accessibility. Should the vending machine operator, under the impact of excessive taxation, be obliged to liquidate his business, thereby depriving the public of the convenience of obtaining cigarettes in any and every outlet, it would inescapably reflect on consumption. This would have the effect of substantially reducing the total yield to the State from cigarettes.

Remember, gentlemen, this operator does all his own work. He is subject to call evenings, Sundays or holidays because vending machines are no respectors of time or the Sabbath.

In conclusion, therefore, we urge you, gentlemen, to cautiously consider the advisability of enacting this bill in its present form.

Ice Cream Lid Off in Canada

OTTAWA, April 12.—Recent action by the Canadian Dairy Products Board released ice cream manufacturers in this country from wartime governmental restrictions limiting the manufacture of ice cream and sherbert mix effective April 1.

Incorporated in Order No. 91, the board's action nullifies previous official orders controlling the manufacture of ice cream products here. Among the orders revoked were Order No. 51, which determined persons permitted to manufacture ice cream and sherbert mix after April 1, 1943, and limited the volume of both products that could be turned out during any quarter of any year, and Order No. 59, which banned the conversion of any milk to ice cream or sherbert mix either before or at the time of freezing.

The Ontario Association of Ice Cream Manufacturers, in commenting on the board's action, issued the following statement to its membership: "It is our interpretation that by virtue of Order No. 91 a manufacturer may now produce all the ice cream he can sell. Please note, however, that the maximum butterfat content of ice cream has not been changed and remains at 10.5 per cent."

K-80 ASTROLOGY SCALE

Expertly rebuilt
\$169.50
Includes 18,000 (6 sets) Astrology Tickets
1c Coin Chute



CAPRICORN
DECEMBER 22 to JAN. 19
TEMPERAMENT No. 1
While you are generally accurate and poised mentally, this period will find you influenced by flaky ideas. The best antidote for this negative condition, which may show itself as gloom, is to focus your mind on optimistic thoughts, control your nerves and avoid excitability. You must. (continued on next Card No. 2 about YOUR SUBCONSCIOUS MIND). 10

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.

GOLDEN STATE VENDOR ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vendor of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammeroid Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

1c or 5c Sample \$12.95
Quantity Price... Write.

Distributors, Contact Us
Some Territories Still Open.

BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.

CIGARETTE MACHINES

The equipment listed below has been completely overhauled and refinished, set for .20 operation and will operate on all combinations of coins. It also can be set for .25 operation.

Uneda Pak 6 Col. E Model	\$50.00
Uneda Pak 8 Col. E Model	57.50
Uneda Pak 9 Col. E Model	60.00
Uneda Pak 6 Col. A Model	60.00
Uneda Pak 8 Col. A Model	65.00
Uneda Pak 9 Col. A Model	70.00
DuGrenier 7 Col. S Model	42.50
DuGrenier 9 Col. W Model	60.00
DuGrenier 7-9 Champions	89.50
DuGrenier 9-11 Champions	100.00

The operation and appearance of the above listed machines is of the best caliber. No expense has been spared to give you a piece of equipment that will be welcomed into the finest of locations.

One-Third Deposit With Order, Balance C. O. D. F. O. B. Philadelphia.

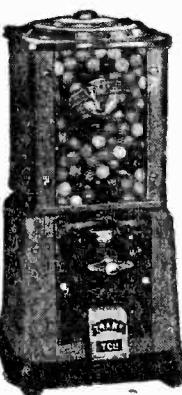
CENTRAL VENDING MACHINE SERVICE COMPANY
387 E. Cliveden St. Phone: Victor 4-1775
Philadelphia 19, Pa.
We Buy Used Cigarette Machines. What Have You for Sale.

VENDING MACHINES

New Regal 1¢ \$13.95 Ea. In lots	\$11.45
35 Northwestern Standard, 1¢ or 5¢ Ea.	7.75
30 Columbus, DeLuxe, 1¢ or 5¢ Ea.	5.00
20 Lighter Fluid, 1¢ Ea.	5.00
3 Jennings In a Bag, 1¢ Ea.	8.00
2 Advance Candy, 2 col., 5¢ Ea.	10.00
50 Snacks, 3 Col. 5¢ Ea.	10.00
15 Pin Games, \$30.00 Ea. \$15.00 for Carting.	

Also Parts and Globes.
C. E. BRADFORD
228 Hamilton St., Albany 3, N. Y.

"BUBBLE" BALL GUM



1/2 inch
140 Count, 80¢ Lb.
170 Count, 95¢ Lb.
210 Count, \$1.05 Lb.

BUBBLE GUM SPECIAL

5 New Model V Cabinet Venders, 100 lbs. 140 count Bubble Gum, all for \$133.75. Full cash with order, F. O. B. factory.

BOSTON BEANS
30¢ lb. 35 lb. cases
1/3 Deposit,
F. O. B. Brillion

FLOOR STANDS

FOR ANY TYPE VENDER

\$3.00 Each Unfilled (25 or more)
3.25 Each Filled with Cement (25 or more)
3.75 Each Single Stand Filled (Weight 25 lbs.)

Full cash with order on floor stands, F. O. B. Brillion.



L. M. BECKER VENDING SERVICE
105 DEWEY ST. BRILLION, WIS.

Chi Tropical Nut Now in Production on New Model

CHICAGO, April 12. — Tropical Trading Company, 831 South Wabash Avenue, manufacturer of hot nut vending machines, is in production on a new three-bowl and will start making deliveries about May 1, according to an announcement this week by Gib Courshon and Edward J. Levin, firm partners.

To be known as the Challenger, the new model's coin chutes are adjustable to 1-cent, 5-cent, 10-cent or 25-cent operation and barrels are adjustable to vend any amount of nuts. Each of the three vending barrels has an individual electrical heating unit instead of an electric bulb.

Has Cup Dispenser

A paper cup dispenser is attached to the vender, furnishing cups to the customer free of charge. Machine is of all-aluminum construction and will be in stand, counter and wall models. Built-in sign with the words "hot mix nuts," backed by a flashing light comprises the metal top that goes across all three bowls.

Courshon said the new machine is a refinement of the company's two-bowl hot nut venders, approximately 100 of which have been on test location in Chicago for about a year. Courshon said the two-bowl machines will gradually be replaced by the new model as production increases.

Machines now on location, he stated, have been on nickel and dime operation. Recently, he added, experiments on 25-cent operation have shown that it can be done profitably.

Bowls have a capacity of three pounds each, giving the new model a total capacity of nine pounds. Recommendation to operators on portion prices in the Challenger, Curshon stated, are: one and one half ounces of peanuts for 5 cents; the same amount of mixed nuts for 10 cents, and the same amount of whole "fancy" nuts for 25 cents.

Sold Thru Distributors

Sale of the machines will be handled thru distributors, a system of which is now being planned, Courshon said. He expressed hope that the distributorships will be set

up on a nationwide scale by the end of the year.

Company's long-range plans also include a nut supply division and a paper cup division as companion businesses to machine manufacturing, Courshon stated. However, principal efforts of the company at the present time are centered on machine manufacturing.

Courshon and Levin expressed the belief that the new Challenger is the first hot nut vender to use an electrical heating unit instead of a light bulb for heating. They also said they believed it is the first such machine to be made with 25-cent coin chutes.

Vender, without stand, is 22 inches high, 16½ inches wide and 5 inches deep. Weight, empty, is 24 pounds.

Razor Blade, Stamp Vender In Production

LOS ANGELES, April 12.—A combination vender for stamps and razor blades which can be placed outdoors is being delivered here by Automatic Dispenser Company. The stamp side of the machine delivers a 5-cent air mail and a 3-cent stamp for a dime, giving the operator a 2-cent margin on each stamp sale. The razor blade sale gives the operator a 3-cent margin on each sale.

According to Jess Davy, of the company, the firm will soon manufacture a machine that will vend both the Gillette blue blades and the four thin blades for 10 cents. "This will be the only machine selling Gillette blades in the United States and we feel fortunate in having obtained the 'go' signal from the Gillette Company," Davy added.

To give operators an idea of how blades are selling, Davy added: "According to the Gillette Company, in dollar value there were \$67,000,000 worth of razor blades sold in 1946. Of this amount, Gillette sold 53 per cent of all the double-edged blades. Report further states that 53,198,964 people shave in the United States and each one uses approximately 48.7 blades annually."

American Tobacco Approves Additional Common Stock

FLEMINGTON, N. J., April 12.—At a meeting of American Tobacco Company stockholders here last week issuance of 896,404 additional shares of common B stock was approved, firm officials announced. New stock will be offered for subscription to present stockholders of common and common B on the basis of one share for each five shares held.

New stock financing, which will have an offering price of \$57.50 per share, will be used to secure needed working capital for expanded sales volume which has doubled in the past five years, according to Vincent Riggio, firm president, who added that the subscription warrants for the new stock will expire April 27, 1947.

Paul M. Hahn, American Tobacco's vice-president, disclosed that first quarter sales and profits were ahead of the same three-month period in 1946 and that beginning with the present quarter's returns the company will publish interim statements and earnings.

Tiedeman Re-Elected NDC Group Head

CHICAGO, April 12. — National Dairy Council (NDC), after an organization meeting at headquarters here last week, announced the reelection of E. W. Tiedeman as chairman of the executive committee. Tiedeman is executive manager of the Central Grade-A Co-Operative, Appleton, Wis.

NDC President Milton Hult chose the members of the new executive committee from the board of directors recently elected at the Atlantic City annual meeting.

In addition to chairman Tiedeman and President Hult, committeemen are: N. R. Clark, Swift & Co., Chicago; G. C. Mahle, Sugar Creek Creamery Co., Danville, Ill.; Wilbur Carlson, Kraft Foods Co., Madison, Wis.; Charles R. Haller, Beatrice Foods Company, Chicago; Jason F. Whitney, Blue Moon Foods, Thorp, Wis.; Madison H. Lewis, Borden Co., New York; Arthur F. Kerckhoff, Pevely Dairy Co., St. Louis; Stanley Wanzer, Sidney Wanzer & Sons, Chicago; W. J. Swayer, Pure Milk Association, Gurnee, Ill.; George F. Gallagher, Krim-Ko Co., Chicago; John W. Ladd, Cherry-Burrell Corp., Chicago, and W. A. Wentworth, Borden Co., New York.

M & M's MIXED COLORS

47c Any quantity. Immediate delivery. Per Lb. (25 lb. minimum). Cashier's check or money orders. No C.O.D.'s

ABT CHALLENGERS

\$49.50 Each.

Brand New. Stands \$7.50



GROETCHEN'S IMPS

1¢ or 5¢ Fruit or Cigarette Reels.

Brand New. Immediate Delivery.

\$13.75 Lots of 6. Single—\$14.75



RUSH ORDER SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps. Sluggproof, compact, foolproof. Immediate delivery.

Operator's Price \$39.50

Distributors interested in selling our Shipman Stamp Machine, write for details.



FRANTZ SCALES

Your Best Buy! The Original Pace Scale with greater improvements.

Aristo Scale \$115.00

Mirror Scale \$125.00



STAMP FOLDERS

For Shipman, Sohermack, N. Y.

10,000 \$ 5.75

25,000 13.95

VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and fool-proof. Immediate delivery.

\$19.95 Lots of Ten

Single, \$24.95

Write for Catalog on Bulk Vendors, Games, Etc. 1/3 Deposit on All Orders.

PARKWAY MACHINE CORP.
623X W. North Ave. Baltimore 17, Md.



BALL GUM

5/8" 3700 Balls Per Case.

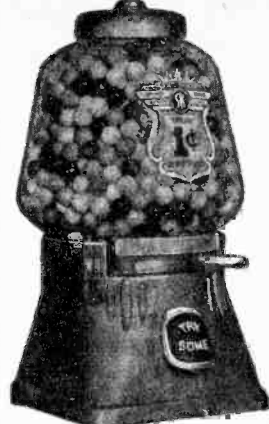
1 to 4 Cases \$22.75

5 to 9 Cases 21.00

10 or More 20.00

One-Third Cash With Order.


THOMAS NOVELTY CO.
1572 JEFFERSON ST. PADUCAH, KY.



PRICE SAMPLE, \$13.95

two to nine, \$12.50

ten and up, \$10.00



Sample, \$13.75;

two to eleven, \$11.25;

twelve to forty-nine, \$10.75;

fifty and up, \$10.50.

Stands, \$3.90 (Export business handled through International Expeditors.)

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

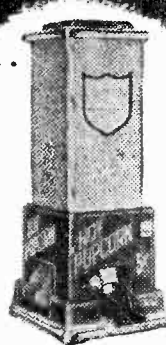
Make Money!

Start Your Own Hot Popcorn Business

- For Big Profits. Vend Ready Popped Corn.
- 5c or 10c Machines. Same Price \$124.50 Each.
- Electrically Heated and Lighted—Fast! Vends in 5 seconds.
- 106 Bag Capacity—Compact Counter Model—Portable—Carry in Any Car.

Start your own business! Install and service Electro-Serv—the coin operated hot popcorn machines — in taverns, bowling alleys, etc. in your city. Ten machines should net you \$250.00 and up per month. Larger earnings with more machines working for you. Start small or big — part time or full time. The new 1947 model Electro-Serv is low-priced, beautifully designed for counter display—electrically illuminated. Our plan gives you wholesale prices on popped corn, bags, etc. Immediate shipment! Be first! Write for details about this money-making opportunity.

ELECTRO-SERV, INC.
Dept. B
Peoria, Illinois
Phone 4-8481



CIGARETTE MACHINES REAL BARGAINS

READY FOR LOCATION

Rowe Royal, 8 Col.	\$65.00
Rowe 7 Col. Mint & Gum. Ea.	10.00
DuGrenier W's, 9 Col.	47.50
DuGrenier 7 Col. Mod. S. Ea.	27.50
DuGrenier Champ's, 9 & 11 Col.	75.00
DuGrenier V.D. 7 Col.	50.00
U-Need-a-Pak A. 9 Col.	55.00
U-Need-a-Pak E. 8 Col.	40.00

2 Col. Postage Mach., like new. Cost \$35.00 each. My price 13.50

SAVE THIS AD FOR LOW PRICES. What have you to sell?

Half Deposit. Phone: BA 9-0606

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

IF YOU WANT A STEADY SUPPLY OF BALL GUM—CONTACT US

VICTOR MODEL V FAMOUS PRE-WAR VENDORS

De Luxe Cabinet Type, Model V
 Capacity: 6 1/2 to 8 lbs. of bulk merchandise or 1250 to 1800 balls 1/2" gum, and 1/3" ball gum.

Model V De Luxe Cab. Type, \$13.75 Ea.
 Model V Globe Type, \$11.75 Ea.

Plastic Globes for Model V's, \$3.25
 Complete 1¢ and 5¢ Coin Counter, Plus Postage, Each .65
 Orders Filled in Rotation, 1/3 Deposit, Certified Check or Money Order, Balance C. O. D.
5¢ De Luxe Cabinet Type, \$14.75
 M & M Asst. Candy Coated Chocolates, in Any Quantity .50¢ Lb.
 Pistachio Nuts, 60-Lb. Ctn. 85¢ Lb.
 Salted Almonds, 25-Lb. Ctn. 85¢ Lb.
 Virginia Peanuts, 30-Lb. Ctn. 27¢ Lb.
 Spanish Peanuts, 30-Lb. Ctn. 22¢ Lb.
 Salted Cashews, 30-Lb. Ctn. 58¢ Lb.
 Boston Baked Beans, 45-Lb. Ctn. 31¢ Lb.

PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y.
 461 Sackman St., Brooklyn 12, N. Y.
 Phone: DIckens 2-7992

Bendix Ships First Dryers; Coin Model Two Months Away

CHICAGO, April 12.—Altho the first carload of Bendix automatic clothes dryers was shipped from Detroit last week, it will be about two months before coin-operated models will be available for use in laundrettes, Elmer C. Hill, Midwestern manager for Telecoin Corporation, said today.

Initial drier shipment was received by the Bendix home appliance distributor in New York. Other distributors are promised early delivery on these units.

Automatic driers, which were perfected since the war, will be available in two models, gas or electrically heated. Bendix has set the tentative retail price of the gas model at \$199.50 and the electric at \$219.50. Both driers are made by the Buhl Manufacturing Company for Bendix.



THE MASTER

really is the only machine on the market that will handle either peanuts or ball gum and sell either one cent's worth for the penny or five cents' worth for the nickel without any changes or extra parts.

Sample machine, \$17.50; two to eleven, \$16.25; twelve to forty-nine, \$15.50; fifty and up, \$15.00.

Every machine guaranteed.

THOMAS NOVELTY CO.
 1572 Jefferson St. Paducah, Ky.

"Upped Sales 50%"



SAY MANY PX OPERATORS

Naturally! PX has sales appeal. PX is trim, smart, modern, eye-catching. And it works like a charm. Smoothly, quietly, with feather-touch action. Naturally! PX has fewer, and better, moving parts. Headaches have been ironed out by 25 years' designing experience. Write for a descriptive folder. Find out why PX is so definitely an operator's machine. Address: **STANDARD VENDORS DIVISION, Lehigh Foundries Inc., Easton, Penna.**

Lehigh PX Vendor

—the name that means **AUTOMATIC VENDING** to millions



Sample, \$13.25; two to eleven, \$10.85; twelve to forty-nine, \$10.35; fifty and up, \$9.95. Stands, \$3.90; brackets, 50¢; brackets with padlocks, 95¢.

(Export business handled through International Expeditors.)

THOMAS NOVELTY CO.
 1572 JEFFERSON ST. PADUCAH, KY.

GLOBES

All New Plastic and Metro Plastic Globes for the Advance, Asco, Silver King, Northwestern and Columbus.

See your distributors
 For information, call or write

ASTORIA PLASTIC CO.
 39-15 29th St. Long Island City, N. Y.
 IRonsides 6-8076

ASCO For All Kinds of Bulk Products VENDORS THE FINEST VENDORS MADE

- Made of strong, highly polished aluminum castings.
- Crystal clear globe displays nuts appetizingly.
- Simple foolproof mechanism adjustable for all kinds of bulk products.
- Dispenses accurate portions of pistachio nuts, salted peanuts, mixed nuts, panned confections (with or without charms), almonds, cashews, etc.
- Capacity 6 lbs.
- 1¢ or 5¢ Play.

ASCO ALL-PURPOSE VENDOR \$29.50

ASCO HOT NUT VENDOR \$46.50

IMMEDIATE DELIVERY

Write for Special Operator's Quantity Prices
DISTRIBUTORS! TERRITORIES AVAILABLE! WRITE!

ASCO VENDING MACHINE EXCHANGE
 55-57-59 BRANFORD ST., NEWARK 5, N. J., Bigelow 3-7744-5

GREATEST TIME SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE

TIN SCOOP DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE

Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
 Distributor of Advance Vending Machines
 1647 Bedford Ave. Brooklyn 25, N. Y.

FAMOUS EPPY CHARMS

Series #1

\$3.50 per M

SAMUEL EPPY & CO., INC.
 113-08 101ST AVENUE
 RICHMOND HILL 19, L. I., N. Y.

BACK AGAIN

Our famous table model Vender. Popular Prices.

DAVIS METAL FIXTURE COMPANY
 615 Brook St., Lansing, Mich.

CIGARETTE MACHINES

NEW ROWE CRUSADER, 8 Col.	Write
NEW UNEEDA, 8 Col., 510 Pack Cap.	\$159.50
NEW UNEEDA, 6 Col., 380 Pack Cap.	149.50
Rowe Royals, 10 Col.	\$100.00
Rowe Royals, 8 Col.	85.00
UNEEDA Model 500, 15 Col.	115.00
UNEEDA Model E, 8 Col.	57.50
DuGrenier Champlon, 9 Col.	89.50
DuGrenier W, 9 Col.	60.00
DuGrenier V, 7 Col.	54.50

CANDY MACHINES

Rowe, 120 Bar Cap.	\$ 89.50
Rowe De Luxe Model With Lights, 120 Bar Cap.	110.00
Uneeda, 102 Bar Cap.	70.00
National 9-18 Standard, 162 Bar Cap.	110.00
DuGrenier Candyman, 72 Bar Cap.	62.50

PENNY INSERTING MACHINES . . . \$35.00 and up

DUGRENIER MODEL W

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED One-Third Deposit With Orders—Balance C. O. D. PARTS AND MIRRORS AVAILABLE FOR ALL MODELS!

UNEEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET BROOKLYN 11, NEW YORK

Scoop!
NEW SENSATIONAL
2 IN ONE
COMBINATION
Gillette Blades and U. S. Stamps

THE ONLY DISPENSER IN THE UNITED STATES VENDING BOTH GILLETTE SAFETY RAZOR BLADES AND U. S. POSTAGE STAMPS

Large Profits to Operators
Immediate Delivery

Thousands of Locations
24-Hour-a-Day Service
Indoor and Outdoor

Also in Production: The New 100% GILLETTE DISPENSER, Selling Both BLUE BLADES and Thin Blades.

Get on GILLETTE BAND WAGON for Profits

AUTOMATIC DISPENSER CO.
9018 W. OLYMPIC BLVD. BEVERLY HILLS, CALIF.

\$38.75
Retail

Anti-Mineral Oil Warning by NAPM

CHICAGO, April 12.—National Association of Popcorn Manufacturers (NAPM) here, thru A. J. Villiesse, executive secretary, has warned its members that mineral oil is again being offered to the trade, either alone or as a mixture with accepted popcorn seasonings. Villiesse said, "Mineral oil has no place in the popcorn industry," and warned that use of mineral oil for popcorn is prohibited by law in the manufacture of all food products.

"The NAPM," Villiesse said, "has gone on record as opposing the use of any and all ingredients that will not meet with the requirements of the Pure Food and Drug laws. It has continually stressed the importance of quality and sanitation. The popcorn industry as a whole must build for the future on a reputation for quality items. Just as one bad apple may spoil a basket of apples, so a few manufacturers producing substitutes may bankrupt themselves and grievously hurt the rest of the industry."

"BUBBLE" BALL GUM

5/8" 140 count
3500 Balls per case
1 to 7 CASES.....\$20.00
200 Lbs. or More

75¢ Per Lb.

Check, Money Order or Cash With Order.
Minimum Order 25 Lbs.

INTERSTATE MERCHANDISE CO.

1196 Commonwealth Ave.,
Boston 34, Mass.

Once More TORR Saves You More

THE NEW M&Ms

Breaking all sales records in machines. Candy Coated Sweet Chocolate, 200 pounds, \$112.00, and this is freight paid to your door.

Generous trial sample mailed on receipt of \$1.00.

Boston Baked Beans, 192 pounds, \$60.00.

Red "Cinnamon" Candy Coated Peanuts, 192 pounds, \$60.00.

Army & Navy Mix, 140 pounds, \$50.00.

New Large, Bright Colored Charms, Assortment #300. 10 Gross, \$7.50. Parcel Post Paid by Me.

Salted Spanish Peanuts, 30-pound carton, \$6.60.

FULL CASH WITH ORDER

ROY TORR LANSDOWNE PENNA.

THE WHITE 5¢ HOT NUT VENDOR



streamlined modern
the best machine you can buy

- So obviously better, so much more attractive there's no trouble placing it in all locations.
- Takes up less space than round machines and still holds 7 pounds of nuts—vends all types of bulk nuts.
- Nut compartment enclosed by four panes of ordinary glass. In case of breakage each pane can be simply replaced for only 5c.

GUARANTEED FOR ONE YEAR AGAINST DEFECTS IN MATERIAL OR WORKMANSHIP
ORDER NOW... Send for Literature

SOME DISTRIBUTING TERRITORIES OPEN—WRITE

WHITE MACHINE CO.
104-106 Livingston Street, Newark 3, N. J.
Blgelow 3-8052



IMMEDIATE DELIVERIES
Globe Type Victor \$11.75
Cabinet Type Victor \$13.75
THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

VENDING MACHINE OPERATORS

We are State distributors for Samuel Eppy's Plastic Charms and have them in stock at the following prices:

Assorted Charms. Per M\$4.00
Alphabet Letters. Per M 5.00
Wise Crack Buttons. Per M 6.00

We Pay Postage—Immediate Delivery.
1/3 With Order, Balance C. O. D.

GEORGIA AUTOMATIC CO.
P. O. BOX 223 DECATUR, GEORGIA

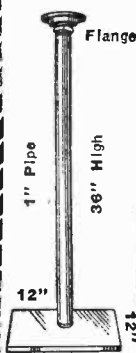
GROETCHEN'S

IMPS 1¢ or 5¢
Fruit or Cigarette Reels.

Brand New! Immediate Delivery!

\$13.75

Lots of 6. Single—\$14.75.



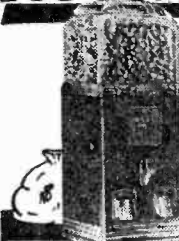
RUSH ORDER HARD TO GET STANDS
for Merchandise Vendors

Solid Steel Base Total Weight 40 Lbs.

PRICE \$4.00 Will Support Any Type Vendor.
F.O.B. Phila., Pa.

VEEDCO
2113 Market St., Phila., Pa.

Northwestern



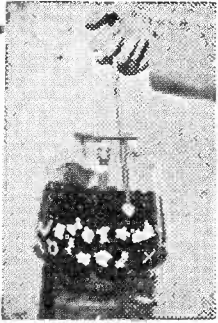
Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS



GRAB ALL TOOL
PUTS EVERY CHARM IN PLAIN VIEW IN YOUR VENDING MACHINE



75c PREPAID (\$1.00 Prepaid East of Rocky Mountains)

Jobbers Wanted

NATIONAL DISTRIBUTOR

LEON "Hi-Ho" SILVER

760 HAYES ST. SAN FRANCISCO, CALIF.
Phone: MArket 1073

NATD Sets Full Sked for Chi Meet

(Continued from page 106)

address by Frank J. Wessling, Otto Ziegler Company, Lansing, Mich.: "What is Effective Personnel Management Under Present Conditions?"

9:30 a.m. Address by Aaron Berkowitz, sales manager of Christian Peper Tobacco Company: "Building a Business in the Midst of Competition."

2:30 p.m. Address by Philip Gott, president of National Confectioners Association: "The Confectionery Business—Where Is It Going?"

April 17

9.30 a.m. Address by H. P. Patrey, NATD: "Inside the NATD." Floor discussion: "Distribution of Costs"; "Government-Industry Relations—What Do We Want?"

1:30 p.m. Address by J. P. Spang Jr., president of Gillette Safety Razor Company: "The Blade Industry—Where Is It Going?"

7:30 NATD 15th Anniversary Banquet, Grand Ballroom, Red Lacer Room and Grand Ballroom foyer.

April 18

2 p.m. Address by E. J. Shorin, president Topps Chewing Gum Company: "What Is Right With Distribution."



Immediate Delivery
SILVER KING VENDORS
1c or 5c,
\$13.75
for Sample

Write for Quantity Prices.

Both types can be changed to handle bulk merchandise including ball gum at no extra cost.

VENDING MACHINE STANDS, \$3.50 F.O.B. Chicago

- Peanut Machines
- Ball Gum Machines
- Stamp Machines, Etc.
- No Wobbly Base
- No Jittery Pipe

Weights only 8 1/2 lbs., comes un-cemented to assure the minimum freight expense. After you cement the steel base you have a secure, rigid stand weighing 40 lbs., giving maximum support to any vending machine.

J & S SALES

924 So. Fairfield Ave., Chicago, Ill.

FOR SALE ESTABLISHED DRINK MACHINE BUSINESS

Specializing in 10¢ Theatre Locations, Coca-Cola and Cal-Cola Syrup Supply, Virgin Territories. Unlimited locations for experienced operators.

Present business will net \$25,000 annually. Confidential information to qualified buyers only.

PRICE \$35,000—TERMS AVAILABLE
See picture of machine on page 20 MARCH VEND.

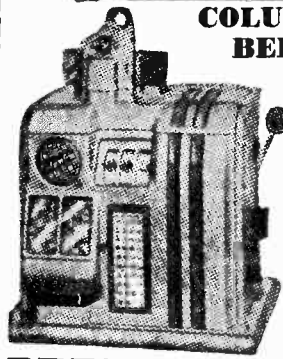
Write:
P. O. BOX 2762
HOLLYWOOD 28, CALIF.



BRAND NEW LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact size! Fool-proof! Sold ONLY to operators.

Price, \$39.50 each. **IMMEDIATE DELIVERY!** 1/3 Dep., Bal. C.O.D. *Send for free leaflet*
R. H. Adair Company
6924-28 Roosevelt Rd. Oak Park, Ill.
Folders—Now, time saving multiple type only \$16.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!

★ SEE **RAKE** FOR VENDING MACHINES COUNTER GAMES—SALESBOARDS ★



COLUMBIA BELLS

Twin Jackpot 1947 Models
\$145.00 E.A. Less in Quantity
Changeable to 1¢, 5¢, 10¢, 25¢ Play

Champion's Basket Ball, \$39.50



Without Base Base, \$15.00 Extra

WITHIN THE PRICE RANGE OF EVERY OPERATOR

Features: 5 or more balls for 1¢ or 5¢. Only 2 feet high—small enough to set on any counter. Attractive, sturdy cabinet—built to take abuse. Trouble free mechanism—saves time and money. Free play "foul ball" gives extra ball.

SUPPLIES & ACCESSORIES

- Spanish Peanuts, Per 30# Ctn. \$ 6.60
- Virginia Peanuts, Per 30# Ctn. 8.70
- Mixed Nuts, Deluxe, Per 30# Ctn. 14.70
- Pistachio Nuts, Red, Per 35# Ctn. 16.25
- Rainbow Peanuts, Per 35# Ctn. 11.55
- Army and Navy Mix, Per 35# Ctn. 11.55
- Plastic Charms, Series #1, Per M \$ 3.50



3 Reel Counter Game

NEW IMPS

6"x6"x6"
● Cigarette or Fruit
● Either 1¢ or 5¢
\$13.75 E.A.

LOTS OF 6. SAMPLE, \$14.75

NEW COUNTER GAMES

- ABT CHALLENGER \$85.00
- Marvel Pop-Up \$9.50
- Write American Bataball 39.50
- Gottlieb Grip Scales 25.00
- Advance Electric Shockers 49.50
- Elabor Kicker & Catcher 49.85
- Silver King Grip Vue 47.50
- Amusement Whirl-a-Ball 59.50
- Daval Best Hand 59.50
- Daval Mexican Baseball 57.50
- Daval Skill Thrill 33.00
- Daval Buddy, 1¢ 75.00
- Daval Free Play Write
- Skill Games Bouncer Write

NEW VENDING MACHINES

- Northwestern Deluxe, 1¢-5¢ Comb. \$28.20
- Northwestern Model 39, 1¢ 12.75
- Northwestern Model 33, 1¢ 10.95
- Northwestern Model 33, Ball Gum Write
- Northwestern Model 40, 1¢ Write
- Northwestern Model 40, 5¢ Write
- Shipman Triplex Stamp Vendor 39.50
- Advance Stamp Vendor 18.00
- Star Card Vendor With 1000 Cards 29.50
- DuGraener Adams Gum Vendor 24.50
- Victory Stamp Vendors 19.50

NEW SLOT MACHINES

- Columbia Deluxe Bell, 5-10-25¢ \$209.50
- Columbia Twin Jackpot, 1-5-10-25¢ 145.00
- Pace Deluxe Bell, 5¢, Chrome 245.00
- Pace Deluxe Bell, Chrome 255.00
- Pace Deluxe Bell, Chrome, 25¢ 265.00
- Mills Black Cherry Bell, 5¢ 248.00
- Mills Black Cherry Bell, 10¢ 253.00
- Mills Black Cherry Bell, 25¢ 258.00
- Mills Golden Falls, 5¢ 258.00
- Mills Golden Falls, 25¢ 288.00
- Mills Vest Pocket Belts, 5¢ 74.50

HEAVY STANDS FOR VENDING MACHINES. \$4.00 EA.
ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.
Send for Complete List of Coin Operated Equipment We Accept Trade-Ins.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

HOT NEWS!!
I'LL SAY IT'S HOT NEWS! THE FAMOUS ASCO HOT NUT VENDER DELIVERS A 5¢ PORTION OF HOT NUTS AND A PAPER CONTAINER FOR EACH SALE. WILL VEND SPANISH, VIRGINIA BLANCHED, PISTACHIOS, CASHEWS, OR BOSTON BAKED BEANS. FOR THE PRICE OF ONE NEW MUSIC BOX, YOU CAN PLACE 20 OF THESE ASCO HOT NUT VENDERS ON LOCATION. A ROUTE OF 100 MACHINES WILL PUT YOU IN A FINANCIALLY INDEPENDENT BUSINESS OF YOUR OWN. EXCLUSIVE TERRITORY GRANTED. WE ARE FACTORY DISTRIBUTORS.
PRICE \$39.50 EACH
INCLUDE ONE-THIRD DEPOSIT IN CASH, CASHIER'S CHECK OR MONEY ORDER. WILL SHIP THE DAY ORDER IS RECEIVED. STATE METHOD OF SHIPMENT PREFERRED.
MORRIS NOVELTY CO., INC.
3007-09 OLIVE ST. ST. LOUIS 3, MO.
PHONE: FRANKLIN 0757

- "SPECIAL ATTRACTIONS"**
- 20 5¢ ROWE CANDY—With De Luxe Stands. Ea. \$85.00
 - 10 9-GOL. CIGARETTE MACHINES—With Deluxe Stands. Ea. 100.00
 - 50 1¢ 3-Col. SNACK Nut Vendors. Ea. 15.00
 - 25 5¢ ASCO HOT PEANUT, Like NEW. Ea. 30.00
 - 50 1¢ 2-Col. Nut Vendors, Cap. 7 Lb. Ea. 9.00
- ALSO BRAND NEW SILVER KINGS AND COLUMBUS VENDERS.
IMMEDIATE DELIVERY ON ALL ORDERS.
CAMEO VENDING, 432 West 42nd, New York 18, N. Y.

VENDORS PRICE LIST
Salted Nuts

- Spanish Redskins 23¢ lb.
- Spanish Blanched 26¢ lb.
- Virginia Blanched 27¢ lb.
- Extra Lg. Virginia Blanched 31¢ lb.
- Whole Cashews 55¢ lb.
- Cashew Pieces 45¢ lb.
- Mix 90% Spanish 10% Cashews 25¢ lb.
- Mix 90% Virginia 10% Cashews 33¢ lb.

MIXES MADE TO YOUR ORDER
TERMS: Cash With Order. F. O. B. Evansville
ASTER NUT PRODUCTS CO., INC.
1004 Main St. Evansville 8, Indiana

NORTHWESTERN VENDORS

- DeLuxe Merchandisers \$25.00
- Model "33" 10.95
- Model "40" Write
- Model "33" Ball Gum 9.65

1/3 Deposit, Balance C. O. D.
Subject to change without notice.
IDEAL NOVELTY CO.
"Authorized Northwestern Distributor"
2823 LOUSET ST. ST. LOUIS 3, MO.

BALL GUM—BALL GUM
Superior quality "TOT" brand, 5-8 inch, 3700 balls per case. One to four cases, \$22.75; five to nine, \$21.00; ten cases and up, \$20.00. Superior quality "TOT" brand Bubble Gum, 1/2 inch, 4350 balls per case, \$24.75. Limited quantity. Superior quality "TOT" brand Number One Spanish Peanuts, specially processed for vending machine use, 24¢ per pound. 32-pound cases Boston Baked Beans, \$10.56. 32-pound cases Rainbow Peanuts, \$10.56.
THOMAS NOVELTY CO.
1572 Jefferson St. PADUCAH, KY.

NEWEST THREE UNIT HOT NUT MACHINE NOW Available
We have found that it is impossible to operate with 1940-41 ideas. Here is a machine with 1947 ideas. A real revenue producer.
Operators ● Distributors ● Salesmen Territories now open
TROPICAL TRADING CO.
831 S. Wabash Ave. Chicago 5, Illinois

Wurlitzer Winds Up Coast To Coast Promotion Meets With Session Held in Chi

Illinois Simplex Hosts 130 Trade Members in Finale

CHICAGO, April 12.—Last of a series of nationwide factory-distributor-operator meetings, to outline the Rudolph Wurlitzer Company's 1947 merchandising campaign and bring the program to the music operator, was held in Chicago last night (11) at the Bismarck Hotel. Illinois Simplex Distributing Company was host to the gathering which drew approximately 130 trade members.

Highlight of the evening—as it was at more than 50 similar meetings staged during the past two months—was the explanation of Wurlitzer's national advertising campaign and presentation of the firm's point-of-purchase merchandising program. Factory representatives and Gordon Sutton, head of Illinois Simplex, explained the company's plan to tie the local operator in with the national consumer campaign. Sutton said the principal purpose of this meeting, and the ones which preceded it, was to give the operator helpful suggestions to increase play and provide the materials for that increase.

Meeting got under way at 6:30 p.m. with a cocktail party, which was followed by a dinner. Business session, which included showing of a color movie to demonstrate Wurlitzer's merchandising plan, followed the dinner.

No Business as Usual

Harris Porter, assistant sales manager for the Wurlitzer Company, started the business meeting with a resume of the firm's sales plans for 1947. Porter pointed out that the time has come when the operator can no longer afford to do business as usual, and that the merchandising plan which was to be presented would be successful only if the operators get behind it. The only way to better your position, Porter told the music operators, is to take courageous action, try out new ideas.

Sutton was the second speaker at the meeting, and he opened his talk with reference to the quarter-dime play price, which Wurlitzer has backed. Sutton said that he advised local operators to try the quarter-dime price when the question of increased play price was first proposed. He said that he felt the increased play price was only one step toward a solution of the operators' problems, but he felt it was a step worth trying.

The quarter-dime price, even where it hasn't succeeded over the long run has benefited operators, Sutton said. He said that many operators whose locations strongly objected to quarter-dime, discovered that the location owners were agreeable to revised commission rates once profit-and-loss figures had been shown them to prove that the operator cannot run his business profitably on the nickel price and retain present commission rates. In closing, Sutton again urged local operators to give quarter-dime play a fair trial.

Up National Campaign

Cy Peck, of the Wurlitzer company's advertising department, gave a thoro explanation of his firm's national advertising campaign and the new point-of-purchase program. Peck said that during 1946 the company used 31 full pages of color advertising in consumer magazines, and that this figure has been boosted to 53 color pages for 1947. During

1946, Peck said, his firm put out a series of three billboard posters which appeared on 11,000 boards, and he added that this year Wurlitzer will put out a series of five posters which will be displayed on 18,000 boards from coast to coast.

Peck broke the advertising and sales promotion campaign down into four steps: 1. Billboard and magazine advertising. 2. Permanent wall frames which are being offered free to the operators. 3. Sales kits. 4. Complete point-of-purchase advertising program. He used the color movie to illustrate each of his points.

During the business session, every operator present was furnished with a two-part sales kit, which Peck suggested be used not only by the operator for the instruction of his personnel but also in operator-location owner contacts. The kit gives a pictorial and editorial explanation of the company's merchandising plans.

Featured part of the point-of-purchase merchandising plan were the "wet" and "dry" package deals, designed for tavern and restaurant use. (See Wurlitzer Ends on page 114)

Duff Appointed Nova Scotia Distributor For Wurlitzer Jukes

HALIFAX, N. S., April 12.—Coney Island Amusement Company here, headed by Don Huff, was recently appointed Wurlitzer distributor for the province of Nova Scotia. Appointment was made by Seigal Distributing Company, Canadian distributor for that company.

Duff's firm distributes other types of coin machines in the Prince Edward Island and the island of Newfoundland in addition to Nova Scotia.

Coney Island Amusement, which has featured juke boxes for many years, maintains a showroom, service and storage facilities in its Halifax headquarters.

AMI To Reorganize; Juke Box Production Continues

GRAND RAPIDS, Mich., April 12.—AMI, Inc., filed a voluntary petition for reorganization here Monday (7), and Frank G. Deane, Grand Rapids business man, has been named trustee of the firm during its period of reorganization. John Haddock, president of AMI, told *The Billboard* that the production, shipment and servicing of new model juke boxes will continue and that the present management of the firm will continue to run the business under the trustee.

(For details concerning AMI's wholly owned subsidiary, see page 106.)

The 40-year-old juke box manufacturing concern is solvent, Haddock pointed out, but financial difficulties make it necessary to reshape the firm's financial structure.

Trustee Knows Trade

Haddock commented that Deane, the trustee, has long been familiar

Kiddie Juke

NEW YORK, April 12.—A "kiddies juke box" is being produced by Ben-Hur Industries, Inc. Phonograph, which has a plastic insert in the front that is illuminated by an electric light, operates on AC current.

Set has a two-tube amplifier and a five-inch speaker. Body is of plywood, blue with a red top, and can be used as a stool.

Plan To Start Coin Newsreel Halted for Lack of 16mm. Print

CHICAGO, April 12.—Helene Curtis, Inc., formerly known as National Industries, Inc., has temporarily abandoned its plan to establish a national chain of coin-operated newsreel theaters. Company announced its plans to start 16mm. motion picture theaters in April, 1946, but has dropped the idea for the time being because of difficulties involved in obtaining the 16mm. newsreel prints. Projectors, which would have been used in the theaters, are still being turned off the production line, according to a spokesman for the firm. These sound projectors, originally developed for the navy, are being marketed thru numerous retail outlets.

Originally, the firm had intended to use its sound projectors in four ways—as an independent sound projector, as a coin-operated and as a manually operated "Panoram-type" unit, and in the coin-operated newsreel theaters. Under the original proposal, customers would have entered the theater thru a coin-operated turnstile, with price of admission in the neighborhood of 10 cents. A dual projection unit, self-winding, would put on a continuous newsreel performance.

Projector unit is now being built in the new Curtis plant on Chicago's North Side. The projector comes in three component parts—intermittent system, sound head and amplifier. Small motors used in the unit are made in the same plant and are also used in the firm's hair-dryer equipment, since Helene Curtis is the world's largest manufacturer of beauty shop equipment.

Worcester Ops Hit Juke Sale To Locations

WORCESTER, Mass., April 12.—Worcester County Phonograph Owners' Association meeting here at the Sheraton Hotel Monday (7) heard protests from members against the direct sale of juke boxes to location owners. The association announced plans to write letters to distributors and manufacturers whose machines were involved protesting such sales, and asking that the distributors and manufacturers refrain from making sales to locations.

The association reports that its new commission plan to location owners is working out successfully. Some months ago, in a move to make their operations profitable, the music operators in the area upped the play price to 10 cents, three for a quarter. Location owners, however, were vigorous in their complaint of the new play prices.

New Commission Set-Up

When these complaints came in, the operators pointed out that it was impossible for them to retain the nickel price and make a profit under the then-current commission split. It was either a case of increasing the play price and keeping location commissions the same, or keeping the nickel price and making an adjustment in the commission schedule.

Worcester operators discovered that the location owners, once they got a true picture of the profit-and-loss situation in juke box operating, were glad to co-operate in a revision of the location commission. Instead of the 50-50 split, which had been common since 1940, operators are now receiving the first \$5 from each juke and then breaking down receipts on a 60-40 basis. Only 11 locations out of 600 have been lost as a result of this move, association executives say.

AT&T Walkout Has Little Effect on K. C. Phone Music

KANSAS CITY, Mo., April 12.—The telephone strike, which some operators feared might interfere with operation of phone music systems, has had little effect upon the operating end of the trade in this vicinity, it was reported here. Only direct interference reported was in the long-distance business of distributors.

Operators of jukes said, however, that they were keeping closer check of machines in outlying sections because most location owners in these sections had only manual phones and couldn't call for service if machines went out of order.

Phone music system operators said the strike has caused no interruption of their service which is entirely upon direct wires without any assistance from operators.

Biggest headache of phone music men, however, is still the shortage of telephone circuits—strike or no strike. Kansas City operators report that they now can get lines in a few sections of the city, but the sections with lines available are chiefly residential with few good locations in them. In Topeka, Kan., John Plumb reported, it is impossible to get lines downtown or on the West Side of Kansas Avenue (dividing street of the city). On the East Side of Topeka, some lines are available, but it is currently impossible to get a line into North Topeka for lack of cables across the river.

In Topeka it was estimated that 5,000 persons have orders for telephones on file, and in Kansas City it runs nearly four times that number.

With Personal Music
more+less=more



MORE OUTLETS. With Personal Music, there is a coin box at each table, booth and counter space — each one provides quiet, enjoyable music entertainment in its own area. It's *personal* music—and profitable for you.

LESS SERVICING. Personal Music Systems are automatic, built for 24-hour-a-day operation. Once set, they require no readjustment. No time-out for repairs that eat up profits. In case of a grooved record, the

automatic timing control unit cuts in the other player; if there's amplifier trouble, the emergency amplifier takes over.

MORE PROFITS. With more plays at each location and less servicing, you and your location owner are sure to build your revenue. Ask the operator who already has Personal Music — he'll tell you. Then write us for the details and the name of your local distributor.

PERSONAL MUSIC CORPORATION

P. O. Box 720, Highway No. 1, Newark, New Jersey
 Telephone Bigelow 8-2204

Wurlitzer Ends Promotion Meets

(Continued from page 112)

Kits consist of electric flasher signs, to be placed on back-bars, mixer sticks, beer coasters, table cards and tents and two types of menu cards, all bearing the firm's musical note trade-mark. In addition, operators were shown coat and jacket insignia for route men, mailing cards, business cards and newspaper mats for local advertising. All are built around the trade-mark theme.

Representing the North Tonawanda factory at the meeting were Mike Hammergren, director of sales; Ed Wurgler, general sales manager; Harris Porter, assistant sales manager; Milton Bartel, general service manager; Ben Holsinger, advertising manager; Paul Fuller, director of merchandising; Bob Scott, Fuller's assistant; Cy Peck and Gary Sinclair, of the advertising department. In addition to Sutton, of Illinois Simplex, Larry Cooper, regional manager, attended. Distributors from St. Louis, Indianapolis and Milwaukee were also present.

SCAMOA, IBEW Differ on Issuance of New Charter

LOS ANGELES, April 12.—Southern California Automatic Music Operators' Association (SCAMOA) and Local B-11 of the International Brotherhood of Electrical Workers (IBEW) rift, which broke out here last week when the association voted out the union and moved to form its own, continued unsettled this week, altho the union pulled its pickets from in front of the association's headquarters.

(SCAMOA is not to be confused with Music Operators of Southern California, another music group here.)

The music operators group issued a statement that a charter had been granted by IBEW for another union to replace B-11. Clarence DeMontreville of B-11, denied this and said he had been advised by the international union's headquarters in Washington that no charter had been granted "up to this time." The association said the charter had been

granted as of March 26 and that the charter was en route.

Seeks Own Charter

SCAMOA, which seeks a charter of its own which will enable the association members to elect officers and business agents, proposed in a statement:

1. That there be co-ordination between the union and the association.
2. That no later than April 15 a committee from the union be appointed by the president of the union to negotiate a contract to govern between the music association and the union.
3. That the president of the local music operators unit be empowered to appoint a committee of five of the local union. The committee of five to be ratified by rank and file to meet with the committee from the association to negotiate the contract covering Music Operators' Association and the employees of the operators. The rank and file of this group demand the right to appoint or elect their own business agent, men who know the music business.

4. All staff officers are to be elected from the floor.

5. The duly elected officers of this unit demand the mailing list of members in the possession of the B-11 representatives.

6. A complete audit of the books, up to date, of the music unit.

Demands List of Locations

7. Demand a complete record of all listings of locations and that these be given to the secretary of the music unit.

8. Demand the results of the audit be given to the secretary of the music unit.

9. Complete records of transactions to date be turned over to the officers and secretary.

10. Demand that they be given the right to use democratic principles to protect their own interest as a union and their own equipment in such a way it will meet with the approval of all union members.

11. Demand that all funds now held in the music unit treasury be

Firm Plans To Operate Movies In Supermarts

HOLLYWOOD, April 12.—Portable Theater Corporation here is hopeful of having 36,000 juke box size automatic picture machines in supermarts from coast to coast within two years, according to the firm's head Berne J. Ellis.

Ellis, who made this statement April 7, said the movies will be free to shoppers in the grocery stores, the latter paying a \$10 a month fee to lease the equipment. Machines, Ellis stated, will project a 16mm. film onto a 19 by 26-inch screen.

It is planned that advertisers will pay for the film, as they will have a thirty-second commercial in each 12-minute movie shown. Movies which will be changed once a week will include such subjects as interior decorating lessons, beauty hints, musical comedies, educational shorts and fashions.

Ellis claims the first installations will be made in New York, Los Angeles and Chicago, with the last-named city receiving initial installations about late June. Plans for expansion of the "juke box" movies into drugstores, passenger airplanes and railway dining and lounge cars after the foodmart locations are satiated were also mentioned by Ellis.

Selling the machines to home owners for \$400 to \$500 a set was also revealed as a final step in Ellis' expansion plans.

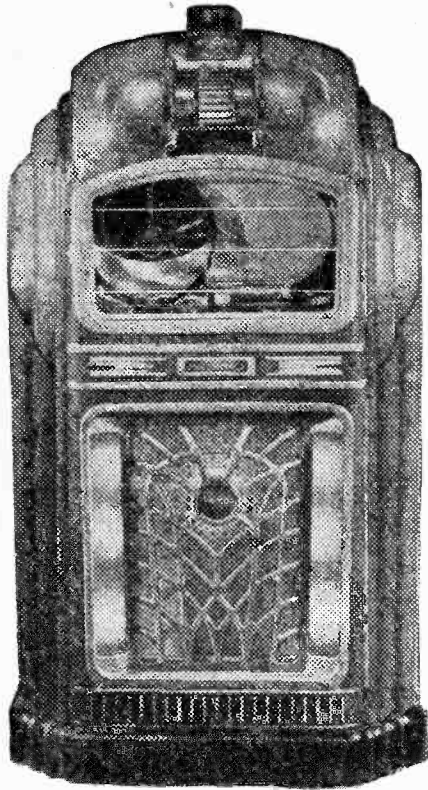
transferred to the treasury of the music unit.

12. Demand the unit have the right to set up its own officers and staff conforming with the International of the IBEW constitution and by-laws.

13. Demand that all business of this music unit be conducted in conformity with the International IBEW constitution and by-laws.

14. Demand that members of the IBEW shall have agreement with the union that they function only on wages, hours and working conditions.

"WITH OPERATORS WHO KNOW THEIR MUSIC BEST . . . IT'S PACKARD TWO TO ONE"



Unanimously acclaimed — THE PHONOGRAPH FOR 1947

At the Annual CMI Show!

PACKARD PLA-MOR

MODEL 7 AUTOMATIC PHONOGRAPH

WE ARE NOW MAKING IMMEDIATE DELIVERY

ON ALL PACKARD PRODUCTS

SCHEDULE YOUR DELIVERIES TODAY!

WHITEHEAD MUSIC CO.

PACKARD DISTRIBUTORS FOR NORTH CAROLINA

106 N. 2D STREET

WILMINGTON, N. C.

READY FOR LOCATION

More advantages than a new machine for average locations

We can ship you a perfect running reconditioned Phonograph with all parts carefully inspected and installed in a beautiful "NEW UNIVERSAL CABINET". Modern, styled in Plexiglass.

616 Wurl. \$309.00	Roc. Windsor \$309.00
600 Rot. mech. or elect. 395.00	Roc. Monarch 329.00
600 Key. mech. or elect. 425.00	Singing Tower 365.00
500 Key. mech. or elect. 445.00	

ORDER ONE TODAY — MONEY BACK GUARANTEE

PHONOGRAPH PRODUCTS CO.

1111 SO. SECOND STREET

GRAND RAPIDS, MICHIGAN

NEW CABINETS ALONE AT \$209.50

Other Stories for Juke Ops

DISKERS GET CLEAN BILL. Subcommittee of the Senate Judiciary Committee which is studying monopoly trends in U. S. industry will get a preliminary report from the Federal Trade Commission Wednesday (16) showing that major record manufacturers have not been swallowing up minor firms in recent years (page 3, col. 1).

STRIKE TO ZERO SONORA. A strike which would completely stop production of Sonora Record releases and wage demands which, if granted, allegedly could prevent further issuance of the company's 39-cent label, are being faced by Sonora Radio & Television Corporation at its plant in Meriden, Conn. (page 20, col. 2).

SUNS, MAJESTIC IN SUITS. Further complicating a snarl which started when they switched record affiliation from Majestic to RCA Victor recently, the Three Suns last week served papers on Majestic demanding an accounting of profits and suing for royalty moneys allegedly due. Majestic countered with a claim for damages allegedly caused by the trio's dinking switch (page 20, col. 4).

APOLLO RECORDS is on the verge of signing Connee Boswell, chirper, and ork leader Charlie Barnet to waxing pacts (page 21, col. 3).

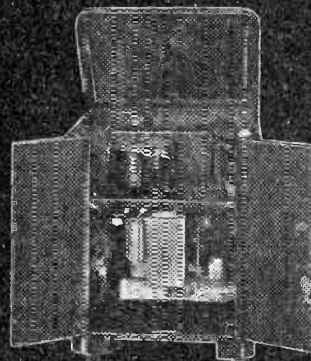
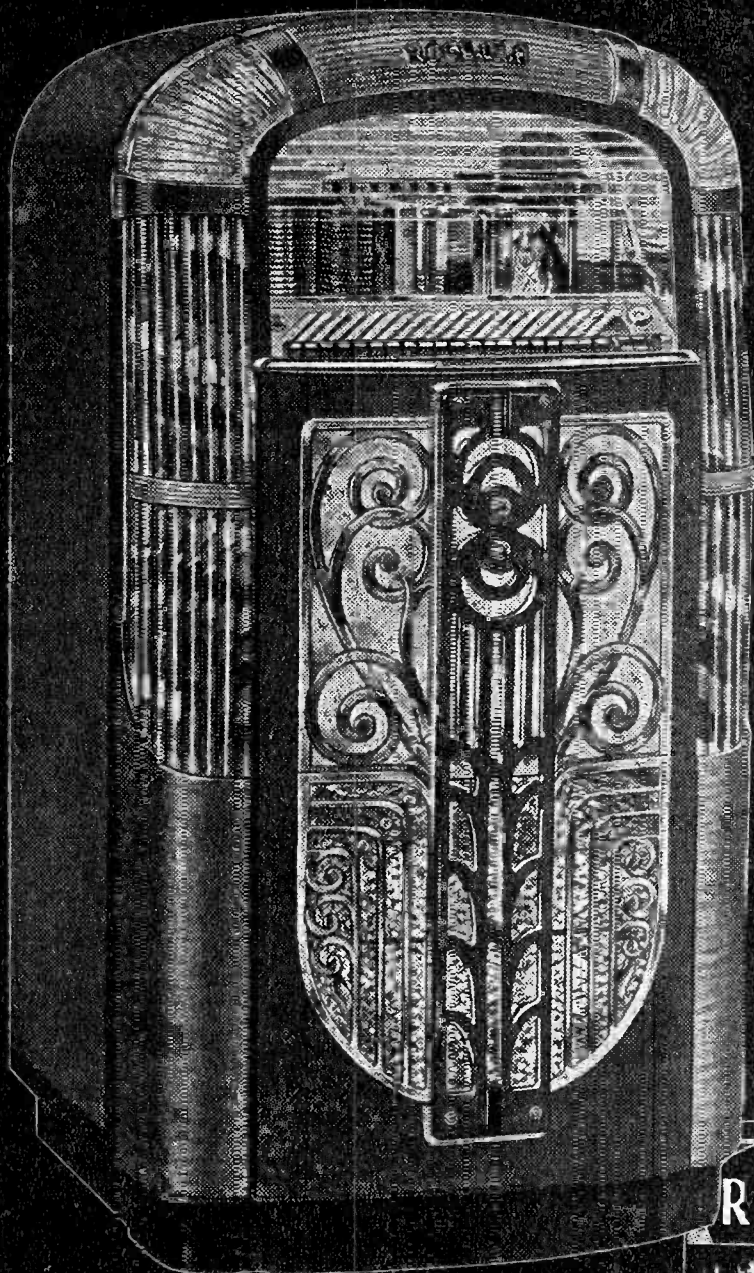
IN A MOVE designed to facilitate co-ordination of all branches of the firm, Mercury Records has changed its name to Mercury Radio & Television Corporation, reorganized its slate of officers and consolidated its two presseries, Green-Lee Plastics, St. Louis, and Olsen & Tilgner, Chicago, under the newly-named corporation (page 23, col. 1).

DECCA DENIED rumors that Morty Palitz, Decca recording exec, would shift to the Coast to replace Leonard Joy, Decca Hollywood recording director, reportedly going to England for the diskery in an important capacity (page 23, col. 2).

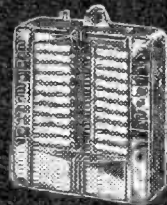
ILLNESS OF IRVING GWIRTZ brought talk of the sale of his Gwartz Enterprises, which include Diamond Records, but firm officials said the owner was only resting from overwork (page 23, col. 2).

ROCKOLA

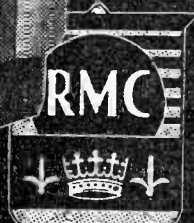
... higher and higher in
OPERATOR APPROVAL



PLAYMASTER
Model 1424



WALL BOX
Model 1530



ROCK-OLA *Manufacturing Corp.* 800 N. KEDZIE AVE., CHICAGO 51, ILL.

MAPE'S BETTER BUYS!

PHONOGRAPH
Replacement Plastics
 for all popular Phonograph
 Models. Guaranteed perfect
 fit. Write for prices.

KEENEY
Super Bonus Bells
 Singles, two-ways, three-
 ways. Slightly used, refin-
 ished. Write for prices.

TERMS: 1/2 deposit with order,
 balance C.O.D. F.O.B. Los Angeles
 or San Francisco.
SAN FRANCISCO, General Office:
 284 Turk Street - Phone PR 8200
STOCKTON:
 21 No. Aurora Street - Phone 7-7903
LOS ANGELES:
 1701 W. Pico Boulevard - Phone DL 2314

E. T. MAPE Distributing Co.

SAN FRANCISCO
 STOCKTON
 LOS ANGELES

All Merchandise TRIPLE-WARRANTED by Pacific Coast's Largest Distributor
 of Coin Operated Equipment

SPECIALS

SEEBURG Baromatics, 5, 10, 25¢. Wireless ..\$34.50
 SEEBURG Baromatics, 5, 10, 25¢. 3-Wire ... 29.50
 SEEBURG Wallomatics, 5¢. Wireless 27.50
 SEEBURG Wallomatics, 5¢. 3-Wire 24.50
 PACKARD Wallboxes (used) 24.50
 BUCKLEY Chrome Boxes 17.50
 BUCKLEY Chrome Boxes 15.00

FEATURE ITEMS

PICKUP COILS (for all Seeburgs exc.
 Hitones)\$ 1.50
 FIBRE INSERTS (for Seeburg Wall Boxes)
 Sets each, 25¢—Minimum Order, 10 sets 2.50
 SEEBURG Wall Box Covers. Cream or Brown 4.95
 FIBRE Main Gears (Wurlitzer or Seeburg) .. 3.25
 Lots of 10, \$2.75. Quantity Lots 2.50
 B-3 CRYSTAL PICKUPS. Dated. Rock. or Mills 2.75
 FLOCKING KITS (Includes Gun, Ivory and
 Brown Felt Flock, Undercoats, Thinner,
 Brush, Instructions). Dealers' Net 6.45
 STAPLE DRIVER (Waisco). Dealers' Net .. 4.25

REPLACEMENT MOTORS

For Wurlitzer-Seeburg Phonos. Ea.\$22.50
 110V, 60-Cycle, Reconditioned Motors. Will
 Give Excellent Service—30-Day Guarantee.

PLASTIC SHEETS

20"x50" (Red), 60-Gauge. Ea.\$ 9.50

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Tubb Returns

Ernest Tubb returned to the *Grand Ole Opry* recently after completing his latest picture in Hollywood.

The Jim Boyd Song Folio No. 1 includes many songs written by the singer and his collaborators. Songs include: *There's a New Star in Our Window, My Rainbow of Dreams, Technicolor Trail, Once Again, Blue Mountain Moon, Why Shouldn't I Dream a While, Sympathetic, Bonnie Darling, Children, Watch Out, I'd Like to Take You in My Arms, Why Can't You Hear My Love Song?, Figure It Out for Yourself, Stick to Your Pony, Make Up Your Mind, and A Parting Waltz.*

Collaborators include Erwin Hanna, Lew Mel, Frank Miller, Lee Ice, Pearl Clark, William Porter Burnet, Larry Gondringer, J. Charles McNeil, John Bava, Ray Hibbler, Emmett Henry, Kahl Ra-Faun, George Beever, Edwin Tabor and others. Jim Boyd has recorded for several labels, including Victor-Bluebird, Okeh, and Brunswick. His waxing of *The Cattle Call* is still a favorite with folk song lovers after several years of popularity. Boyd has appeared with several bands since his start in radio and a few of them are the Cowboy Ramblers, with his brother, Bill; the Lightcrust Doughboys, and U. S. Senator W. Lee O'Daniels' band. His network shows have included Pop Stover's and Dr. LeGear's Melody Round-Up. At present Boyd is heard over WRR, Dallas, with his brother, Bill, and is playing Texas bookings with his own unit, the Texas Mockingbirds.

Frank Dudgeon is playing p.a.'s with Joe Barker's Chuckwagon Gang, WWVA, Wheeling, W. Va.

Cook Signs

Buddy Starcher, who owns Dixie and Autograph Records, recently signed Bobby Cook and His Saddle Pals for three years recording for the Dixie label. On his first session, Bobby will wax two of his own numbers, *Walk the Straight and Narrow Way*, and *I Can't Teach My Heart To Forget*, written in collaboration with Mary Jean Shurtz and Chaw Mank and published by the Blue Ribbon Music Company.

Cowboy Dallas Turner, Station KALE, Portland, Ore., has several songs out with Southern Music, one with Hill and Range, and also has a book coming out with Country Music.

One of the hottest show promotions of the month is credited to Milton Estes who got air-minded to plug his personal appearance at Columbia, Tenn., this month. A qualified pilot, Milton chartered a plane and ballyhooed his show with the Saturday afternoon crowd by circling over the city with a loud-speaker system in his plane. As he told the neck-cranning populace about his show, he further plugged the appearance by releasing thousands of throw-aways over the city.

The Tennessee Mountain Boys, who continue to stop the *Grand Ole Opry* every time they do *Jole Blon*, recorded the tune for Apollo recently.

Tent units at WSM are casting aside the moth balls in anticipation of spring business. Set up for road shows under the big top this year are units headed by Jamup and Honey, Bill Monroe and the Tennessee Mountain Boys and undecided, but a strong possibility, is a unit starring Curly Fox and Texas Ruby. The York Brothers add a new commercial account to their list of WSM appearances when they start an early morning show for a mail-box manufacturer this week. Eddy Arnold, WSM, played the Florida Citrus Exposition in Winter Haven during February. Ernest Tubb, star of WSM's *Grand Ole Opry*, is in Hollywood this month to make a new picture for Producer

Jack Schwarz. Tentative title is *Western Barn Dance.*

Song Featured

Eddie Cardon's song, *Lonely Heart*, written in collaboration with Nicola, Rosefanetti and Chaw Mank is now being featured over WDSU by Wayne Singleton, of New Orleans, and according to reports this song is pulling in the mail. It is published by the Blue Ribbon Music Company.

Country Music is playing *Sweet Little Cherokee*, written by Jimmy Weir and Gloria Gordon. Company has just accepted two more Westerns, *I'm Goin' Back Out There* and *Too Many Trails to Travel*, both written by Jimmy Weir and Elmer Wickham, Jimmy and Elmer also have a song in Chart Music's new five-star folio of cowboy songs, which is soon to be released, called *Romance on the Prairie.*

The hillbilly tune, *Hitler Lives*, was introduced in the East recently for the first time over the air. Rosalie Allen, singing, guitar-playing hillbilly emcee of WOV's (N. Y. C.), *Prairie Stars*, introed the unusual song. She recorded the song for RCA Victor. RCA Victor recording will be the only one made by a girl hillbilly singer. Songstress is a champion girl yodeler.

First Distrib Show for Mills

MILWAUKEE, April 12. — Vic Manhardt Company, Inc., began the first distributor showing of the new Mills Constellation phonograph today, Victor R. Manhardt, firm's head, announced.

Showing on three days, Saturday, Sunday and Monday, was held from 10 a.m. to 10 p.m. in firm's showroom at 547 North 16th Street. Charlie Schlicht, sales manager of music division of Mills Industries, Inc., was also on hand to greet all visitors.

Manhardt reported a good turnout and much interest in the new coin-operated phonograph.

Cleveland Juke Ops Name Three to Executive Board

CLEVELAND, April 12.—Cleveland Phonograph Merchants' Association (CPMA) announced the appointment of three temporary members of the executive board for March, April and May.

They are Joe Valenti, Coleman Stutz and Hank Ilg.

MAKE YOUR COUNTER MODELS SAVE YOU MONEY!
WURLITZER COUNTER MODEL TRAYS
 Edges Restored to Factory Specifications and New Rigid Centers. PRICE—12 to 6¢:
SPECIAL FOR DISTRIBUTORS \$4.20
OPERATOR'S PRICE 7.50
OPERATOR'S QUANTITY PRICE 6.00
 (Sets of Three)
TIME—36 HOURS
A-1
MUSIC COMPANY
 3010 RIDGE AVENUE
 POplar 5-7590 PHILADELPHIA 21, PA.

9¢ Each
FOR YOUR USED RECORDS.
 F. O. B. Boston, Mass.
 Not more than 5% Blues or Race Records.
 Any Quantity—No Limit.
 Let us know what you have. Wire or write
Sheldon's Record Centre
 19 LaGrange St. Boston 16, Mass.

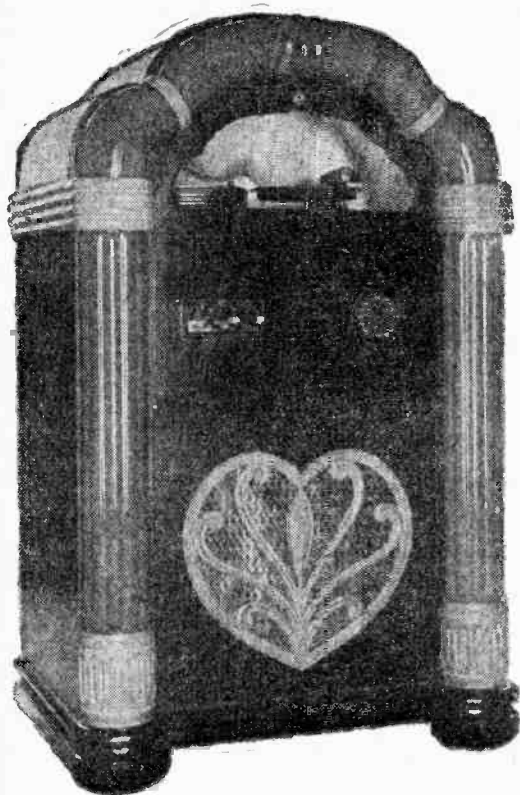
MUSIC OPERATORS!!

HERE'S
 the
**UNIVERSAL
 CABINET**
\$209.50

F. O. B. Grand Rapids,
 Mich.

Convert your old
 and tested mechanism into this beautiful modern **UNIVERSAL Cabinet.**
IMMEDIATE DELIVERY ON MODELS 412, 616, 500, 600 Rotary, 600A Rotary, 600A Keyboard WURLITZERS, also ROCK-OLA WINDSOR.

Don't Delay—Order Sample Universal Cabinet Today, \$209.50. 1/3 certified deposit, balance C. O. D. Some State distributorships still available (write).



WITH LIGHT-UP GRILL

EXCLUSIVE NATIONAL DISTRIBUTORS

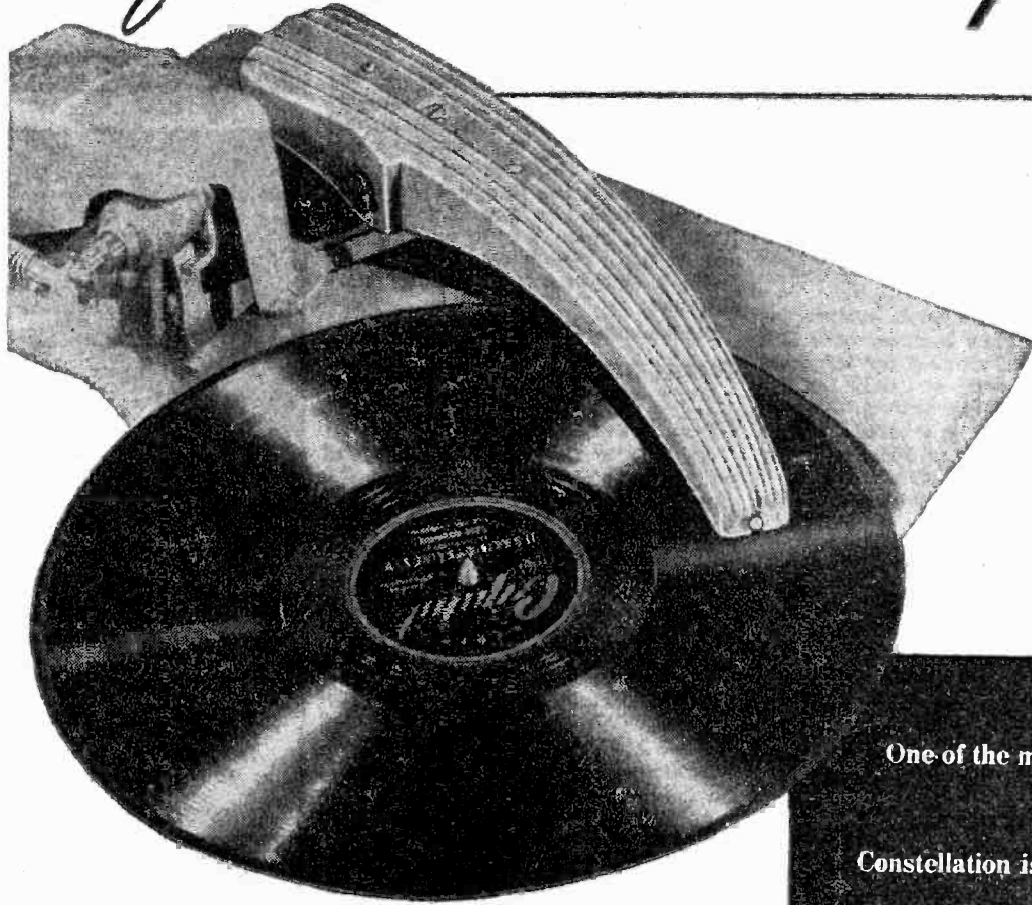
MILLER VENDING COMPANY

42 FAIRBANKS ST., N. W.

GRAND RAPIDS, MICHIGAN

Phones 9-8632, 9-6047

Adjustable Pick-up Arm

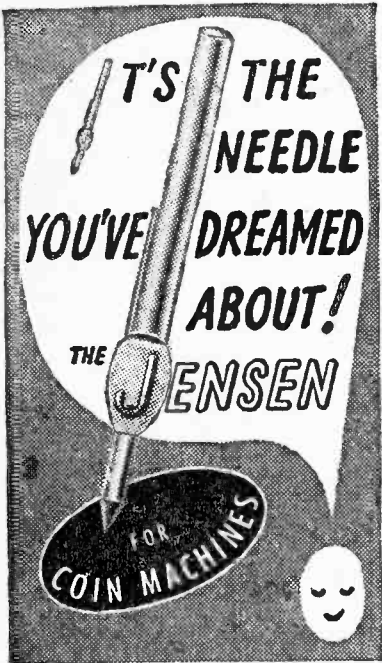


The Standard : featuring the Mills Wide Range Tone Cabinet Speaker



One of the most important features of the Constellation is the pick-up arm. Equipped with the finest astitic crystal for faithful tone reproduction (a Mills specification "must"), it is in the matter of record wear that it is truly unique. Adjustable from zero to any pressure desired, *the operator can choose for himself the tone-arm pressure he prefers!* Mills Industries, Incorporated.
4100 Fullerton Avenue, Chicago 39, Illinois.

the **MILLS**
Constellation



It's DURABLE and LONGER LASTING than any needle yet designed for coin machine phonographs. It's the straight-line, Jensen Coin Machine Needle with the brand new locked-in precious metal tip. Operators tell us it is a profit-builder . . . because it assures fewer changes, greater economy. Get a supply of the new Jensens from your jobber today.

JENSEN INDUSTRIES, INC.
229 S. Wood St., Chicago 12, Ill.

National Distribution
Jobber's Name on Request

IN WISCONSIN

Aireon
KLEIN
DISTRIBUTING CO.

2606 W. Fond Du Lac Ave.
MILWAUKEE 6, WISC.
KILBOURN 2032-3

RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays 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.

HUGO JOERIS

3208 Jackson St., Amarillo, Texas

PHONOS WANTED

We will pay cash for

SEEBURG \$75.00
GEM or REX

Must be in good condition.
No junk wanted.

BYRON NOVELTY CO.
2045 Irving Park Blvd., Chicago 18, Ill.

RECORD REVIEWS

(Continued from page 31)

THE SMOOTHIES (Apollo 1043)

Wyoming—FT; V.
I Tipped My Hat—FT; V.

Mixed voices of The Smoothies, making for a smooth vocal blend, are out of step with both of these cowboy songs. They fare best when staying close to the rhythm line for *I Tipped My Hat*, but miss out entirely when they dish up a cornfed interpretation for *Wyoming*, their song satire on the rustic rhythms never coming off. Jerry Jerome's music provides full rhythm support for the singers. Coin clan will pass up this platter.

INK SPOTS (Decca 23851)

I Want To Thank Your Folks—FT; V.
I Wasn't Meant for Love—FT; V.

It's the usual Ink Spots pattern for both of these slow ballads, with Bill Kenny's soulful singing for the song selling taking time out only for the deep-voiced talking patter. And in their way, make it a winner for both *Thank Your Folks* and for the torchy *I Wasn't Meant for Love*.

Ink Spot fans will spot both sides in the machines.

THE FOUR VAGABONDS (Apollo 1039)

Do You Know What It Means to Miss Orleans?—FT; V.
The Pleasure's All Mine—FT; V.

Singing to guitar accompaniment, there is plenty of rhythm in the vocal blend of these Four Vagabonds. In fact, the vocal figures behind the melody, and their brass choir harmonies in the Mills Brothers fashion, are more engaging than the solo voice sustaining the lyrical flow. Nonetheless, their collective efforts make for easy listening both for the *New Orleans* rhythm ditty from that movie and for the mated ballad side, *The Pleasure's All Mine*.

For use at the race spots where the foursome may enjoy some following.

THE MORRISON SISTERS

(Continental C-5103)
His Feet Too Big for De Bed—FT; V.
Choo-Choo-Ch' Boogie—FT; V.

This is a juvenile edition of the Andrews gals, the three Morrison Sisters ranging in ages at 9, 11 and 13. Plenty of rhythmic punch in their piping, but their voices are shrill and tremulous. Nor does their contrast in close vocal ranges make for an ear-pleasing blend. Yet, for mop-pets, gals carry plenty on the ball. Take *Feet Too Big* with a rumba beat, with a fast pace set for *Boogie*. Dukes of Rhythm, rhythm section with fine piano and electric guitar, gives the gals peppery support as well as cutting in for solo flashes to give the spinning some measure of contrast.

Not ready for the nickel trade as yet.

SOUTHERN JOY QUARTET

(Majestic 6004-6005)
My Labor Will Be O'er—FT; V.
There's a Little Log Cabin—FT; V.
I'm a Debtor I Know—FT; V.
He Set Me Free—FT; V.

It's the old-time spiritual singing that the Southern Joy Quartet offers for these sides, singing to piano accompaniment. Boys hold up best for a folksie song, *There's a Little Log Cabin*, with the song counting more than their singing. Other three sides are hymnals, but the spinning shows off no religious fervor in either their singing or their vocal blend. It's all

straight-forward harmony singing that leaves the listener with no impression.

Nothing here for the coin chutes.

THE RANGERS QUARTET (Victor 20-2213)

You Got To Get Right If You Would Win—FT; V.
Listen to the Bells—FT; V.

The lusty gospel singing of the Rangers Quartet, piano accompanying, packs plenty of nostalgic appeal for those seeking the old-fashioned harmonizing. Their voices deep and blending well, the Rangers sing it in spirited style for *You Got To Get Right*, and make it even more pleasant in their piping of *Listen to the Bells*, a clarion call to Sunday worshippers.

For the home phones.

GOLDEN ARROW QUARTET

(Continental C-6048)
That's My Desire—FT; V.
I Want To Be Loved—FT; V.

This is a fine spiritual quartet with a good blend and rhythm in the close harmonies. And with the advantage of vocal qualities, the foursome falls easy on the ears for these two popular ballads. Spin to best advantage for *That's My Desire*, sustaining the background harmonies to bank the solo voice, with piano and guitar sparking with a rock rhythm. For *I Want To Be Loved*, the quartet blends voices to sing four-part harmonies, with the piano and guitar adding a rock base to the chanting.

Race spots will show some interest in the popular *That's My Desire*.

GORDON MacRAE (Apollo 1045)

Heartaches—FT; V.
If I Had My Life To Live Over—W; V.

The rich baritone voice of Gordon MacRae takes these two popular selections in good stride. With Jerry Jerome's music applying a light rumba beat to the slow ballad rhythms, MacRae brings out all of the sentimentality of *Heartaches*. And is equally effective for *Life To Live Over*, which he sings at a lively three-quarter tempo.

Selections will attract attention.

TEDDY WALTERS (Musicraft 15101)

Why Don't We Say We're Sorry—FT; V.
Goodnight Sweetheart—FT; V.

Teddy Walters's baritone voice is in fine romantic frame for both of these ballads, singing it slow for the *Sorry* side and at a more moderate pace for the familiar *Goodnight* song. And to each Walters intersperses a lick of his single string pickings on the electric guitar without adding any strength to the spinning. Sonny Burke's music, with strings out front, is full fashioned in support.

Not enough force to count for coins.

BUDDY CLARK (Columbia 37302)

It Might Have Been a Different Story—FT; V.
If I Had My Life To Live Over—W; V.

The full-voiced and expressive chanting of Buddy Clark makes it count for both sides of the cutting. With Mitchell Ayres's music providing full-bodied support, he sings it in engaging lilting fashion for the waltz fave, *Life To Live Over*, and for the flip, carries the lyrical torch well for the wordage of the slow spinning *Different Story*.

Life To Live Over is the top side for the coin circuits.

(Continued on page 131)

WANT TO BUY MUSIC ROUTE IN CHICAGO AREA

State amount and type of equipment, approximate location and all important facts.

BOX 829, Billboard
Chicago, Ill.

WE BUY USED RECORDS

WE PAY HIGHEST PRICE CASH FOR ANY QUANTITY

WE PAY FREIGHT

CALL, WRITE OR WIRE

SEYMOUR SCHWARTZ & CO.

2117 S. Loomis St. Chicago, Illinois
Phone: MONroe 3064

OPERATORS, ATTENTION!

TOP PRICES PAID FOR USED RECORDS

SELL TO Chicago's Largest Distributor of Used Records.

WE PAY THE FREIGHT

WRITE, CALL OR SHIP TO

USED RECORD EXCHANGE

1736 N. Keeler CHICAGO 39, ILL.
Telephone: CAPITOL 7852
Will Pick Up Within 100 Mile Radius

WE BUY USED PHONO RECORDS



MERVIS TRUCKING COMPANY
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

WURLITZERS

10 #850	\$385.00
10 #750	365.00
5 #950	300.00
5 #500	175.00
1 #700	300.00

SEEBURGS

5 #8800	\$275.00
1 #146-M	600.00

ROCK-OLAS
2 #1422 WRITE
ALSO HAVE PIN GAME AND PHONOGRAPH ROUTES FOR SALE.

ACE MUSIC COMPANY
416-A BROAD NASHVILLE, TENN.

FOR SALE—TELOTONE STUDIO

With 100 Speakers operating on locations. Need partner for additional capital or will sell outright, \$15,000.

TELOTONE MUSIC SERVICE

109½ Princess Street
Wilmington, North Carolina

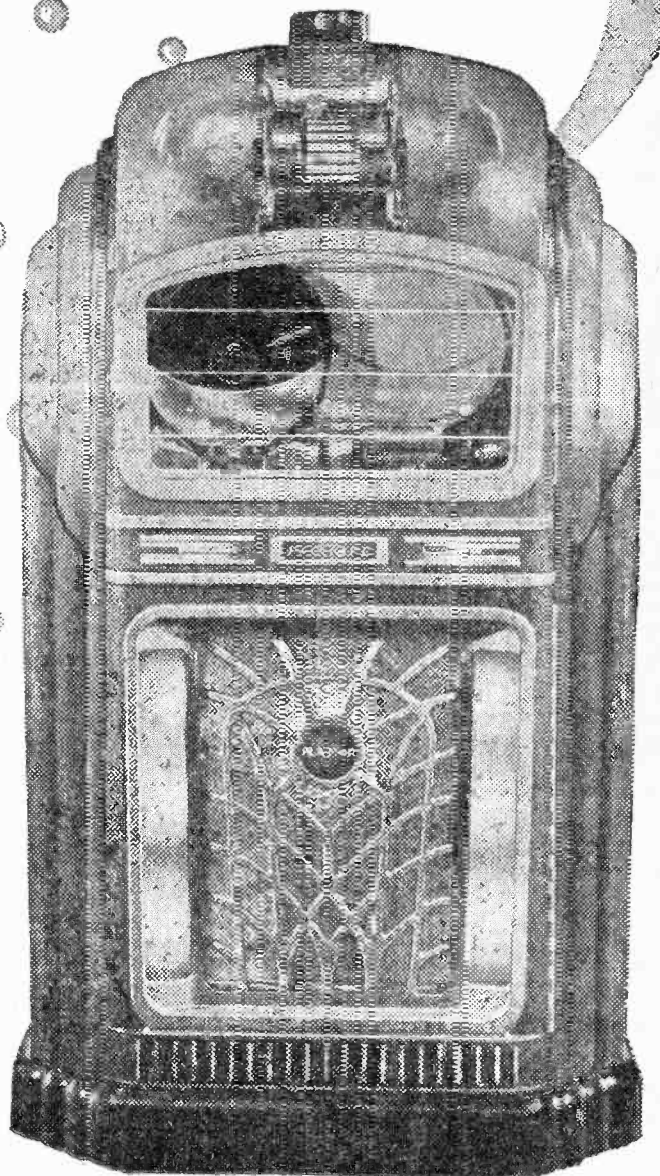
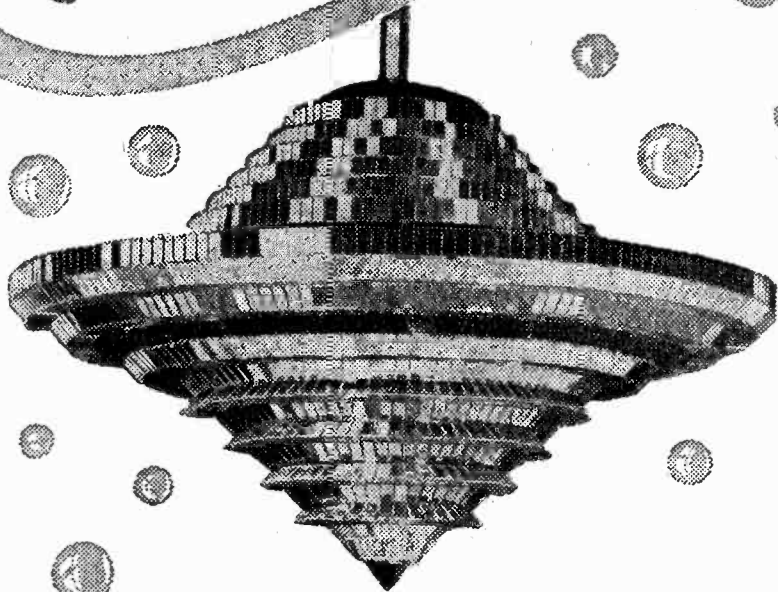
WANT TO BUY

MODEL 320 WURLITZER WALL BOXES
Will pay \$10.00 each in good condition.

K. T. ENTERPRISES
BOX 934 PORTSMOUTH, OHIO

**SPECTACULAR EFFECTS!
FASCINATING APPEAL!
MAKE THIS COMBINATION A**

Play Winner



● **Talk about excitement!** Dancing, bubbly beams of colored light float dreamily around the room as Packard's mirrored ceiling speaker turns slowly with each tune. And from a gay, attractive corner lit by the glow of its flaming red crown, Packard's new phonograph casts an entrancing musical spell. Your patrons are enchanted! They love these spectacular effects and keep "playing"—and paying you bigger profits!

The speaker is exclusively **PACKARD**... and the new phonograph, a masterpiece in design and engineering. See both now at your Packard distributor.

Shown above are Packard's ceiling speaker, model 1000, and phonograph, model 7.



PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES
• ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS
• ACCESSORIES • 30-WIRE CABLE •

Brilliant's Housecleaning

**THESE MACHINES IN A-1 SHAPE
RECONDITIONED GUARANTEED AT LOWEST PRICES**

WURLITZER

Wurlitzer 616 (ill.).....	\$139.50	Wurlitzer 700.....	\$300.00
Wurlitzer 616.....	119.50	Wurlitzer 750M.....	375.00
Wurlitzer 600R.....	195.00	Wurlitzer 750E.....	395.00
Wurlitzer 600K.....	225.00	Wurlitzer 780M.....	300.00
Wurlitzer 500K.....	225.00	Wurlitzer 780E.....	325.00
		Wurlitzer 800.....	375.00

ROCK-OLA

'39 Standard..\$199.50 — '39 Deluxe..\$225.00 — '40 Super..\$249.50

SEEBURG

Seeburg Classic.....	\$225.00	Seeburg Colonel, R. C.....	\$269.50
Seeburg Vogue.....	225.00	Seeburg Hi-Tone, 8800.....	249.50
Seeburg Colonel.....	249.50	Seeburg Hi-Tone, 8800, R. C.....	279.50

1/3 Deposit, Balance C. O. D.

BRILLIANT MUSIC CO.

Rock-Ola Distributors for Eastern Michigan
4606 CASS AVE. Temple 1-745 DETROIT 1, MICH

SPRING SPECIALS

WURLITZERS

600K, Walnut.....	\$200.00	600R, Walnut.....	\$175.00
500K, Walnut.....	200.00	850, Walnut.....	350.00
61 Counter.....	85.00	780M Colonial.....	300.00

ROCK-OLAS

Like New.....	\$575.00	'39 De Luxe	
Commando.....	175.00	Walnut.....	\$185.00

SEEBURGS

1946 M's.....	\$620.00	Commanders.....	\$225.00
8800 RC.....	250.00	ESRC, Ref. Vogue.....	175.00
Classics, Walnut.....	180.00	Regal, Walnut.....	150.00
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METERED MUSIC COMPANY

1748 TAMARAC STREET DENVER, COLO.

ADVANCE RECORD RELEASES

(Continued from page 33)

CLASSICAL AND SEMI-CLASSICAL

BACH: CANTATA NO. 4, CHRIST LAG IN TODESBANDEN ALBUM Robert Shaw, Dir.—RCA Victor Chorale (4-10") and Ork.....Victor DM-1096
BECAUSE.....Jan Peerce (OH, PROMISE).....Majestic 1121
CAILLIET: VARIATIONS ON POP! Goes the Weasel (Two Parts).....Carnegie Pops Ork—Charles O'Connell, Dir.....Columbia 4368-M
CHOPIN: WALTZ IN C-SHARP MINOR, Opus 64, No. 2 (12").....Vladimir Horowitz (MENDELSSOHN: SONGS).....Victor 11-9519
HANDEL: THE GREAT ELOPEMENT ALBUM (3-12").....Sir Thomas Beecham—London Philharmonic Ork.....Victor DM-1093
HANSEL AND GRETEL OVERTURE (12").....London Symphony Ork—Clarence Raybould, Dir.....Decca London K-1315
HENRY VIII DANCES (12") 1—Morris Dance, 2—Shepherd's Dance, 3—Torch Dance.....The BBC Theater Ork—Stanford Robinson, Dir.....Decca London K-1356
HOME ON THE RANGE.....Robert Merrill-Russ Case Ork (THE LAST).....Victor 10-1273
MENDELSSOHN: CONCERTO IN E MINOR FOR VIOLIN AND ORK. Op. 64 ALBUM (4-12").....Ida Haendel (Violin) the National Symphony Ork—Malcolm Sargent, Dir.....Decca London EDA 23
MENDELSSOHN: SONGS WITHOUT WORDS (1. Elegy, Opus 85, No. 4; 2. Spring Song, Opus 62, No. 6) (12").....Vladimir Horowitz (CHOPIN: WALTZ).....Victor 11-9519

MUSIC BY CANDLELIGHT ALBUM.. The Hollywood Studio Ork... Capitol BD-46
Caprice Viennois.....Capitol 20109
Come Back to Sorrento.....Capitol 20106
In a Persian Market.....Capitol 20108
Kashmiri Song.....Capitol 20107
Londonderry Air.....Capitol 20109
None But the Lonely Heart.....Capitol 20106
Santa Lucia.....Capitol 20108
Valse Triste.....Capitol 20107

NOTTURNO D'AMORE (Love's Nocturne) (12").....Beniamino Gigli (SERENADE).....Victor 6610
OH, PROMISE ME.....Jan Peerce (BECAUSE).....Majestic 1121
PADEREWSKI: MINUET IN G, Op. 14, No. 1 (12").....Jose Iturbi (RACHMANINOFF: PRELUDE).....Victor 11-9514
POLONAISE MILITAIRE (Parts 1 and Concl.).....The First Piano Quartet.....Victor 46-0005
PROKOFIEV: CONCERTO No. 3 IN C MAJOR FOR PIANO AND ORCHESTRA, Op. 26 ALBUM (3-12").....Robin Hood Dell Ork of Philadelphia-Dimitri Mitropoulos, Dir.....Columbia M-MM-667
PROKOFIEFF: SYMPHONY NO. 5 ALBUM (5-12").....Boston Symphony Ork—Serge Koussevitzky, Dir.....Victor DM-1095
RACHMANINOFF: PRELUDE IN C-SHARP MINOR, Op. 3 No. 2 (12").....Jose Iturbi (PADEREWSKI: MINUET).....Victor 11-9514
RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOLE, Op. 34 (ALBORADA AND FANDANGO ASTURIANO) (12").....Cincinnati Summer Opera Ork (Fausto Cleva, Dir.) (Rimsky-Korsakov: 1).....Decca 29222
RIMSKY-KORSAKOV: (1) FLIGHT OF THE BUMBLE BEE (FROM THE TALE OF TSAR SALTANA); (2) DODON'S DANCE (LE COQ D'OR) (12").....Cincinnati Summer Opera Ork (Fausto Cleva, Dir.) (Rimsky-Korsakov: Capriccio).....Decca 29222
RIMSKY-KORSAKOV: RUSSIAN EASTER OVERTURE (Op. 36) (LA GRADE PAQUE RUSSE) ALBUM (2-12").....The Philadelphia Ork—Eugene Ormandy, Dir.....Columbia X-MX-276
SCHUBERT: OVERTURE IN D, Op. 170 (Italian Style) (12").....The National Symphony Ork—Dr. Heinz Unger, Dir.....Decca London KL-327
SCHUBERT: SONATA IN E FLAT MAJOR, Op. 122 ALBUM (3-12").....Kathleen Long (Piano).....Decca London EDA 26
SERENADE (Rimpianto) (12").....Beniamino Gigli (NOTTURNO D'AMORE).....Victor 6610
SIBELIUS: SYMPHONY NO. 4 ALBUM (4-12").....Philharmonic-Symphony Ork of New York—Artur Rodzinski, Dir.....Columbia M-MM-665
ISAAC STERN IN VIOLIN SELECTIONS FROM "HUMORESQUE" ALBUM (4-12").....Isaac Stern (Piano Solo by Oscar Levant in "Tristan and Isolde") (Franz Waxman Ork).....Columbia M-MM-657
STRAVINSKY: LE SACRE DU PRINTEMPS (The Rite of Spring) ALBUM (4-12").....San Francisco Symphony Ork—Pierre Monteux, Dir.....Victor DM-1052
TCHAIKOVSKY: THE SLEEPING BEAUTY-BALLET (Excerpt) ALBUM (2-12").....BBC Theater Ork—Stanford Robinson, Dir.....Decca London EDA 18
THE LAST ROUND-UP.....Robert Merrill-Russ Case Ork (HOME ON).....Victor 10-1273

LATIN-AMERICAN

ANOCHE PLATICAMOS.....Chito Izar (SERE DE).....Seeco 587
ILLUSION (Un Sueno).....John Paris (Three Beaus and a Peep-Ellis Larkins Group) (JACK, JACK).....Victor 26-9021
JACK, JACK, JACK (Cu-Tu-Gu-Ru).....John Paris (Three Beaus and a Peep-Ellis Larkins Group) (ILLUSION).....Victor 26-9021
LA ULTIMA NOCHE.....Rita Maria Rivero (Pepito Torres Siboney Ork) (ROMANCE DEL).....Seeco 586
QUE MALA SUERTE.....Bobby Capo (Augusto Coen Ork) (QUIZAS, QUIZAS).....Seeco 585
QUIZAS, QUIZAS.....Bobby Capo (Augusto Coen Ork) (QUE MALA).....Seeco 585
SERE DE TI-SERAS DE MI.....Chito Izar (ANOCHE PLATICAMOS).....Seeco 587
SI YO TUVIERA DINERO.....Trio Servando Diaz (VUELVE MI).....Seeco 578
VUELVE MI TATA.....Trio Servando Diaz (SI YO).....Seeco 578

CHILDREN'S RECORDS

CINDERELLA ALBUM (2-10").....Jeanette MacDonald (Russ Case Ork).....Victor Y-327
COMEDY OF ERRORS ALBUM (2-12").....Charles Coburn (Harold Stokes Ork).....Victor Y-608
FUNNY THINGS.....Smilin' Ed McConnell and His Buster Brown Gang (Louis Kosloff Ork) (THE DOCTOR).....Capitol 385
GOLDLOCKS AND THE THREE BEARS ALBUM (2-10").....David Allen.....Columbia J-36
THE DOCTOR SONG.....Smilin' Ed McConnell and His Buster Brown Gang (Louis Kosloff Ork) (FUNNY THINGS).....Capitol 385
THE MAGIC RECORD (12").....Peter Lind Hayes (James Carroll Ork).....Decca C. V. 102
THE THREE BEARS ALBUM.....Mordy Bauman-Gloria Story.....Musicraft BR-7
UNCLE REMUS ALBUM (2-10").....Norman Cordon (Henri Rene Ork).....Victor Y-328

New York:

Larry Reis, president of Statler Distributors, Inc., has been making frequent business trips to Philadelphia lately. Incidentally, he reports that in six months' time the firm's Chicago operation of Sunshine Bisquit Niks machines (manufactured and distributed nationally by Statler) has grown to king-size proportions.

Joe Kochansky and Harry Fraier, Premier Coin Machine execs, have acquired additional manufacturing space at 93d Street and First Avenue to help meet the demand for their new roll-down game, Bowlo. General offices and showrooms remain at their 10th Avenue address. . . . Mack Williams, Boston game operator, spent last week in town. . . . George Eckhardt, Alma, Neb., operator, was a New York visitor last week. . . . Barney Kahn, Metropolitan Coin Machines, left his Brooklyn headquarters long enough last week for a couple of 10th Avenue visits.

Al Meyers, National Association of Amusement Machine Owners' executive and Rockaway Arcade owner and operator, has opened a new arcade at Rye Beach, N. Y. He also purchased a Poker Roll at Edgemere Beach, Rockaway, formerly operated by Scientific Machines. . . . Jack Greenfield, of Greenfield and Kantor Music, has left the Jewish Hospital, Brooklyn, following a month's hospitalization as a result of a heart attack. . . . L. E. Greenwood, Baldwinville, Mass, operator, was a 10th Avenue visitor last week. . . . Tony Salerno, Metro Urban Music Company, is vacationing in Miami.

R. L. Budde, assistant to President Walter Tratsch of A. B. T. Manufacturing Corporation, returned to Chicago Monday (14) after a two-week business trip covering Boston, New York and the Eastern Seaboard. . . . Ben Chicosky, Benray Music Company, has been away from the office treating a pulled tendon. . . . Another Miami visitor is Harry Siskind, of Master Automatic Music. . . . J. Lowy, Binghamton, N. Y., was another shopper on the street of coins. . . . Nat Cutler, New Haven, Conn., was also looking around.

Max Grantz and Hubert Beers, Mac-Hub Melody Company, have added a new enterprise. Both former (See New York on page 123)

Indianapolis:

Clarence Holman, Janes Music Company, and Harold Smith, of the Smith Music Company, are planning a fishing trip in Wisconsin. Holman had a minor accident over the weekend while en route to Peoria, Ill., to visit his parents. Car he was driving collided with a truck and was badly damaged. None of the occupants of his car were injured.

Hampton R. Posey, has been added to the Southern Automatic Music Company service department. . . . Sam Weinberger, Southern Automatic Music Company, visited the Fort Wayne branch of his company last week on business. . . . S. T. Fowler, Fowler Music Company, Fowler, Ind., was on coin row looking over new equipment. . . . George McDonald Jr., head of Mercury Record Distributors, Inc., announces the addition of two salesmen in Indiana. They are Joel Cooper, in the southern area, and Joseph Scanlon, in the northern area of the State.

Peter Stone, Indiana Automatic Sales Company, was flood bound in the Northwestern part of the State over the week-end while on a business trip. . . . Victor Graff has been added to the service department of Southern Automatic Music Company. . . . Irving Eystes, Eystes Music Company, Terre Haute, Ind., visited coin row on business, buying parts and other equipment.

COINMEN YOU KNOW

Kansas City:

Telephone strike, on top of the slow delivery of machines from manufacturers, has put a sharp crimp in the long-distance business most Kansas City distributors have been doing in recent months, but it didn't halt the intensive search for new pinball games going on in this area. Despite early post-war talk that the pin game was waning, the lights appear to be flashing as merrily as ever. As one visiting operator put it, "The pinball today is still the best coin machine you can find, and the hardest."

Number of manufacturers' representatives were in town during the week. . . . Phil Wineberg, of Bally Manufacturing, Chicago, dropped in to see Carl Hoelzel at United Amusement Company. . . . Earl Hess, regional manager of Packard Manufacturing Company in Kansas and Missouri, and Harold Hunt, roving factory representative for Packard, were in to see distributor Victor Roos at Automatic Coin Machine. Mrs. Roos, incidentally, is up at her sister's farm near Brunswick, Mo., to visit with her three sisters and it was the first time the quartet had been together at one time since they were girls.

Edward J. Nettle, of Music Service, is getting down to the office now for a couple of hours a day, but he is still taking it pretty easy. He has been ill for nearly two months with a heart ailment. . . . Bob Wormington is kept hopping at Melody Lane Music Company while Mrs. George Wormington is busy at home with the spring housecleaning and his brother, George, is kept on the go looking after the location end of the business.

Bert Smith and John Burnett, of the newly established Modern Music, Inc., were in Chicago this week signing contracts for materials and equipment to get production on their new music systems into full blast soon. . . . R. I. McBee, manager of Cigarette Service, reports that vander parts still are slow coming in despite reports of record steel production.

John H. Plumb, of Topeka Music Company, Topeka, Kan., reports he now has an all-veteran route staff. They include Harry S. Kublin, Barney Barney and Abe Foster, all ex-army men. Kublin is a Boston boy who got into the coin machine business working for Plumb during his off-duty hours while stationed at Topeka Army Air Base. He was a radar man at the air base, inspecting equipment on B-29's, and juke box repair made a nice sideline. After discharge, he went back to Boston for a while, then apparently got to thinking about the music business and Topeka and headed west again. . . . Barney came into the music business thru his wife, Aleta, who has been a disk-whirler on Plumb's music system for three years. Others on the Topeka Music staff are Velora Wood, also a platter-spinner, and Roy Herin, bookkeeper. Plumb himself is a veteran of World War I—a pilot of the 91st Squadron, one of the first three landing in France with Eddie Rickenbacker.

With the long-distance phones down, Irvin Weiler, of Consolidated Distributing Company, hopped into Chicago in his Culver just ahead of the rainstorm which swept the Midwest, to place a few more orders and see what could be done about picking up more machines for his customers. Jerry Joray, serviceman, went along and they reported a smooth trip. Meanwhile, Jerry Adams, sales manager, made a quick trip to Leavenworth, Kan. . . . Walter J. Simon, former major in the army air (See Kansas City on page 123)

Los Angeles:

Bill Wolf, of M. S. Wolf Distributing Company, returned Wednesday from Chicago. Bill Smith, firm's auditor, is on the sick list. . . . Ben Korte, Glendale operator, visiting Badger Sales Company. . . . Paul Bender, of San Bernardino, in a huddle with Bill Happel Jr., of Badger Sales, regarding new equipment. . . . Charles A. Robinson Company received its first shipment of candy venders.

Bill Schrader and D. W. Price, of Allite Manufacturing Company, getting their building completed before putting Strikes 'n' Spares on an assembly line production basis. . . . Shipman Manufacturing Company readying a machine to vend Marlin razor blades. . . . Arch Riddell, of the Riddell Company, and Mrs. Riddell left Monday (7) on a six weeks' combination business and pleasure trip that will take them to Chicago and Florida. . . . Automatic Enterprises, headed by R. E. Smith and William Bell, has taken over the distribution of the new Spinnet vender, the 5-cent nut vender manufactured by Shipman Manufacturing Company.

L. A. Penn Company is readying a new nut vender to be released about May 1. . . . Al Singer, of Gott Radio Manufacturing Company, reports that he is pretty busy keeping up with orders for Concertones. . . . Lyn Brown, of Lyn Brown Company, is now located in the quarters vacated by Associated Operators of Los Angeles County, Inc., on Washington Boulevard. Brown is handling pokerinos and has a couple of other games up his sleeve that he will announce soon.

Los Angeles operators spotted on Pico include Jack Perock, E. H. Butler, George Joyce and Margaret Nemo. . . . Norman Glover in the city from Bell. . . . Frank Milano, of Compton, and L. Warley, of South Gate, were buyers on coin row during the week. . . . Carl Collard in town from San Bernardino. . . . G. L. Catlin, of Montrose, and George Koch, of Lake Arrowhead, looking for equipment. . . . D. D. Brymer, of Palos Verdes, spent a day looking over the displays. . . . Dick Gallagher, of Santa Ana, in town in connection with business concerning his music route and the Music Operators of Southern California, of which he is president.

Cincinnati:

Local operators who attended the music merchants' banquet and cocktail party in Columbus, O., last week were Louis Schoenlaub, Columbia Amusement Company; Bill Harris, Ohio Specialty Company; Charles McKinney, Hastings Music Company; Al Lieberman, B&W Novelty Company, and Charles Kanter, Ace Sales Company, who is secretary and treasurer of the Cincinnati Automatic Phonograph Owners' Association (CAPOA).

Nat Bartfield, B&W Novelty, is visiting with his family in New York. . . . Warren Deaton and Clyde Moran were guests at the regular monthly meeting of CAPOA at Hotel Gibson April 8. After the meeting a luncheon was served. Attending the meeting were Sam Chester, Charles Kanter, Harry Hester, Al Lieberman, John Nicholas, Ray Bigner, Milton Cole, Bill Harris, Louis Schoenlaub, Dolores Ganzmiller, Morris Kleinmen and Jerry Levy. . . . CAPOA wishes to extend to John Nicholas and his family their deepest sympathy over the death of his sister, Marie Nicholas Lucas, in New York.

Chicago:

Joseph E. Beck, Telequiz Sales vice-president, is said by firm's Margo O'Conner to be commuting daily between Chicago and Milwaukee now instead of between Chi and New York which he did (tho not daily of course) earlier this year. . . . Margo tells us the office is glad to see him every day instead of at long intervals as formerly.

Tony Gasparro, of Williams Manufacturing Company, tells this one about the phone strike. When Sammy Stern, Philadelphia, wanted to call Tony last week he was stymied by the "emergency only" ruling on long-distance calls. Sammy decided to try getting thru anyway and accidentally hit upon a perfect pitch when he told the operator in a breathless voice he wanted to report on a "tornado." Of course he got thru to Tony and blithely proceeded to discuss a business problem concerning Williams' Tornado pin game. Score one for Sammy.

Tony reports that visitors at Williams this week included Paul Lawrence, Toledo; Bill Marmer, Cincinnati, and Irwin Wieler, of Consolidated Distributing Company, Kansas City, Mo. . . . Evelyn Jacobson, at Mills Industries, says Meyer Abelson, of American Distributing Company, Pittsburgh, was in this week. Meyer was appointed for Mills phonos in his area two weeks ago.

Mike Spagnola, of Automatic Distributing Company, reports that a visitor this week was Ralph Smith, Pekin, Ill., and that Frank Garnett left April 7 for vacation at Hot Springs, intending to return about the end of this month. . . . Monarch Coin Machine Company has received inquiries from several foreign sources, Clayton Nemeroff reports. Among them are Tangieres, Morocco, Buenos Aires, and Bombay, India. Clayton lists as current visitors Leonard Curry, Denver, and William Schofield, Bicknell, Ind.

Marvel Manufacturing Company welcomed Ken Wilkinson, of the United Distributing Company, San An (See Chicago on page 122)

Detroit:

L. James Dunne, Dunne Music Company, is putting out a number of new machines and is continuing his search for a new store location to use for headquarters. . . . Gerhard (Gay) Wobermin, of Gay-Coin Distributors, reports business showing signs of a modest spring pick-up.

O. H. Feinberg has taken over the Wisconsin, Indiana, Illinois, Minnesota and Nebraska territory for U-Need-A Cigarette Venders, in addition to the several States around Michigan he formerly handled. New States will be handled by Feinberg personally, and he is anticipating increased deliveries of new machines on a large scale within six weeks.

J. R. Pieters and Samuel J. Rose, of the King-Pin organization, were in Chicago on business last week. . . . Erwin Baldrige is revamping his machine set-up and getting ready to reopen the Arcade at Island Lake for the summer.

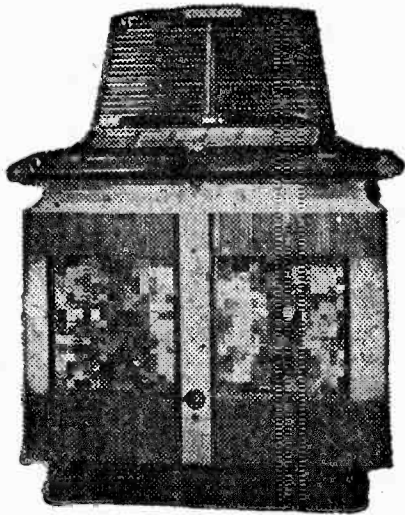
Charles Andrews, salesman for the Angott Sales Company, has taken on the added duties of advertising manager for the firm, according to Carl Angott. . . . J. R. Pieters, of King-Pin Equipment Company, Kalamazoo, visited his Detroit branch last week. . . . Harry White, former Detroit association head and now a major operator in the Jackson territory, was another visitor to coin row.

William E. Bufalino is busy moving the plant and offices of Bilvin Dis (See Detroit on page 123)

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UNITED SUN VALLEY	65.00	COTTLIEB FIVE-TEN-TWENTY	@ 65.00
EXHIBIT SKY CHIEF	65.00	GENCO SOUTHPAW	@ 45.00
EXHIBIT BIG PARADE	55.00	GENCO HI-HAT	@ 40.00
EXHIBIT AIR CIRCUS	55.00	GENCO FOUR ACES	@ 69.50
EXHIBIT KNOCKOUT	55.00	GENCO VICTORY	@ 40.00
EXHIBIT WESTWIND	45.00	GENCO ARGENTINE	@ 49.50
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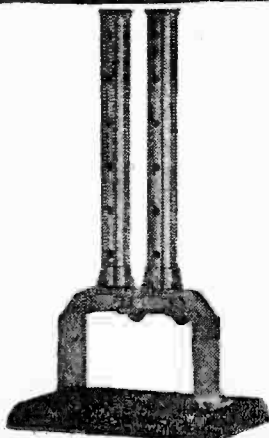
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COINMEN YOU KNOW

Chicago:

Continued from page 121)

tonio, as a visitor this week. Marvel's Bill Perry is a booster for firm's trio of cute office gals, known as the "Marvel-adorables." Bill says two of the gals, Sally Gelland (birthday April 12) and Lorraine Emerson (birthday April 15) were feted at an office party last Saturday.

Exhibit Supply Company's Frank Mencuri has at last succeeded in moving into a new house. He says he had to buy it to make the move possible, but the furniture toting job is done now and the settling-down process has begun. Frank reports Exhibit is having a time keeping up with orders on Mystery altho production has been stepped up.

Atlas Novelty Company welcomed back Joe Kline April 4 from his business tour. Joe states that business is on the up-grade again and from now on should be better. Phil Moss, head of Atlas' Des Moines office, was in this week, as were visitors Dave Johnson, Sioux City, Ia.; Ken Miller, Freeport, Ill.; Wayne Mayborn, DeKalb, Ill. and Charles Sprague, Roodhouse, Ill. Joe tells of another Seeburg service school, Atlas sponsored, which is going to be held April 22 in Omaha at the Paxton Hotel. Previous service school classes were so successful and met with such good response, Joe says, that this one was programed.

Irving Ovitz, Automatic Coin Machines & Supplies, informs us that firm's road men, Art Schwartz and Morrie Ovis, are hard at work on business trips. . . . Empire Coin Machine, via Paul Glaser, says they will be in their new building by end of May. A block-long repair shop is one feature of new location, which he said will have 28,000 square feet of floor space. Paul says two new mechanics have been added to the service staff this week. Empire's Shirley Corush, had a badly sprained thumb last week but is back clacking the keyboard again.

Mac Churvis, reporting for Coven Distributing Company, says this week's visitors include out-of-town coinmen Leo Remillard, Louis Pregoner, Andy Lesch, the Yell brothers, Joe Sylvester and Art Maas. . . . Bell-o-Matic Corporation had as visitors week Frank Averkamp, Clinton, Ia., and Howard Peo, of Valley Specialties., Rochester, N. Y., Grant Shay reports.

James H. Martin & Company's sales manager, George Solar, says waxing of Peg o' My Heart by the Harmonicats is topping sales records these days. Disk is a Vitacoustic, which name has just been adopted by the Universal line. It bears a blue and silver label. . . . George also says Jimmy Martin hosted a disk jockey get-together at the Sherman Hotel April 4.

Jack Kelner, head of Kelner Vendors, is enthusiastic because business is up about 8 per cent over last month. He predicts a bright future. Three new Willys station wagons were delivered to Kelner last week, with one more coming. . . . "The boys can take the boulevard routes now for quicker return trips at night," Jack said. . . . He also reported that the firm's ace service man, Jim Fleming, is back on the job after having been ill for two weeks. Kelner officiated at the celebrities luncheon at the Sherman Hotel. Event was part of the NATD meet last week.

Over at Amusematic Corporation, Vince Conners reports that Ted Kruse left April 9 for a two-week business

tour thru New York, Pennsylvania, Indiana and Ohio. Kruse plans to ready his 38-foot power cruiser for summer voyaging on his return. He is changing the cruiser's name from Sonnette to T & T (for Ted and Trudy). Conners says the boys threw a surprise birthday party for Ted the night of April 7.

Coin Amusement Games lost its two bosses to the road recently. Bernard and Charles Schutz drove to the East Coast for a two or three-week business trip and intend to cover most of the Coast amusement parks while on the jaunt. The boys say the reason for the trip is to personally acquaint ops with their two conversion units for Bag-a-Bunny and Seeburg guns and one unit of the Jungle Fury gun. Charles's wife, Edith, will take care of the office while they are gone.

All the people at Coin Amusement expressed their sympathy for Eddie A. Kubiak's wife, Estelle, who was seriously injured in a bus accident recently. She is at Holy Cross Hospital. Everyone hopes for her speedy recovery. Eddie is a shop mechanic and one of the best, we hear.

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Vernon 3034

Kansas City:

(Continued from page 121)

forces, is the new manager of the parts department of Consolidated. . . . Big affair of the week at Consolidated was the double-header birthday Pete Sip Jr., another serviceman for the company, and Jay staged. Both were born on the same day of the month.

Visiting coinmen of the week included C. D. Liggett and Chet Troyer, of St. Joseph, and Ransom Cleeton, who now is located at Kirksville, Mo. . . . Kansans making the rounds included Joe Davis, of Herington; Ray Armstrong, of Topeka; W. G. Anderson, of Wichita, and C. F. Donnelly, of Russell.

Harry Silverburg, of W. B. Music Company, has his traveling serviceman, Robert Miller, making the rounds of operators in Kansas and Western Missouri. Silverburg reports that delivery on music machines is good, but pins are still very slow coming in. . . . Other Kansans shopping around Kansas City this week were Perry Nease, of Olathe; H. J. Todd, of Medicine Lodge, and Mrs. Grace Anderson, of Galena.

Detroit:

(Continued from page 121)

tributing Company to its new location, 187 East Jefferson Avenue. Company plans to build its own building later. . . . Charles Bernstein is organizing the C. & L. Vending Company.

Edward J. Gibbons, formerly with the popcorn machine division of Marquette Music Company, is establishing the Stero-Matic Sales Company on Vaughan Avenue. . . . James K. Abdella, nut importer specializing in the vending machine field, is taking over local distribution for Northwestern vendors, with temporary offices at 2224 Baldwin Avenue. . . . Frank Healey, Atlantic Products Company, has returned from a long stay in Miami and is resuming activity here.

Glenn Yuille, Wolverine Sales Company, says his new long-distance Solotone system is working, the music piped into a dozen or more Detroit telephone exchanges from the central playing equipment in Pontiac. . . . Harry White, Jackson operator, is complaining about the quality of records being manufactured now. He says present disks aren't as good as those produced during the war, becoming useless in a shorter time.

New York:

(Continued from page 121)

army pilots, they have purchased an amphibian plane to use in taking passengers to any spots they may select for summer vacations. They plan to operate out of La Guardia Field. . . . Al Miniaci, Paramount Music, expects a blessed event in May.

Delsex Music Company's Julius Malich is confined to his home by influenza. . . . Louis Valenti, Staten Island operator, was seen along 10th Avenue last week. . . . Ben Gottlieb's daughter was married at Hotel Pierre, Saturday (5). The bride's father is associated with Majestic Operating Company. . . . Frank Danbio recently returned from a vacation at Biscayne Beach, Fla. . . . Broadway's newest arcade, the former Aquarium, will be opened soon under the management of Ben Harriman, who formerly operated the spot as a high-priced mecca of big-name bands. . . . Arthur Herman, Boro Music Company, left for Florida Saturday (12) for his second visit of the season.

MAN WANTED

Must be a first-class Mechanic, specialize in One-Balls. Must have good references. Age 35-40. Wages \$100.00 per week.

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1528 Main St. Buffalo 9, N. Y.

HOW BEST IS "BEST"?

Q. If every advertiser claims it is the "best" and every game is claimed to be the best, how does an operator choose between them?
A. By knowing and having TRUST in his distributor!
Every operator who knows WORLD WIDE will attest that you can always TRUST WORLD WIDE to give you the utmost in service, in value and in quality! You owe it to yourself to get acquainted with WORLD WIDE now!

JUMBO PARADES

Only a few left! Truly the finest, cleanest Jumbos we have ever seen! Red and blue cabinets—payout models—high gooseneck heads—fruit or animal reels. Thoroughly rechecked and reconditioned! Completely repainted to look like new! Yours for only \$90.00 each!

CASH IN WITH

KEENEY'S BONUS SUPER BELL
THE MOST SENSATIONAL MONEY EARNING MACHINE EVER DEvised!

CONSOLES

Reconditioned—Refinished—Guaranteed
Mills Three Bells, 5-10-25¢ . . . \$375.00
Mills Four Bells . . . 195.00
Mills Jumbo Parade, 25¢, Late . . . 125.00
Pace Twin Reels, 10-25¢ . . . 175.00
Pace Saratoga, 10¢ . . . 110.00
Pace Saratoga, 25¢ . . . 125.00
Bally Silver Moon, P.O., 5¢ . . . 95.00
Bally High Hand . . . 140.00

SLOTS

Reconditioned—Refinished—Guaranteed
Mills Bonus Bells, 5¢ . . . \$295.00
Mills Bonus Bells, 10¢ . . . 215.00
Mills Bonus Bells, 25¢ . . . 225.00
Mills Blue Front, 10¢ . . . 135.00
Jennings Victory Chief . . . 95.00
Vest Pocket Bells . . . 34.50
Chicago Metal Revolve-Around Safe
Stands, H.D., Dble. Del. . . . 175.00

NEW GAMES

Mystery . . . \$299.50
Kilroy . . . 279.50
Havana . . . 309.50
Maisie . . . 310.00
Carnival . . . 249.50
Advance Roll . . . 499.50
Basketball Champ . . . 499.50

ACCESSORIES

Speed Iron Soldering Gun, \$12.95
Guardian Operator Kits . . . 12.50
30-Wire Cable, Regular
Color Codes, Per Foot29
Complete Selection Guardian
Parts—Write Us!

ONE BALLS

Reconditioned—Guaranteed
Fairmont . . . \$200.00
Jockey Club . . . 195.00
Kentucky . . . 125.00
Turf King . . . 195.00

ARCADE

Chicago Coin Goatee, Brand New, Original Crates—
Write for Special Price.
Bally Undersea Raider . . . \$165.00
Keeneey Anti-Aircraft Gun 75.00



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Distributors for Nebraska and Western Iowa.
Pace Deluxe Bells.
5¢—\$245.00 Pan Combination
10¢—\$255.00 72%, 83%, 82%
25¢—\$265.00 Delivery Now
FOR SALE—USED
Mills 5¢ Black Cherry, Perfect . . . \$149.50
Post-War Vest Pocket, Perfect . . . 49.50
TW Columbia Double Jax, Like New . . . \$27.50

CLOSING OUT ALL ARCADE EQUIPMENT IN TIME FOR THE NEW RESORT SEASON!

PHOTO MACHINES

1 4 for 25¢, Semi Automatic . . . \$195.00
1 Photomat, 4 for 25¢ (Rebuilt) . . . 250.00
4 Late Model Photomatics (Inside Lights) Ea. . . . 450.00

SHOOTING MACHINES

4 KEENEY SUBMARINES, Each . . . \$ 45.00
2 SHOOT YOUR WAY TO TOKYO, Ea. . . 50.00
2 KEENEY AIR RAIDERS, Each . . . 50.00
2 BALLY DEFENDERS, Each . . . 75.00
4 BALLY RAPID FIRES, Each . . . 60.00
24 SEEBURG RAY GUNS, Assorted Conversions, Each . . . 35.00

NOVELTY MACHINES

1 Bank a Ball . . . \$ 50.00
1 Kirk Test Pilot . . . 50.00
1 Evans Ski Ball . . . 50.00
3 Sals Knotty Pecks (2 to a Set on One Stand), Set . . . 75.00
3 Sals Lews Meteors (3 to a Set on One Stand), Set . . . 125.00
5 Skill Jumps (Slide Ball Lift), Each . . . 35.00
4 Exhibit Post Card Vendors (With Lights), Each . . . 25.00
1 WESTERN BASEBALL Major League . . . 75.00
1 SCIENTIFIC BATTING PRACTICE (Like New) . . . 75.00
3 GENG PLAY BALLS, Each . . . 95.00
2 TEXAS LEAGUER, Light Up, Ea. . . 25.00
1 CHICAGO COIN GOALEE, Like New 250.00

SCALES

1 WATLING (Guess Your Weight) . . . \$ 75.00
2 KIRK SCALES, Each . . . 125.00

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1 SINGLE BOOTH, Semi Automatic . . . \$195.00
1 DOUBLE BOOTH, Semi Automatic . . . 295.00

COIN CHANGER

1 BRANDT AUTOMATIC CASHIER, Like New . . . \$ 85.00

MOVIE MACHINE

1 SILENT 5¢ MOVIE MACHINE (Made by Mutoscope) . . . \$175.00

CHICAGO COIN "BASKETBALL CHAMP" . . . Write for Price

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PARTS FOR EVERY OPERATOR'S NEED
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\$7.95

AMAZING NEW PRICE SCHEDULE
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Write for Exclusive Distributors' Territory

**You Can Have the Original
CHANGE MASTER**

with the
IMPROVED SLIDE ACTION ★
10 OUTSTANDING REASONS WHY YOU SHOULD HAVE
THE ORIGINAL CHANGE MASTER

- ★ 1. The greatest time saver on the market today for making accurate, quick change for Busy Location Owners.
- ★ 2. Guaranteed accurate and non-jamming.
- ★ 3. Rugged Construction.
- ★ 4. Heavy solid aluminum casting.
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- ★ 7. Chrome plated brass coin tube.
- ★ 8. Tube holds \$10.00 in nickels.
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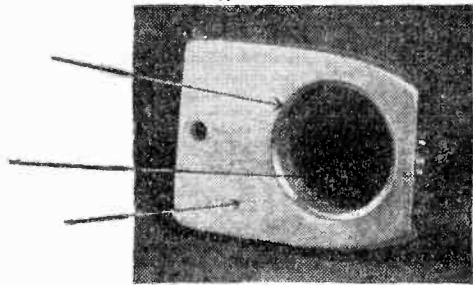
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**House Passes
Minn. Gaming
Legislation**

Governor Wins Victory

ST. PAUL, April 12.—Governor Youngdahl's greatly modified anti-gaming bill, H.F. 698, won a victory in the Minnesota House of Representatives Wednesday (9) by a vote of 98 to 9 after three and one-half hours of debate.

Measure, which originally was regarded as one of the most stringent gaming prohibition bills in the nation, has been the governor's No. 1 legislative proposal, and its victory in the House brought predictions from proponents that it would ride thru the Senate in similar fashion.

Altho all indications were for just such an occurrence, there are still some members of the Senate ready to do battle against the measure with more amendments, hoping to kill it off entirely.

"Not Impressed"

Sen. James Carley, of Plainview, chairman of the Senate general legislation committee, which has the companion bill, said Thursday he wasn't "too impressed" by the House action and that he would treat the bill just like any other, subjecting it to public hearings.

However, Carley was promised a fight on this decision when Sen. A. L. Almen, of Balaton, member of Carley's committee and co-author of the Senate version, declared he would demand immediate action on the bill without public hearings when the committee meets next Tuesday (15). If Carley can beat down Almen, the measure is almost certain to be lost in the shuffle because there will remain only nine days before adjournment of the Legislature. Opponents therefore are concentrating their fire in committee because they feel if it once gets to the Senate floor it will be passed.

A staunch but small band of opponents threw everything it had at H.F. 698 when it came up for special order consideration in the House Wednesday (9). A total of eight amendments were offered during the heated debate, but each was voted down in succession.

Much Opposition

After the battle was over many members who voted for the bill voiced their private opposition to it. However, an intensive campaign conducted by the administration, plus newspaper stories, were credited with chasing dozens of lawmakers into the eye column.

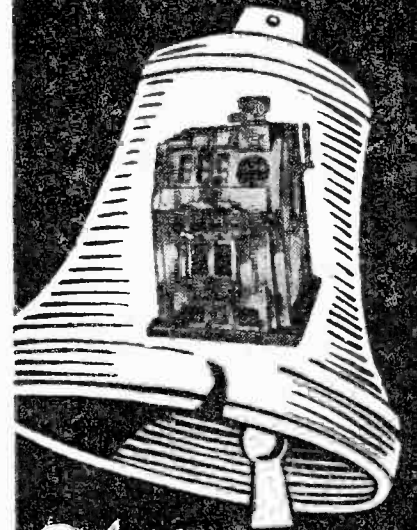
House still isn't thru with the bill. When it became apparent that the administration had enough strength to push the bill thru to passage, Rep. Patrick D. Creamer, of St. Paul, an opponent, voted aye in order to be on the prevailing side, enabling him to give notice to move for reconsideration of the bill. He immediately gave notice, which was to have expired Friday (11). Opponents had little hope of mustering enough strength to bring about a reconsideration.

House floor fight against the bill included making several attempts to refer the measure to other committees, offering an amendment, seeking to have it postponed indefinitely and leading nine dissenters in registering their nays on the electric voting machine.

Creates Snoopers

Opponents first sought to have the bill referred to the civil administration committee of the House because "it creates a new department and

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The **BIGGEST**
NAME in BELLS

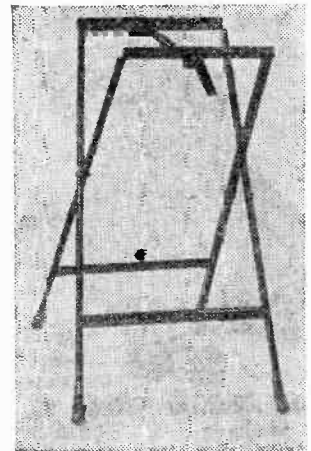


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service phone number and instructions plate on
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Immediate Delivery!

Every Piece Guaranteed!

Jungle	\$25.00
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Marines At Play	25.00
Girls, Ahoy	25.00
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Hi Hat	25.00
A. B. C. Bowler	25.00
All American	25.00
Fox Hunt	25.00
Eagle Squadron	34.50
Home Run, '42	34.50
Venus	34.50
Big Top	64.50
Bubbles	64.50
Frisco	72.50
Catalina	72.50
Flat Top	72.50

AND MANY MORE GAMES AT LOWEST PRICES. LET US KNOW WHAT YOU WANT AND THE PRICE YOU WANT TO PAY—WE'LL SHIP!

Photomatics, 1942 Models	\$495.00
Kirk Night Bombers	110.00
Mutoscope Ace Bombers	89.50
Batting Practice	55.00
Bally Rapid Fire Guns	40.00
Set of Three Love Meters With Stand	50.00

SUBJECT TO PRIOR SALE
BEN RODINS SELLS FOR LESS
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will need an army of keyhole peepers, snoopers and stool pigeons to enforce." This was voted down.

Creamers' argument against the bill was that, while the administration may be sincere in its support of the measure, it "was badly advised." He predicted the act threatens to "bring back the dangers of prohibition days to Minnesota."

An amendment was introduced to exclude all pinball machines from the definition of gaming devices, claiming these machines had been licensed by several municipalities in the State on the basis of court decisions that pinballs are not gambling machines. But the amendment lost.

On the opposite side of the fence Rep. Emil Ernst, an administration supporter, sought to amend the measure to include all pinball machines. An amendment by the appropriations committee already had removed free-play machines as well as pinballs paying out slugs or chips for replay use only, from the provisions of the gaming definition.

Going Too Far

However, Rep. Louis W. Hill Jr., of St. Paul, objected to the amendment on the ground that "this is going entirely too far." He was backed by Rep. Larry Haeg, of Robbinsdale. Ernest's supporters argued for his amendment, saying that it would be impossible to police all places to see that all provisions are adhered to.

Rep. Edwin Mehofer, of St. Paul, offered an amendment legalizing bell machines, taxing them \$40 a month and using the proceeds of the tax to pay a World War II bonus. However, this amendment was ruled out of order as was one offered to include grain and stock exchanges in the gaming definition.

Coming closest to being accepted was an amendment which sought to eliminate clubs and organizations of social, charitable and a fraternal nature from the provisions of the bill. Rep. Frederick E. Menner, of Paul, stirred up the loudest row when he introduced an amendment which would provide that court conviction be accomplished first before license revocation proceedings could be started. He asserted the mere announcement by the governor that he opposed gambling has driven bells from the State but that the issue is being kept alive by "time-bomb" speeches and exposes. He warned that if bill is passed in present form it would leave the way open to "drag in other hocus-pocus methods in other State departments."

Worry Needlessly

Supporting Menner were two young lawyer members of the House, Rep. Arthur Gillen, of South St. Paul, and Rep. Robert Sheran, of Mankato, a former FBI agent. Sheran declared: "Those who oppose this bill are worrying needlessly because it doesn't change the present situation one iota," adding "mountain has labored and brought forth a mouse." Menner's amendment was defeated.

Rep. George French, of Minneapolis, demanded closure on further debate, altho speaker Lawrence Hall objected because he had promised several other members of the House they could speak on the measure. French's motion carried and all discussion was shut off.

While the vote stood at 98 to 9 for the bill, there were 23 who didn't vote. Five were absent because of illness or other reasons, leaving some 18 who refused to vote.

New Mills, Jennings, Columbia Slots Bally and Keeney Consoles Pin Games—1 Ball and 5 Ball Salesboards

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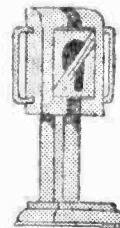


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SPECIAL BUYS! PIN GAMES

Dynamite	\$199.50
Super-Score	189.50
Superliner	189.50
Fiesta	189.50
Knockout	50.00
Spot-a-Card	39.50
Bally Undersea Raider	\$179.50

1/3 With Order, Balance C. O. D.
All New Pin Games, Consoles, Bells, Vest Pockets and Counter Games In Stock.

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2035 Germantown Ave., Philadelphia 22, Pa.
Phone: Poplar 5-3638

YELLOWSTONE RESORT ARCADE

Gift Shop and Amusement Center. Shooting Gallery Concession located in separate building and connected to main arcade. Couple and helper can handle.

PRICE \$19,000
or will lease for \$3,500 per year.

STEWART NOVELTY CO.
1361 So. Main St. Salt Lake City, Utah
Phone 7-1195

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ANABEL BROADCAST FLEET DUPLEX SCHOOL DAYS SKY RAY SPORT PARADE TWIN SIX UP & UP SCORE-A-LINE RED, WHITE & BLUE MYSTIC ALERT FOUR ROSES FOX HUNT VICTORY BOLAWAY GUN CLUB MONICKER	\$29.50 EA. or 4 for \$100.00	\$39.50 ea. or 5 for \$150.00
FIVE-TEN-TWENTY PIN UP GIRL YANKS ARMY & NAVY (KNOCKOUT) MIDWAY KEEP EM FLYING LIBERTY YANKEE DOODLE	\$49.50 ea. or 5 for \$200.00	\$59.50 ea. or 4 for \$200.00
ARIZONA FLAT TOP GRAND CANYON OKLAHOMA BRAZIL IDAHO TRADE WINDS BIG HIT SUSPENSE	\$99.50 ea. or 5 for \$450.00	\$119.50 ea. or 3 for \$300.00
TOPIC		\$139.50 ea. 2 for \$250.00

CONSOLES

JUMBO PARADES, F.P. or P.O.	\$ 69.50
SILVER MOONS, F.P.	69.50
BOBTAILS, F.P.	69.50
BIG GAMES, F.P.	69.50
BIG TOP, P.O.	69.50
PACE REELS, Comb.	99.50
PACE SARATOGAS, Comb.	99.50
WURLITZER P12	\$ 79.50
WURLITZER 412	99.50
WURLITZER 616A	119.50
WURLITZER 61 (stand)	99.50
WURLITZER 600	185.00
WURLITZER 850	350.00
ROCK-OLA DeLuxe	225.00
ROCK-OLA Master	225.00
ROCK-OLA Super	250.00

COUNTER MACHINES

DAVAL AMER. EAGLE	\$ 14.50
DAVAL "21"	9.50
KLIX	9.50
SMILEY	12.50
A.B.T. CHALLENGERS	52.50
BAT-A-BALL	WRITE
WHIRL-A-BALL	WRITE

ARCADE

GOALEE (used 2 weeks)	\$275.00
TOKYO RAIDER (Drivemobile)	109.50
BALLY DEFENDER	99.50
EXHIBIT BICYCLE	39.50
KIRK ASTROSCOPE SCALE (5000 Tickets)	89.50

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100 NEW AND USED — ALL MAKES \$35.00 UP
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ON DECK	for Snappy
GIRLS ANYOY	for Seahawk
GLAMOR GIRLS	for Sport Parade
FOLLIES OF '46	for Hi-Hat
TWIN SIX	for Gold Star
BASEBALL	for Seven-Up

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NEW! Flashy 14-Color Score Glass
NEW! Large Size Bumper Caps
NEW! Score Cards

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"America's Pin Game Conversion Headquarters"

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NO MECHANICAL CHANGES
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Cash in full on orders outside United States

When possible, state second choice when ordering

NEW EQUIPMENT

Mills Constellation Phonograph	Write	Champion Basketball	\$ 59.50
Mills Golden Falls & Black Cherry	Write	Kicker & Catcher	49.50
Mills West Pocket & Q.T.S.	Write	A.B.T. Challenger	52.50
Chicoin Kilroy	\$279.50	Daval Free Play	75.00
Chicoin Basketball Champ	499.00	Columbia De Luxe Bell	209.50
Daval Best Hand	59.50	Ace Coin Counter	139.50
Walters Auto. Sales Board	Write	Lucky Strike Counter Game	32.50
Columbia Twin Jackpot Bells	145.00	A. & E. Bank Ball, 12 Foot	495.50
Gottlieb 3-Way Gripper	39.50		

ARCADE

1 Bally Bull	\$ 47.00	1 Evans Super Bomber	\$ 63.00
1 Bally Rainbow Penoll Vendor	41.00	1 Evans Bicycle, '42	74.00
1 Bally Rapid Fire	31.00	4 Evans 1 1/2 Gard Vendors, Late	21.00
1 Bally Torpedo	52.00	1 Evans Shoot-a-Lite	18.00
4 Muto, 5c Card Vendors, '44	39.00	5 Keeney Anti-Aircraft Br.	15.00
1 Muto, X-Ray Poker	29.00	3 Keeney Air Raiders	44.00
2 Muto, Skyfighters	122.00	4 Keeney Submarines, '42	55.00
1 Muto, Voice-o-Graph (Pre-War)	367.00	1 Scientific Batling Practice	79.00
3 Astrograph 10c Vendors	48.00	1 A.B.T. Six Gun Automatic Rifle	398.00
1 Basket Ball Jr.	49.00	Range, Latest Model	32.00
5 Mills Quarto Scope, the Best Working		7 1/2 Viewing Machines	24.00
Viewing Mach. Made	47.00	4 Quacken Bush Dart Guns	24.00
1 Rock-Ola Ten Pins	39.00	1 Smile-a-Minute Photo Studio	150.00
2 Evans Tommy Guns	71.00	2 Test Pilots, '42, Like New	59.00

ONE BALL PIN GAMES

1 Bally Blue Grass, F.P.	\$ 49.00	1 Derby Day	\$ 23.00
1 Bally Sports Special, F.P.	61.00	2 Keeney Winning Tickets	23.00
1 Bally Dark Horse, F.P.	63.00	1 Western Center Smash	23.00
1 Bally Record Time, F.P.	79.00	2 Mills Spinning Reels	23.00
1 Bally Jockey Club	149.00	1 Stoner Zippers, J.P. or P.O.	23.00

CONSOLES

1 Baker Pacer	\$ 89.00	1 Mills 5c Four Bells, Original Head	\$178.00
1 Jennings Derby Day	39.00	10 Mills 5c Jumbo Parade	69.00
2 Mills 5c Four Bells, Late Head	317.00	2 Pace Saratogas	23.00

FIVE BALL FREE PLAY GAMES

1 Lancer	\$ 23.00	1 Jolly	\$ 21.00
1 Red Hot	19.00	1 Miami	17.00
1 Big Six	23.00		

SLOTS

3 50c Pace DeLuxe Chrome Bell, '46	\$395.00	1 10c Mills War Eagle	\$ 87.00
3 5c Pace DeLuxe Chrome Bell, '46	195.00	1 50c Jennings Gooseneck	77.00
2 10c Pace DeLuxe Chrome Bell, '46	205.00	1 10c Jennings Silver Super Chief	135.00
1 25c Pace DeLuxe Chrome Bell, '46	215.00	1 5c Jennings Duchess	29.00
1 5c Pace Comet	31.00	1 5c Jennings Chief	51.00
1 10c Pace Comet (S.J.P.)	41.00	1 5c Jennings Gooseneck	26.00
3 1c Pace Bantams (S.J.P.)	23.00	1 1c Jennings Arrow	23.00
1 5c Mills Black Cherry, '46	165.00	2 1c Jennings Little Dukes	26.00
1 10c Mills Bonus	180.00	2 5c Watling Rotatop	49.00
1 10c Mills Roman Head	89.00	1 10c Watling Blue Seal	35.00
1 10c Mills Gooseneck	19.00	1 10c Watling Rotatop	54.00
1 25c Mills Gooseneck	22.00	1 25c Watling Gold Award	49.00
1 5c Mills F.O.K. Vendor	57.00	1 5c Cadet, Callie	15.00
2 1c Front Vendors	10.00	2 10c Cadet, Callie	19.00
1 25c Superior Bells	31.00	1 Metal Slot Safe, Double	82.00
1 5c Mills War Eagle	55.00	28 New Mills Slot Cabinets	4.00

MISCELLANEOUS

1 Baker Pick Pack	\$ 7.00	1 Jennings Grandstand Cig. Reels	\$ 9.00
2 5c Bally Reliance	29.00	1 Topper Gum Vendor	4.00
1 25c Buckley Bones	34.00	1 Kirk Astrology Model 80 Scale	99.00
3 '46 5c Nut Vendors—Los Angeles Mfg.	9.00	1 Kirk Astrology Small Model	59.00
1 Mills Candy Bar Vendor, '41	44.00	1 National Health Chart Scale	39.00
9 Mills Tickettes	4.00	1 8800 Seeburg Hi Tone	425.00
1 Stewart-McGuire Cigarette Vendor	44.00	1 Pace Lowboy Scale	43.00
1 Standard Johnson Coin Counter	185.00	9 Packard Pla-Mo Boxes, Used	21.50
1 Brandt Electric Coin Counter	475.00	12 Crystalette Coin Radios, New	49.50

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SALT LAKE CITY, UTAH

Harbor Tie-Up Cuts Trading With Colombia

WASHINGTON, April 12.—Colombia, third largest purchaser of coin machines during 1946, has had its import trade heavily cut as a result of port conditions, a dispatch from the U. S. Embassy at Bogota relates. The embassy says that Buenaventura, Colombia's most important port of entry, has been clogged with cargo. Shipments thru this particular port have increased four-fold since pre-war days, and Colombian government officials estimate that approximately 40,000 tons of cargo is tied up in this one port alone.

In some ports, the Colombian government has taken measures to clear up clogged space by imposing heavy penalty charges where merchandise has been left for longer than 48 hours after customs officials have completed their paper work on the shipment.

Imports of many commodities—coin machines included—have likewise been curtailed as a result of the Colombian government's restrictions on import shipments, effective in January. Imports to be received at Buenaventura were placed under embargo effective January 15, and that embargo has been continued.

New Import License System

Colombia's Office of Control of Exchange, Imports and Exports instituted a new system for issuing import licenses, and buyers in that country, according to the U. S. Department of Commerce, have had trouble securing permission to bring in any but "preferential" commodities. Coin machines are not listed in the preferential category.

The import restrictions have already brought protest from Colombian business men who claim that the rules only push the country into inflation and encourage black-marketing in import licenses.

During 1946 Colombia bought coin machines valued at \$213,910, stood third in line after Canada and Mexico as the leading importer of U. S. coin-operated equipment. Juke boxes were the major demand item in Colombia, and music machine imports accounted for \$212,410 of the total. Vending machines and amusement machines almost equally divided the remainder of the demand.

Soaring Cocoa Price To Hurt

WASHINGTON, April 12.—Vending machine operators, who have been keeping their bar candy at the nickel price line, got bad news this week. The cocoa bean, which sold for 9 cents per pound in October, 1946, has climbed 233 per cent since that date to sell for 30 cents a pound. Cocoa beans are the foundation for chocolate bar goods.

According to candy trade leaders the 30-cent price has yet to have its effect on the chocolate bars which vending machine operators buy. Bars now being produced are being made with cocoa inventories purchased at an average of 21 cents per pound, and it is possible that wholesale, and eventually over-the-counter retail prices of the bars will have to be increased once the candy manufacturers begin to use the 30-cent bean.

Meantime, retailers continue to complain of buyer resistance to the 6 and 7-cent candy bar prices, and vending machine operators are hard pressed to keep their books in the black.

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PLAY ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!

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HEADQUARTERS FOR
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CHICAGO 12, ILLINOIS

30 WIRE CABLE

28 #22 Gauge 25¢
2 #16 Gauge
Color Coded Per Foot

2 WIRE TWISTED #22
VINYLLITE SPEAKER WIRE

\$3.95 Per Thousand Ft.
3000 Ft. Minimum
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CABLE & WIRE CORP.
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Brand New, Post War

PACE DELUXE CHROME SLOTS

5c-10c-25c-50c-\$1

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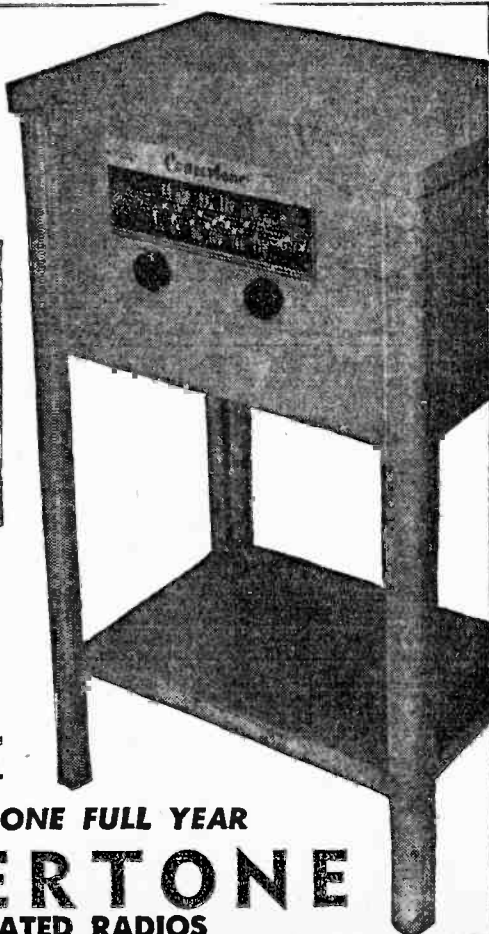
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Air Raider	59.50
Tommy Gun	59.50
Love Teller	69.50
Chicago Coin Hockey ..	99.50
Liberator	99.50
Periscope	99.50
Ace Bomber	129.50
Sky Fighter	129.50
Drivemobile	139.50
Undersea Raider	169.50
Stewart-McGuire Coca-Cola Machine	195.00
Groetchen Typers	215.00

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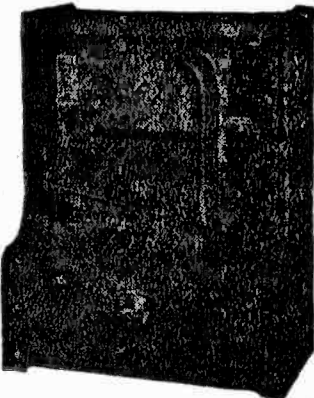
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Reg. Pc. Special Pc.
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28 VOLT BULBS FOR KEENEY EQUIPMENT
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MAPLE SKEE BALLS
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British Okay 34 New Token Import Items

WASHINGTON, April 12.—List of commodities which may be shipped to England under the British Token Import Plan has been increased with the addition of 34 new commodity groups. Additional commodities, approved by the British Board of Trade, were granted at the request of the United States Government, according to the U. S. Department of Commerce.

Most of the commodities added to the 184 existing products allowable under the token system, are household items and apparel. But cigarettes and quick-frozen foods lead the list of the additional commodities. Coin machines, which in pre-war days were shipped in large quantity to British buyers, have not yet appeared on the list, and no movement has been reported to place them on the list. Products are placed on the list according to the demand in England, and according to the British government's interpretation of their value to re-building the nation's economy.

Under the token import system, each American manufacturer whose products fall into one of the 218 categories now listed, is allowed to ship to the United Kingdom a yearly total of each product not to exceed 20 per cent of the value of his average annual shipments of those products during the base years 1936, 1937 and 1938.

Proposed Canadian Freight Rate Hike May Hit Coin Biz

OTTAWA, April 12.—In a move that if successful will be felt in American export circles, including coin machine across-the-border shipments, Canadian railways have applied to the Board of Transport Commissioners for authority to fix a flat 30 per cent increase on freight movements in Canada.

Legal authority of the Transport Commissioners to grant such an increase was questioned at the start of the hearing by the legal representatives of the Canadian provinces, with the exception of Ontario and Quebec. Question of jurisdiction was referred to the Canadian Supreme Court, which returned a decision that the Transport Commission had full legal authority to hear, determine and impose freight rates, with the stipulation that such rates must be deemed "reasonable."

What Ruling Means

Result of this favorable ruling means that hearings on the applications of the railways will continue before the Board of Transport Commissioners, according to an American Embassy report from this city. In any event, the statutory guarantees of special rates on the Western grain products under the Crow's Nest Pass agreement, or the basic differential spread on maritime freight rates will be affected by upping of railways' rates.

Determination of whether the increases granted are to be an over-all blanket increase on general rates, or an increase adjusted to geographical and competitive factors affecting the Western Provinces and the Maritimes, must be rendered in the decision by the Board of Railway Commissioners.



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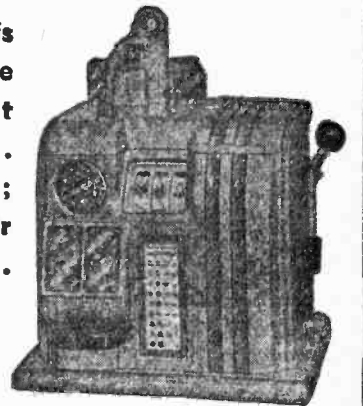
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Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies... returns them to player when target is hit. Colorful, streamlined metal case fully enclosed in transparent plastic top and glass sides. Cash box holds over \$100.00.

\$57.50

COLUMBIA TWIN JACKPOT BELL

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CARL STRIPPE Price Plus Guaranteed Satisfaction

ARCADE EQUIPMENT — ALL A-1 RECONDITIONED

A.B.T. Target Skill (Early Model)	\$ 17.50	Lift-o-Graf (International)	\$129.50
A.B.T. Target Skill (Model F)	22.50	Love-o-Meter	129.50
Ace Bomber	189.50	Mills Panoram	285.00
Atomic Bomber (New)	495.00	Mystic Eye (Exhibit)	139.50
Bally Bull	49.50	Pikes Peak	19.50
Bally Rapid Fire	109.50	Viewing Show	49.50
Batting Practice (Scientific)	109.50	Periscope	139.50
Bicycle Speed Tester	125.00	Planetellus (Without Side Signs)	39.50
Card Venders (Exhibit) with base	25.00	Poker & Joker	69.50
Card Venders (Metal Int.) 2 for 5¢	39.50	Ramesses (Exhibit)	129.50
Champion Hockey (new)	159.50	1 Reel for Mutoscope (New)	18.50
Chicago Coin Hockey	139.50	1 Reel for Mutoscope (Used)	10.00
Chuck-O-Luck	5.00	Seeburg Gun (Photo Electric Rifle Range), Repainted	169.50
Circus Romance	169.50	Skee Jump (Repainted)	49.50
Donkey Strength Tester	139.50	Shocker Advance Electric, 1¢	15.00
Egyptian Mummy Exhibit	99.50	Shocking Clock (Counter Model)	149.50
Evans Ten Strike (new)	392.50	Super Bomber (Evans)	169.50
Evans Tommy Gun	69.50	Your Future Home	69.50
Fireman (Int. Thigh-O-Graph)	89.50	Texas Leaguer	42.50
Goalee	239.50	Tokyo Gun	69.50
Gottlieb Gripper (Triple)	22.50	Tricks (Genco), Pin Ball	22.50
Grip Tease	39.50	Undersea Raider (Used)	215.00
Hockey (Seeburg)	69.50	United Nations	69.50
Ideal Soccer Football (new)	395.00	Western Strength Test	29.50
Int. Mutoscope (with stand) 1¢	29.50	World Series (Rock-Ola)	89.50
Int. Mutoscope L. Sign Counter	29.50	Your Future Home	29.50
Keene Air Raider	89.50	Lion-Head Electric Shocker, 1¢	39.50
Keene Anti-Aircraft	39.50	Zingo	109.50
Keene Submarine	59.50	Penny Coin Counter, Abbott Motor Driven	85.00
Keene Targarette	49.50	Skee Ballette	69.50
Kicker & Catcher	32.50		
Knotty Peak (Without Stand)	69.50		
Liberator	159.50		

GUNS — Reconditioned & Repainted, With Change-Over Units

Bally Sky Battle	\$149.50	Seeburg Rifle Range Change-Overs	\$149.50
Bally Tank (Bally Bull)	69.50	Seeburg Wolff Black Light Change-Over	225.00
Jungle Fury (Bally Rapid Fire)	159.50	Maid 'n' Monster (Seeburg) Change-Over	225.00
Kilroy Was Here (Bally Rapid Fire)	225.00	Sea Monster (Rapid Fire) Black Light	225.00
Bally Defender	149.50		
Bartender Change-Over Unit for Seeburg Gun	14.75		
Seeburg Duck Gun	189.50		
Seeburg Bartender—Change-Over	149.50		

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JOE ASH

YOUR CHOICE \$29.50 EACH ANY THREE, \$85.00

- ALL AMERICAN
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- WILD FIRE

YOUR CHOICE \$44.50 EACH ANY THREE, \$130.00

- ARGENTINE
- HOME RUN '42
- SPOT POOL
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BIG HIT \$119.50

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HIGH HAND \$99.50

AIR CIRCUS \$54.50

LAURA \$79.50

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BOSCO \$49.50

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1/3 WITH ORDER, BAL. C. O. D.

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YOU CAN ALWAYS DEPEND ON ACTIVE - ALL WAYS

Maryland Solons Put Okay On Free-Play Pinball Ops

BALTIMORE, April 12.—Both the House and the Senate of Maryland have passed House Bill 824, which licenses and declares lawful free-play pinball. For each machine licensed under the act, the operator will pay a fee of \$10 annually. The new act specifically says that the pinballs may not pay out in either checks or tokens, but free-plays are allowable.

The complete text of the act, considered a favorable measure inasmuch as it recognizes free-play pinball games as amusement devices and not as gaming, is reprinted below:

An act to add a new section to Article 56 of the Annotated Code of Maryland (1943 Supplement), title "Licenses," to be under a new sub-title "Pinball Machines," said new section to be known as Section 23A and to follow immediately after Section 23 of said article, providing for the licensing of pinball machines.

Section 1. Be it enacted by the General Assembly of Maryland, that a new section be and it is hereby added to Article 56 of the Annotated Code of Maryland (1943 Supplement), title "Licenses," to be under a new sub-title "Pinball Machines," said new section to be known as Section 23A, to follow immediately after Section 23 of said article, and to read as follows:

23A. (1) No free-play pinball machines, as hereinafter defined, or any free-play console machine, as hereinafter defined, which shall be operated, or played by the insertion of a coin or token, shall be kept, maintained or operated for the purpose of public entertainment or gain within the State of Maryland, unless a license has been previously obtained for each such machine from the clerk of the Circuit Court in the county in which said machine is to be operated or maintained. Any person, partnership, firm or corporation applying for such license, shall pay therefor the sum of \$10 per annum for each free-play pinball machine, as hereinafter defined, and the sum of \$25 per annum for each free-play console machine as hereinafter defined. Each machine licensed hereunder shall have affixed to it a certificate issued by the clerk of the Circuit Court of the county in which said machine is to be operated or maintained, showing that the fee for the current year has been paid. All licenses shall expire on the 30th day of April in each year, shall be transferable to any machine of the same type and the fee shall be pro-rated monthly. All license fees collected under the provisions of this section shall be paid to the county clerk for deposit in the "county fund," and disbursed therefrom in the manner and for the purposes prescribed by the county commissioners.

(2) For the purposes of this section a "free-play pinball machine" is defined as a machine which, upon the insertion of one or more coins, causes the mechanism to release one or more balls for the use of the player, to be propelled by means of a plunger.

Upon the obtaining of certain scores or combinations of numbers, the machine rewards the player with a specified number of free games, allowing the player to continue to play the machine without the insertion of additional coins or tokens. The free-play pinball machine shall not pay out either cash or tokens. For the purposes of this section, a "free-play console machine" is defined as a machine, the mechanism of which is encased in a wooden or metal cabinet, with a blackboard upon which are certain combinations of numbers or symbols which the

player must match. The insertion of one or more coins or tokens by the player releases the mechanism and causes two or more reels to spin. If the reels stop on specified combinations, matching those on the blackboards, the machine rewards the player with a specified number of free games, allowing the player to continue to play the machine without the insertion of additional coins or tokens. The free-play console machine shall not pay out either cash or tokens.

(3) The maintenance, possession and operation of machines of either of the types hereinbefore described, and the awarding of free games to players of said machines, as above set forth, are hereby declared to be lawful, when such machines are duly licensed in accordance with the provisions of this section, any other provision of the law notwithstanding. It shall, however, be unlawful for any person, partnership, firm or corporation, maintaining, operating or possessing any such machine, to permit the use or operation thereof by any person under the age of 18 years.

(4) Any person, partnership, firm or corporation keeping, maintaining, possessing or operating any of the aforesaid machines without a license, as hereinbefore provided, or violating any of the other provisions of this section, shall be guilty of a misdemeanor, and upon conviction thereof, be fined not less than \$25 nor more than \$100 for each offense.

(5) The provisions of this sub-title shall apply to Kent, Queen Anne's, Caroline, Talbot and Dorchester Counties only.

Section 2. And be it further enacted, that this act shall take effect June 1, 1947.

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WANT TWO MECHANICS

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for outside operation. One ball experience necessary!

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- Miss America
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- Exhibit Vanities
- Exhibit Mystery
- Mills Blk. Cherry, 5, 10, 25, 50c
- Mills Vest Pocket
- Mills Three Bells
- Keeney Bonus Bells
- New Slot Stands
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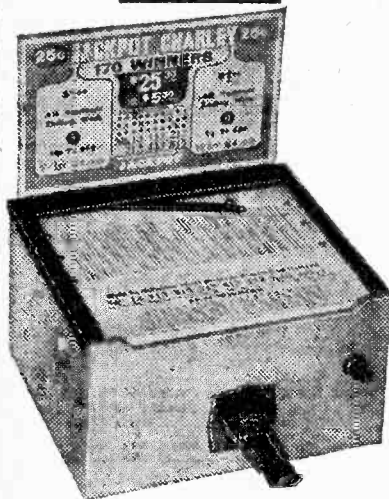
City's Ban on Pinballs Goes To High Court

CARTERSVILLE, Ga., April 12.—Question of whether Georgia city governments have the right to ban pinball games is headed for the State Supreme Court again, following a ruling handed down in Bartow Superior Court here upholding the legality of Cartersville's ordinance banning the games.

Superior Court Judge J. M. Townsend sustained the city's demurrer against an injunction brought by operators of pinball games, but also granted a hearing scheduled for April 18 on a motion to take the case to the Supreme Court.

This case recalls a similar occasion in October of 1940 when the Georgia high court upheld an ordinance passed by the city of Lithonia barring operation of pinballs. But the attorney for operators here said that the grounds on which the injunction was asked concerning the Cartersville ordinance differed from the grounds involved in the 1940 case. In the 1940 decision the State Supreme Court was divided in its opinion, tho the majority upheld the Lithonia ordinance.

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Write for particulars

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SLOTS

- 25—5c Pace \$125.00 each
- 25—10c Pace 130.00 each
- 25—25c Pace 135.00 each
- 20—50c Pace 250.00 each
- 10—\$1.00 Pace 350.00 each

These machines used five months

DICK GRAVES

Box 1703 Phone 1576 Boise, Idaho

Skill Driving Game Does Big Biz in Britain

LONDON, April 12.—New car driving game of Merrow & Smith, coin machine manufacturers in North Shields, England, which was first shown at the London Amusement Trades Exhibition six weeks ago, is reported doing a brisk trade.

Penny-operated machine, in principle, is no more than the old test of the player's skill as a driver, but the Merrow-Smith design aims at giving the thrill of driving at a simulated racing speed of up to 368 miles per hour.

Duration of play is 30 seconds. First few seconds, the straight track running on an endless belt moves slowly in case the car was left in an off-track position by the previous player. Then the wheels start turning at the rate of 2,500 revolutions a minute. As long as the player keeps the car on the track, the car runs at maximum speed, but when it leaves the track, the belt slows down for several seconds.

There is a speedometer which responds to all changes of speed. Tho it reads up to 368 miles per hour, present land speed record, track moves at 350 mph. Car is a replica of Malcolm Campbell's Blue Bird.

Merrow & Smith report that they have built 350 of the machines since February and that they are receiving many export orders.

Mutoscope Has New Card Movie Machine

NEW YORK, April 12.—International Mutoscope Corporation is in production on its new Model S Mutoscope, penny card movie machine, and deliveries should begin this month, it was learned this week.

Utilizing the same manual mechanism as in previous models, the new machine is in a streamlined cabinet with matching stand. Machine is equipped with a tall, glass-enclosed show card case on top to advertise picture sequence on each machine. It is electrically lighted.

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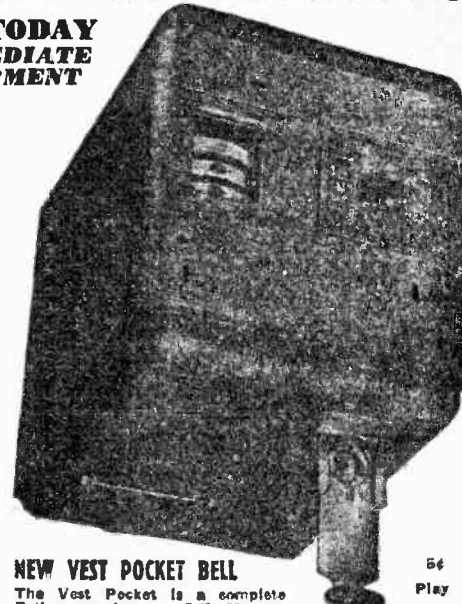
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SPECIALS FOR THIS WEEK

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- EACH—\$84.50—EACH
- 5-10-20 Marvel's Baseball, Torpedo Patrol.
- EACH—\$99.50—EACH
- Air Circus, Hollywood, Knockout, Yankee Doodle.

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**Senate Body Seeks
Increased RFC Aid
To Small Business**

WASHINGTON, April 12. — Sen. Homer E. Capehart (Ind.), speaking as chairman of the Senate Banking and Currency subcommittee on small business, in a recent meeting to study legislative proposals which would aid this group, voiced a request that "small business" tell legislators what is wrong with the Reconstruction Finance Corporation.

Seeking to increase RFC's ability to aid small business thru legislation, the legislators discovered that RFC had granted 80 per cent of those applications filed this past year, but that even with that low record for rejections, there were only 12,000 loans made.

Spokesmen Differ

Spokesmen differed with each other during the meeting on what it is that small business needs to forge ahead in the post-war period, but Capehart announced the view that the remedy is not loans but tax revision which would permit small business to "plow back" its earnings. Sen. Wayne C. Morse (Ore.) differ, saying taxes cannot be cut and that little can be offered small business thru tax-law revision.

Secretary of the Treasury John W. Snyder went on record as saying that it was better for RFC to make loans to small business than the Federal Reserve, but voiced an objection to giving Federal Reserve increased loan-guarantee powers. Conversely, Under-Secretary of Commerce William C. Foster said that small business will have to be bolstered by legislation, and suggested that Federal Reserve be the agency for the task.

John D. Goodloe, RFC spokesman, stated that since 90 per cent of all RFC business loans are for less than \$100,000, current operations are already accomplishing the "basic purposes" of all proposed legislation.

**Patent Issued for
Tape Transmitter**

WASHINGTON, April 12. — Another step in the development of facsimile, the process of transmitting printed or pictorial matter by radio, was completed with the granting of a patent for a facsimile tape transmitter. Patent is assigned to Finch Telecommunications, Inc., Passaic, N. J., leading organization in this field, according to the *Official Gazette* of the U. S. Patent Office.

Interesting to the trade because possibilities for coin-operation have been widely discussed, facsimile is still definitely in the experimental stage, but several big-city newspapers have announced plans for actual news transmission.

Original application for the patent involved was made May 1, 1943, with a new application made February 5, 1944.

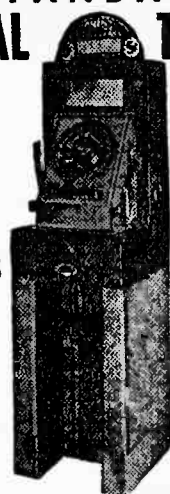
Device, according to the *Gazette*, is a facsimile tape transmitter comprising a pair of light sources, a support for a tape and a means for focusing the light from both sources in a single rectangular light bar of predetermined width on the tape.

**Seattle Coin Mach. Co.
Converting Escalators**

SEATTLE, April 12.—Seattle Coin Machine Company is now converting Mills Escalators to nickels, dimes and quarters. Conversion is called Sea-Coin Escalator and allows only one coin to drop in the hopper at a time, according to its makers.

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5/25, P.O. 269.50
- Bally Club Bells, Comb. F.P.
& P.O. 169.50

BELLS

- Jenn. 4-Star Chief, 5¢\$109.50
- 10¢ 119.50
- Blue Front, 25¢ 124.50
- Brown Front, 5¢ 124.50
- 10¢ \$129.50; 25¢ 134.50
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- 10¢ \$164.50; 25¢ 169.50

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RECORD REVIEWS

(Continued from page 118)

DINAH SHORE (Columbia 37291)
Mama, Do I Gotta?—FT; V.
When Am I Gonna Kiss You Good Morning?—FT; V.

Taking the opening strains of the Kruetzer etude which Jack Benny's fiddling popularized, Mann Curtis and Vic Mizzy have fashioned an attractive and bouncy rhythm ditty which they have endowed with novel lyrics that comes to a head as *Mama, Do I Gotta?* And Dinah Shore, getting fine rhythmic support from Sonny Burke's music makers, chants it with compelling force. Just as compelling is la belle Dinah's ditty for the tuneful rhythm ballad on the mated side, *When Am I Gonna Kiss You?*, singing it with all the necessary nuances that makes it a lyrical nicety.

Mama, Do I Gotta? for the coin clam.

MONICA LEWIS-RAY BLOCH

(Signature 15090-15065)
Guilty—FT; V.
Heartaches—FT; VC.
Exactly Like You—FT; V.
What Am I Gonna Do About You?—FT; V.

Monica Lewis fares best when getting the full-bodied instrumental support of Ray Bloch, providing the chanteuse with a rhythmic pattern for *What Am I Gonna Do About You?* For *Guilty*, which she sings at a slow ballad tempo, and for a bright and rhythmic *Exactly Like You*, Miss Monica gets intimate support from the Chelsea Three, with only the piano actually heard and the effect of bass and guitar virtually lost. However, Miss Lewis is not the intimate-styled singer, and while piping it expressively, is almost singing alone for these sides. For *Heartaches*, Ray Bloch's band carries the melody at a bright tempo, bringing on Jeffrey Clay for a singing and whistling chorus that falls short of the musical standard set by the fiddles and clarinets for the opening refrain.

Little here to make the buffalo heads hop.

METRONOME ALL-STARS

(Columbia 37293)
Sweet Lorraine—FT; VC.
Nat Meets June—FT; VC.

Once a year *Metronome* mag rounds up its all-stars. And the label reads as a "who's who." But as is the case with most of these cuttings, the interest is largely in the names on the label and not what comes out with the needling. Letting four satellites cut up a single stanza doesn't give any of the star side men a chance to get up steam for *Sweet Lorraine*. But from a commercial standpoint, the side is a winner in that Frank Sinatra is brought on to sing the opening and closing refrains. The musical meat is all packed on the backside, a blues theme that has Nat (King) Cole and the sultry voiced June Christy chanting it low-down for *Nat Meets June*. And with a speed-up in tempo, gives all the boys on deck a chance to blow up some steam.

For disk collectors.

MARY OSBORNE TRIO (Signature 15087)

Blues in Mary's Flat—FT.
Oops, My Lady—FT.

The fine guit' box pickings of Mary Osborne, with piano and bass rounding out the trio, is something to occupy the attention. Gal shows a wealth of jazz ideas and technical proficiency to execute them. Both sides are original riff opuses and both sides find her picking away at the single strings at a fast clip.

For the hot jazz fans.

SNUB MOSELY (Sonora 501)
Blues at High Noon—FT; VC.
Snub's Boogie—FT; V.

The trombone blues blowing of Snub Mosely, pacing his small but closely knit ensemble, spins to ad-

vantage here. To his slippery sliding at a bright tempo, Snub adds a husky blues shouting refrain for *Blues at High Noon*, singing of the miseries because his baby has left him. At a faster and eight-beat clip, companion side is *Snub's Boogie*, with breakaway piano pounding and the maestro's sliphorn sliding carrying the cutting to which the ensemble adds a vocal jive refrain. It's all in

the Harlem hotterie pattern and the spinning perks.

Both sides rate for the race spots.

SABBY LEWIS (Continental C-6035)

Edna—FT.
Alone in the City Blues—FT; VC.

Pianist Sabby Lewis and his small jam-packed band make with the jump rhythms as they blow it hot for the *Edna* riff. Backside dips into the race register, Lewis's aggregation merely serving as a backdrop for the slow blues moaning of Al Morgan for *Alone in the City Blues*.

Back rooms at race locations will find use for both of these sides.

JERRY JEROME (Apollo 765)

We're Living It—FT.
Vamp 'Till Ready—FT.

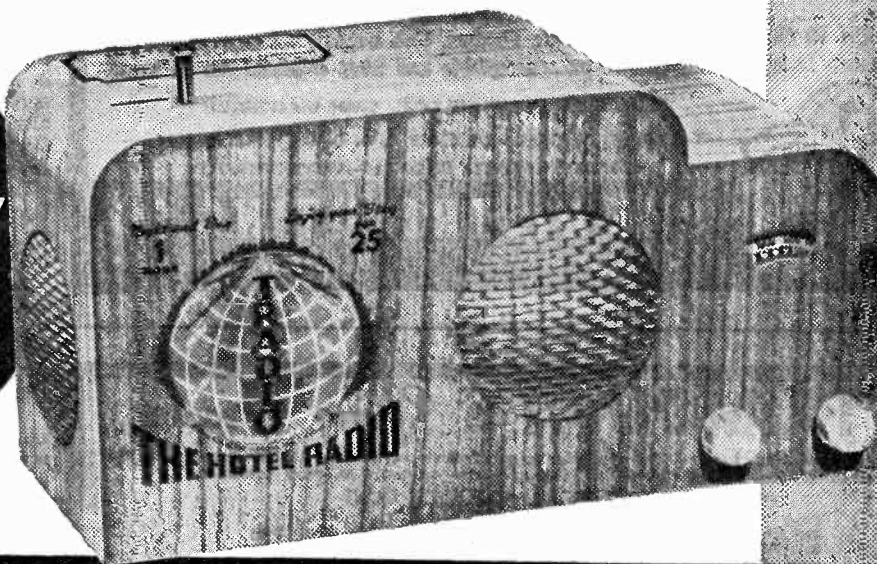
Tenor saxer Jerry Jerome, who provides all the musical backdrops for the label's singers, gets a session of his own to spin. But instead of showing off his orchestral prowess, Jerome remains true to musical tradition and puts in a session of jam. Joined by Red Solomon on trumpet and Paul Ricci on clarinet, the boys blow fine hot licks all over both sides of the label as it spins at a fast clip.

For the hot diskophiles.

(See Record Reviews on page 132)

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**Record
Reviews**

(Continued from page 131)

MILTON ORENT-FRANK ROTH (Disc 6067)
Lonely Moments—FT.
Whistler's Blues—FT.

Bassist Milton Orent and pianist Frank Orth rounded up a 10-piece band for this session. And with Mary Lou Williams supervising, turn in two of Mary Lou's scorings that are supposed to spell something new in jazz. But it's really the arranger having a ball with the score, which is what Mary Lou does when she has the band playing a fugue in whole tone progressions for what is supposed to signify *Lonely Moments*. More reserved, but hardly calm or in keeping with the diatonics, is *Whistler's Blues*, the familiar blues riff of the whistler.

For jazz students and enthusiasts.

LOUMELL MORGAN TRIO (Apollo 1038)
Darktown Strutter's Ball—FT; V.
Op' Man River—FT; V.

A fine little combo of piano, guitar and bass who flash instrumentally and vocally. And their best flash is for *Op' Man River*, showing off speed fingering on piano and guitar along with rhythm harmonies in trio singing and scat singing in the solo frame. Threesome cut it entirely clean and with a high degree of intimacy, which they also achieve for a jive and scat interpretation of *Darktown Strutter's Ball*.

Machines at the small and intimate jump locations will light up for these sides.

ENRIC MADRIGUERA (National 9028)
Cu-Tu-Gu-Ru—FT; VC.
Made for Each Other—FT; VC.

Devoted to the gay and colorful rumba rhythms, Enric Madriguera spins out a spirited version of the popular *Cu-Tu-Gu-Ru* with Patricia Gilmore and the band boys singing the English *Jack, Jack, Jack* lyrics. For the mated side, Madriguera brings on the full sweep of strings to set forth the lovely *Made for Each Other* ballad of Spanish design (*Tu Felicidad*). Miss Gilmore handles the vocal chores, but her singing doesn't measure up to the attractiveness of the music making.

Rumba addicts will single out *Cu-Tu-Gu-Ru*.

EARL BOSTIC (Gotham 144-503)
Where or When—FT.
Away—FT.
Let's Ball Tonight—Parts I & II—FT; VC.

These sides showcase he also sax smoke of Earl Bostic. With a full band, he plays his horn gutty and groovy for a slow improvising of *Where or When*, backed by a riff-fashioned *Away*, spinning at a slow but solid jump beat. For *Let's Ball Tonight*, which takes both sides of the platter, Bostic shares the horn steam with the other hot men in the band as he kicks off each side with a jive vocal at a fast jump tempo. Take-offs are torrid all the way for both sides of the waxing.

For the hot jazz fans, but race spots will spot either side of *Let's Ball Tonight*.

BABS' THREE BIPS AND A BOP
(Blue Note 534-535)
Oop-Pop-a-Da—FT; V.
Lop-Pow—FT; V.
Stomping at the Savoy—FT; V.
Pay Dem Blues—FT. V.

Alto sax and drums are added to this quartet which makes its bid for platter fame with a lyrical transposition of re-bop music. And like re-bop music, their lyrical phrasings make even less sense. In fact, less than less because the element of repetition in their phrasings make it almost nonsense. Musically, the alto saxings of Rudy Williams adds nothing. And lyrically, the boys have merely refined the gutters of Slim Gaillard and some of the other scatters. Only the others, especially,

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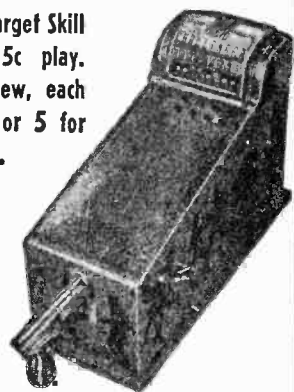
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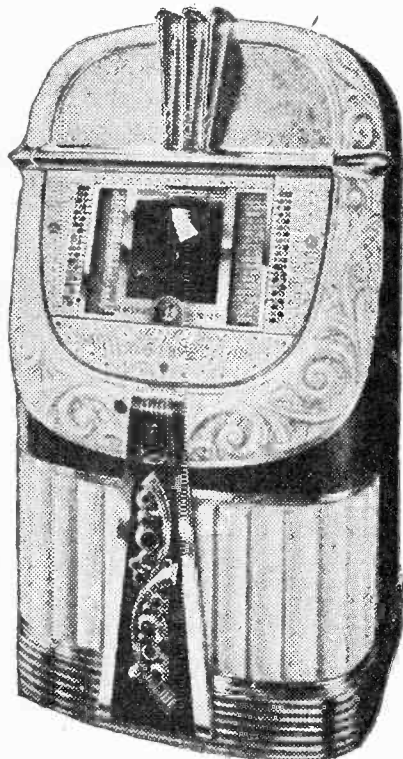
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As a novelty, *Oop-Pop-a-Da* may be worth a whirl in the music boxes.

AIR LANE TRIO (De Luxe 1068)
If I Had My Life To Live Over—W; VC.
I Wonder, I Wonder, I Wonder—FT; VC.

It's pleasant plattering of this combination of organ, accordion and electric guitar as they follow the melodic line for the popular waltz melody, *If I Had My Life To Live Over* and for the highly tuneful ballad, *I Wonder, I Wonder, I Wonder*. And following the simple melodic line, attraction of their spinning is enhanced by bringing in Ted Martin to give full expression to the sentimental story expressed in both lyrics.

Taps and taverns will take to both sides on strength of the selections.

ROY SMECK (Sonora 2001)
The Anniversary Waltz—FT; VC.
My Little Grass Shack—FT.

For the steel guitar fans, Roy Smeck provides a plattering to the full with his characteristic pluckings for a bright spinning *Little Grass Shack*, stringing out a variety of sound and talking effects from his instrument. Small combo of trumpet, clarinet and rhythm instruments provide adequate support. For the backside, Smeck keeps his strumming legit for the familiar *Anniversary Waltz*, giving way for Bob Houston to come in for a vocal refrain, all in fine order.

With the steel guitar craze on, *Little Grass Shack* will stack up the nickels.

MARIA LUISA LANDIN (Victor 70-7345)
Ahora—FT; V.
Tu Felicidad—FT; V.

Full voiced and dramatic in her chanting, Maria Luisa Landin sings it expressively for both of these Spanish ballads, spinning at a slow bolero beat provided by the small but adequate orchestra of Ray Montoya. She sings it forcefully for *Ahora*, taking tempo liberty for the more tuneful *Tu Felicidad* side which has been utilized by Tin Pan Alley to make *Made for Each Other*.

For the home sets among the Spanish set.

PEDRO VARGAS (Victor 23-0473)
Lagrimas de Sangre—FT; V.
Esta Noche O Nunca—FT; V.

A romantic troubadour with good dramatic power in his pipes, Pedro Vargas sings it sweetly for both of these Spanish serenades. Both are tuneful lullabies and spin at a slow bolero tempo. Blending with the vocal fiber of the singer is the accompanying orchestra of Alfredo Brito, featuring the fiddles and soft clarinets.

For the Spanish nationality folk.

ANDREWS SISTERS (Decca 23860)
His Feet Too Big for de Bed—FT; V.
Jack, Jack, Jack—FT; V.

The Andrews Sisters go below the border for two engaging ditties which they give up in engaging style. And with Vic Schoen's music weaving a typical and topical rhythmic pattern for the song's fashion, the three girls make it a calypso clicker for *His Feet Too Big for de Bed*, and at a faster clip in the rumba fashion, for a breezy *Jack, Jack, Jack*. Per usual, the vocal blend and easy flow of rhythm harmonies excel.

Both sides spin bright for phono play.

THE TWILIGHT THREE (Majestic 7221)
As You Desire Me—FT.
Pale Moon—FT.

Filling the gap left on the label by the Three Suns, it's easy listening to the harmonic blend of organ, accordion and harp that whip these lovely melodies. *As You Desire Me* spins (See Record Reviews on page 135)

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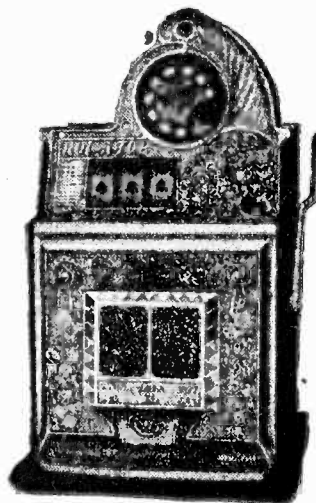
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Arcade Business On the Upgrade

(Continued from page 104)
can't go on much longer like they have been."

(Wilson is gradually getting out of arcade operation, and the Sherman location is the last one he has. He completed a transaction this week with Al Norwatt, of New York, in which he sold his big arcade at Silver Beach, across Lake Michigan from Chicago at St. Joseph, Mich. Wilson is uncertain how long he will retain his Sherman Hotel location.)

Gene Wilhelm, owner of an arcade on Wabash Avenue in the northern edge of the Loop, operating under the firm name of Finer Amusements Company, was optimistic about arcade play from now until next winter.

Business in Wilhelm's place has been on the rise for the past week or two, ever since the first signs of spring. He said play has been better in April than for many months and predicted that it would stay up as long as the good weather lasts.

Wilhelm urgently needs a serviceman and this was apparent from the condition of several machines on the floor, some of which had locked coin chutes to prevent further play. He reported it is almost impossible to keep a good maintenance man on the pay roll.

Wilhelm now has very few new machines, but he is crying for more. He has been experimenting with operation of a quiz machine for the past eight weeks and reported an unusually good average for the period.

He is a firm believer in fully automatic operation of machines. "The fewer attendants you have to have in an arcade, the better off you are," he declared.

Makes Own Cabinets

Les Miller, owner of the Hollywood Arcade on South State Street, makes his own movie cabinets and screens, using coin-operated projectors made by a Chicago manufacturer, and they are his best revenue producers at a nickel a play. He has about 10 or 12 in rows of booths in a separate room of the arcade.

Best games, in the opinion of Miller, are those that offer competitive possibilities to the players. He favors conversion of every machine possible to twin play so that players may enter into competition with each other. He is deeply grieved by the sight of several spectators standing around a machine while only one man is playing it. The more people he can "get into the act" the happier he is.

"People like to think they can beat the other guy at most anything," Miller declared. "If one man is standing watching another play a machine and there is a way for him to get into the play and compete with the other fellow, he'll grab hold of the machine and start playing it too."

Has New Machines

Miller's Arcade has many of the new machines that were shown at the CMI show. Favorite of the customers there is a new basketball game, followed by a dog-rabbit chase. The basketball game, according to Miller, is the outstanding attraction of all his games, exclusive of the movies.

Miller is not satisfied with new machine prices, but holds no grudges against manufacturers. "I can understand what the manufacturers are up against," he declared. "I was producing some movie machines like those in the arcade here, but I couldn't make any money off them and I'm quitting it."

"Sure, the arcades need new machines, but I don't know what could be done about new designs. The arcade field is pretty limited for manufacturers to spend much time and money developing new machines just for arcade distribution."

Commerce Dept. Report Sees More Sugar, Upped Price

(Continued from page 104)

tons. The U. S. sugar allotment, as well as those of all countries, is based on a theoretical total of only 5,500,000 tons. Thus, if Cuban crops come up to expectations, there possibly might be even greater supplies for the U. S. than is counted on. Of the total allocated 1947 sugar crop, according to present estimates, 3,146,000 tons are earmarked for the U. S.; 989,000 tons for the Canada-United Kingdom pool; 617,000 tons for other nations, and 739,000 tons for Cuban use.

Hawaii Output Steady

Hawaii's output of sugar in 1947 is estimated to be about 850,000 tons, or roughly the same as in 1945. Only 680,867 tons were produced in 1946 owing to a strike which lasted from September to November. Continental United States received only 632,851 tons in 1946, compared with 740,061 tons in 1945.

Total crop of 1,000,000 tons is expected in Puerto Rico for 1947. This indicates a gain of about 100,000 tons over the 909,074 tons produced in 1946. The United States cannot, on the basis of these figures, expect any appreciable increase in Puerto Rican entries over the 866,029 tons of last year. Entries in 1945 were 901,555 tons.

Best hope for Philippine sugar production is that it will be adequate to supply the local populace and eliminate necessity for imports. Output is expected to be several times greater than in 1946, reaching about 100,000 tons of centrifugal sugar. Twenty mills are reported now in condition to operate. Looking ahead another year, a total of 300,000 tons may be produced in the 1947-'48 season, with 100,000 to 200,000 tons available for export. Return to the Philippine's pre-war production of 1,000,000 tons annually is far away, but in process of realization.

U. S. Production Gaining

Sugar production in the United States is quickly regaining losses sustained during the war. 1946 production of continental beets and cane totaled 1,900,094 tons, an increase of more than 400,000 tons over 1943-'44 output. In 1947 this crop may approach the 1941-'42 level of 2,100,000 tons in view of increased planting goals.

Discussing sugar distribution in this country during 1947, the report qualifies that the 6,800,000-ton estimated crop will have subtracted from it 200,000 tons for military use and other non-civilian needs. Civilian allocation—for both civilian and industrial users—was 1,260,000 tons for the first quarter of 1947. April-June allocation has been announced as 1,740,000 tons, compared with 1,385,000 tons in the second quarter of 1946.

Oklahoma City Still Promotes Sales Tax

OKLAHOMA CITY, April 12.—William Gill Jr., city manager, disclosed this week that Oklahoma City is still interested in a straight sales tax bill despite the fact that the Senate recently killed a city tax bill. "A new sales tax bill has been prepared and I am now studying the situation to determine if it is advisable to introduce the measure in the Legislature," Gill stated.

He pointed out that legislators killed the recent tax bill for cities but took no action on a substitute measure advocated by the city for a straight sales tax measure.

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RECORD REVIEWS

(Continued from page 133)

at a slow tempo with a more moderate beat set for the Indian love song, *Pale Moon*.

Atmosphere music where class locations call for it.

TONY MOTTOLO FOUR (Majestic 1119)
Mama, Do I Gotta?—FT; VC.
You Don't Learn That in School—FT; VC.

The guitar pickings of Tony Motolo, supported by the other three rhythm instruments are mighty fine when out front for the take-offs.

However, the spinning is given over largely to Rosemary Calvin, a full-voiced rhythm chanteuse who knows how to wrap up a lyric. Gal is plenty good for the novelty rhythm ditty, *Mama, Do I Gotta?* and for the spicy lyrics of the bluesy *You Don't Learn That in School*. However, the gal gets no support from the instrumental foursome and she's out front virtually singing by herself. Both singer and instrumentalists deserve better set-ups.

Coin crowds will hardly single out these sides.

CONJUNTO CASINO (Victor 23-0567)
Churritos Calientes—FT; VC.
El Sordo—FT; VC.

Favorites down Puerto Rico way, Victor recorded this Conjunto Casino in Cuba. Featuring the spirited playing of the piano and trumpet, the band packs plenty of verve and fire in its Cuban dance rhythms for both of these sides, spinning at a lively beat in the Guaracha rhythm. And for both sides, there's a healthy helping of authentic lyrical spice in the spirited singing of Faz Ribot.

For the Latin locations.

LOS GUARACHEROS-ORLANDO GUERRA (Victor 23-0544)
Silverio, Facundo y la Luna—FT; V.
Champu de Carino—FT; V.

Both of these vocal and instrumental groups were also recorded in Cuba by the label. Los Guaracheros de Oriente, is a countryside group that generates plenty of Latin excitement with their spirited harmonies set to guitar strums for *Silverio, Facundo y da Luna*. Voices are all lusty, and the music is rich in Cuban flavor. Coupling is the spirited singing of Orlando Guerra (Cascarita) for *Champu de Carino*, spinning at a slower tempo and getting full band support from the Orquesta Casino de la Playa.

For the Spanish set.

PATRICIO TEIXEIRA (Victor 26-9013)
I Have No Tears—FT; V.
Orange Juice—FT; V.

This is the unison singing of boy and girl, singing the Spanish lyrics for two lively samba rhythm ditties. However, neither of the selections holds any melodic attraction, nor are the samba rhythms of the accompanying studio orchestra sharply defined.

Poor sampling of sambas.

N. GOUNARIS (Victor 26-8023)
For Whom Are You Leaving Me?—FT; V.
Beautiful Athens—FT; V.

The folk singing in the Greek tongue of N. Gounaris, his tenoring soft and sweet, brings out all of the melancholy and nostalgic appeal of both selections. Both set in the slow tango tempo, Gounaris sings it soulfully for *For Whom Are You Leaving Me?*, and for the more tuneful *Beautiful Athens* is joined in duet by T. Maroudas. M. Sougiou's music, including fiddles, accordion and piano, provides full melodic support for the singing.

For the nationality spots.

THE THOMAS FAMILY (Majestic 11008-11009)
Farther Along—W; V.
I Can't Sit Down—FT; V.
I Ain't Gonna Study War No More—FT; V.
You Better Get Down on Your Knees and Pray—FT; V.

The male and female voices of the Thomas Family blend nicely for these spiritual and folk songs. Moreover, there's a fine rhythmic feel in their singing, and with the accompanying Western unit providing toe-tapping support, all the sides spin bright. There's a hallelujah ring to their vocal rhythms for *I Can't Sit Down* and for *You Better Get Down on Your Knees and Pray*. Emphasis on religious fervor is fashioned only for *I Ain't Gonna Study War No More*,

while it's easy and folksy singing for the *Farther Along* hymn taken at a slow waltz tempo.

For the home phonos.

TED JOHNSON (Victor 26-0055)
Happy Tunes—FT.
By Request—W.

Ted Johnson and His Midnight Sons (violin, accordions and bass) spotlight the music of Scandinavia in this spinning. Giving an authentic interpretation of the European folk dance music, *Happy Tunes* is a Swedish schottische melody, and *By Request*, a lilting waltz melody, is designed for the Swedish hamba dance.

For the nationality locations.

BRADLEY KINCAID (Majestic 6010-6011)
The Blue Tail Fly—FT; V.
Those Precious Love Letters—W; V.
The Legend of the Robin's Breast—FT; V.
Footprints in the Snow—FT; V.

A new folk singer for the label, Bradley Kincaid impresses no end with his sincerity in song. Supported by fiddles, mandolins and guitar, Kincaid sings it softly and sympathetically for the cowboy torch lullaby, *Those Precious Letters*, taking a waltz tempo to tell the story of letters that are now souvenirs of a lost love. Coupling is his own *Footprints in the Snow*, in a happier frame of song as he tells how he found his girl friend by tracing her footprints in the snow. For the other pairing, spinning is marked by his simplicity and sincerity as he brings back the traditional and homespun *Blue Tail Fly* story, mated to a re-

ligious hymnal of his own design, *The Legend of the Robin's Breast*.

Love Letters and *Footprints in the Snow* stack up for phono play.

FRANKIE LAINE (Mercury 5048)
Mam'selle—FT; VC.
All of Me—FT; VC.

Tho he'll have some serious competition, Frankie Laine's fervent throating of *Mam'selle*, the moody ditty from the *Razor's Edge*, should catapult the disk into top popularity once the waxing gets radio promotion. Tune fits Frankie like a glove. Laine continues his impassioned vocalizing on the flipover, giving the standard, *All of Me*, some more of his sensitive lyricizing. Ork fronter Harry Geller should get an assist for his meaningful and original background music on both sides.

Mam'selle should be a top coin collector.

THE STARLIGHTERS (Mercury 3060)
Across the Alley From the Alamo—FT; VC.
Why Did It Have To End So Soon?—FT; VC.

This harmony quintet gives this up-and-coming novelty proper treatment, handling the lyric straight and with enthusiasm. Previous cuttings have been too hoked up with over-scoring or were lusterless, but these singers, members of the *Chesterfield Supper Club*, network show, give the tune the right handling. Reverse, in slower tempo, is a newie, exhibiting a simple, catchy melody with some down-to-earth lyrics.

Across the Alley should reap a steady nickel harvest.

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P & S MACHINE CO.

3017 N. SHEFFIELD AVENUE

CHICAGO 14, ILLINOIS

Deadline Crowds Colorado Bell Okay Passed by House

DENVER, April 12.—A bill legalizing the operation of bell machines in Colorado and providing quarterly license fees of \$150 per machine was passed by the House of Representatives Thursday (10) and sent to the Senate for consideration. Bill would restrict the number of machines to eight in clubs and to two in all other locations.

Capitol observers commented that final enactment of the measure into law will require speedy action in the Senate, where it will have to pass on second reading by Tuesday (15) in order to beat the adjournment date set for April 18.

Bill, which was introduced in the House January 9, was reported out of the House Finance, Ways and Means Committee Thursday with recommendation for passage, which immediately followed.

Effective in July

Measure, which would become effective July 1, 1947, permits licensing of any firm or individual except those who have been convicted of a felony. Licenses would be issued every three months for a fee of \$150 per machine, making an annual total of \$600.

Bill provides that license applicants furnish a complete description of the room and premises in which machines are to be operated, together with location of the building and other information by which it might be readily located and recognized.

Licenses would not be transferable to any person other than the one to whom it was originally issued and would be valid only for the room and machine for which it was issued. License fees would not be refunded for any reason, even tho machine would have ceased to operate.

List Penalties

Violation of the provisions of the bill would be punishable as a misdemeanor, with fines ranging from \$100 to \$1,000 and/or jail terms of six months to a year. This also applies to persons who permit the use of their property by persons operating unlicensed machines.

Playing of machines by persons under 21 years of age is expressly forbidden in the bill, persons permitting minors to play being subject to prosecution under the misdemeanor provision.

Playing of machines by persons under 21 years of age is expressly forbidden in the bill, persons permitting minors to play being subject to prosecution under the misdemeanor provision.

Violation of the terms of the bill also is cause for revocation of licenses, after which no new or addi-

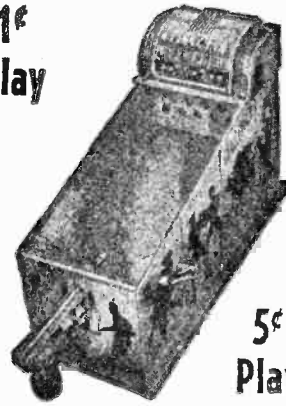
tional licenses may be issued to the violator for a period of one year from the date of revocation.

Provisions of the bill are made severable so that in the event any part of the bill is held invalid by the courts, the rest of the act would not be affected and would continue in force.

CHALLENGER

1¢ Play

IMMEDIATE DELIVERY



1/3 Deposit With Order

5¢ Play

\$65.00 EACH

Write for quantity prices.

The VENDING MACHINE CO.

FAYETTEVILLE, NORTH CAROLINA

U. S. A.

FOR SALE

MUSIC

- 7 Rock-Ola Playmasters, 1941 Model... \$149.50
- 1 Seeburg 9800, R.C. 275.00
- 1 Wurlitzer 750E 350.00
- 6 Seeburg Classics 185.00

ARCADE

- Mutoscope Hockey \$ 50.00
- Exhibit Ping Pong 40.00
- Mills Shocker 50.00
- Bank-a-Ball 75.00
- One Set Exhibit Love Meters With Stand 50.00
- 2 Poo Basket Balls 25.00

ONE BALLS

- 6 Sport Specials \$ 45.00
- 3 Record Times 55.00
- 3 Blue Grass 55.00
- 3 Dark Horse 55.00
- 5 '41 Derbys 75.00
- 2 Pimlicos 95.00

All Machines Are Thoroughly Reconditioned.
1/3 Certified Deposit With All Orders.

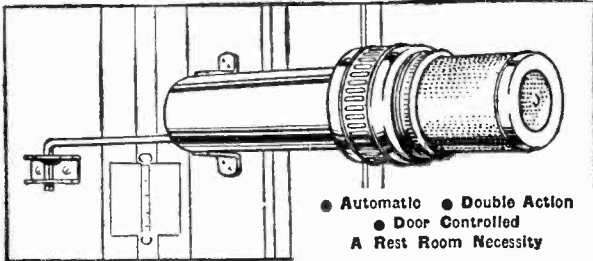
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Increase Your Earnings on Your Present Service Routes With Our Patented



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BALLY ENTRY
CHICAGO COIN KILROY
CHAMP BASKETBALL

EXHIBIT MYSTERY
EVANS BANGTAILS
EVANS DOMINOS
EVANS WINTER BOOKS
EVANS TEN STRIKE

ROCK BOTTOM PRICES FOR QUICK SALE

MUSIC

- 1 THRONE OF MUSIC
- 1 MILLS EMPRESS
- 1 8200, E.S.R.C.
- 1 '40 SUPER ROCKOLITE
- 1 PLAYMASTER
- 1 SEEBURG R.C. ORGAN
- 10 DIALATONE BOXES
- 25 120 WALL BOXES
- 25 125 WALL BOXES

CONSOLES

- 75¢ DRAW BELLS
- 1 25¢ DRAW BELL
- 23 DOMINOS, D. CAB.
- 27 DOMINOS, L. CAB.
- 4 JUMBO PARADES, C.P.
- 1 ROLL-EM
- 2 SUPER BELLS, 5¢ COMB.
- 22-WAY SUPER BELLS

ARCADE EQUIPMENT

- 1 CONVOY
- 2 COALEES
- 1 RAPID FIRE
- 4 UNDERSEA RAIDERS
- 1 SCIENTIFIC BATTING PRACTICE
- 1 SUPREME BOLA SCORE

ONE BALLS

- 1 GOLD CUP
- 1 RACING FORM
- 1 CAROM
- 3 SANTA ANITAS
- 7 VICTORY DERBYS

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Manufactured by

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DROP IN TO SEE THESE BIG MONEY-MAKERS TODAY.

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MANGEL'S SHOOTING GALLERY

11' high, 16' wide, with partial roof and enough side steel sheets to cover 35' length. 4 almost new Model 62 Winchesters, 2 Remington Automatics and 4 Model 90's, all complete—\$4500.00 F. O. B. Buffalo.

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- Sky Fighter ... \$150
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- Genco Baseball 125
- Chicago Coin Hockey ... \$150
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1/3 with order, balance C. O. D.

WHITE AMUSEMENTS, Inc.

10 W. CHIPPEWA ST., BUFFALO, N. Y.

EXTRA SPECIAL!

- 8 Double Mellink Safes, lock type with slide door. Each \$ 54.50
- 1 Mills Three Bells, 5-10-25¢ Play, A-1 shape 274.50
- 1 Like New Bally Undersea Raider 139.50

OLSHEIN DIST. CO.

1100-02 Broadway ALBANY 4, N. Y.

Most Legislatures Ready To Adjourn This Month

(Continued from page 105)

federal tax on bell machines.

MISSOURI—An amendment (H. B. 412) has been proposed here which would give fourth-class cities the right to license, tax and regulate juke boxes, pinball and other amusement games. These three types of coin machines are specifically added to the types of businesses which fourth-class cities would be able to tax if the measure passes. As it now stands, the enabling act involving the powers of fourth-class cities gives municipal officers in such cities power to tax a wide variety of business enterprises.

Cig Vender Bill

NEW HAMPSHIRE—The Senate Judiciary Committee is now studying H. B. 285 which would place a \$10 operator's license fee on cigarette vending machine firms which operate 25 or more cigarette machines. At present the cigarette merchandising machine is classified as a retail outlet. As such, it pays a \$1 retail license fee. Under the proposed amendment, cigarette machines would still be in the retail outlet classification, but the operator would pay the additional \$10 occupation tax.

Last week New Hampshire's Supreme Court upheld the constitutionality of a tax on soft drinks, placing such a tax in the same category as taxes on tobacco products. The opinion was handed down concerning a proposed House Bill (H.B. 80), but this week the House Ways and Means Committee, by unanimous vote, killed the soft-drink tax. Opponents of the bill argued that the tax would be imposed chiefly on children and that it would not bring in the amount estimated by its sponsors.

NORTH CAROLINA—1947 Regular session adjourned April 5.

OREGON—Legislature here adjourned April 7. Before adjournment, H. B. 81, which would have placed a tax on certain gaming devices, irrespective of their legality under State law, was indefinitely postponed. H. B. 505, allocating receipts from the privilege tax on juke boxes and amusement games passed both House and Senate and seems destined for approval. Under the old allocation procedure, funds were channeled to old-age assistance agencies, but the amendment will place 60 per cent of all receipts in the State's general fund, with 40 per cent earmarked for county treasuries.

Pennsylvania's Two Coin Bills

PENNSYLVANIA—The Legislature now has two tax proposals in the House, both proposing levies on juke boxes, pinball and other amusement games. Both measures are now being studied by the House Ways and Means Committee. One bill would

put a \$10 tax on juke and games, the other would put a \$10 tax on games and a \$15 tax on juke boxes. House Bill 1217, which would prohibit the advertising and sale of cigarettes below cost, has been referred to the government committee. The Senate is also considering a measure (S. B. 493) which would allow the sale of "properly packaged" ice cream thru frozen food cabinets.

SOUTH CAROLINA—Amended version of H. B. 274, to place a \$15 tax on music and games and a \$10 tax on venders, has been reported favorably in the House on second reading. Excepted under the bill are sanitary venders installed in rest rooms for the exclusive use of employees. Same measure would place a \$10 tax on bowling alleys.

Sheet Steel To Continue Short, Say Executives

PITTSBURGH, April 12.—Executives of the steel industry in this area are reversing their opinion of sheet steel supply conditions and now believe that it will continue to be short for the remainder of 1947.

Previously, prevailing opinion thruout the industry was that sheet steel shortages would be alleviated to a great extent with the coming of summer. Now, however, the industry sees little hope for production, especially of enameling sheets, to catch up with demand before the end of the year.

Steel supply picture is not too bright from the viewpoint of coin machine manufacturers, with major grades of sheet steel still in short supply, altho some specialties, including stainless steel, are beginning to ease. Stainless sheet was reported available for two-month delivery, and demand for electrical sheets is reportedly being met more easily because of expanded production facilities.

Kansas Legislature Ends 1947 Sessions

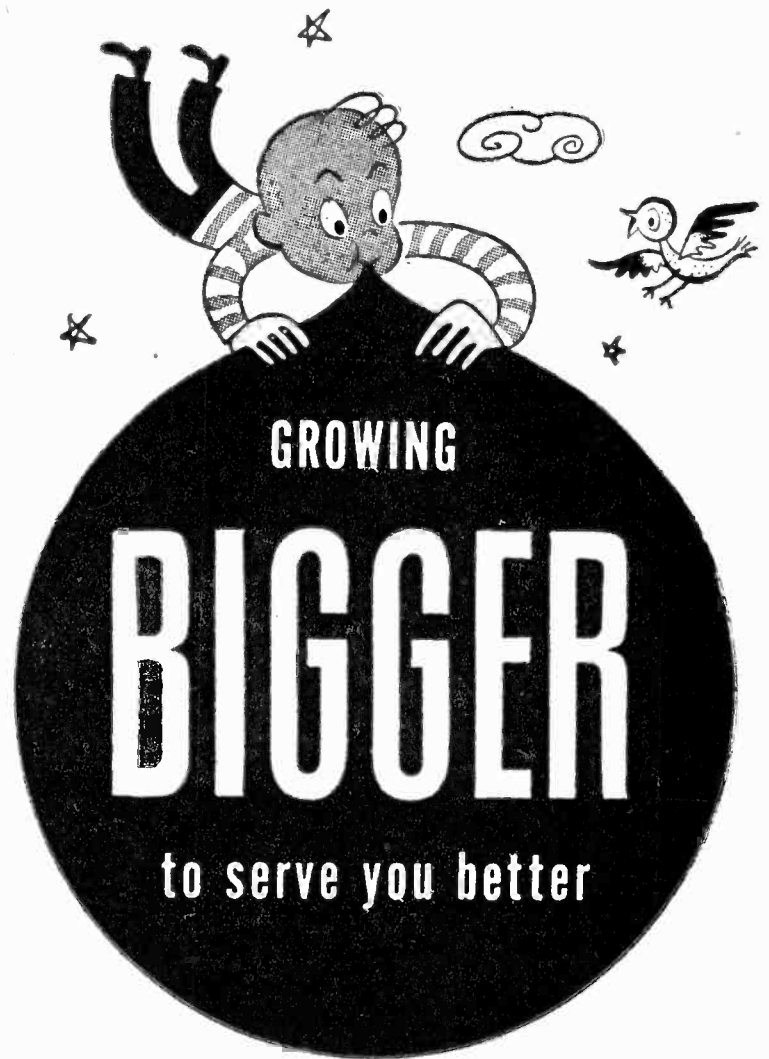
TOPEKA, Kan., April 12.—After stopping the clocks twice to prolong legislative days, the Kansas Legislature finally wound up its 1947 session Friday (11). Adjournment originally was set for April 4, but the clocks had to be stopped at 9:15 p.m. that day when rural citizens came marching into the Capitol demanding that something be done to give relief to country schools.

Clocks were started again Wednesday (9) but they had to be stopped again at 2:15 p.m. that day to enable printers to complete printing of bills so that they could be sent to the governor while the Legislature was still in session.

At time of adjournment, Gov. Frank Carlson had signed 350 of the Legislature's bills into law, and vetoed a few. Only one bill aimed directly at the coin machine trade was introduced during the session, but it died in committee.

Brewster Okays Park Meters

BREWSTER, Conn., April 12.—The village board has voted to install 125 parking meters of the Duncan-Miller type in the downtown business area. The Duncan-Miller representative has promised delivery in 30 days.



IT HAPPENS ON
**MONDAY!
APRIL 21!**

OPENING OF

**ATLANTIC AND SEABOARD'S
GREAT NEW 15,000-FOOT
OFFICES, SHOWROOMS AND
COMPLETE SERVICE DEPARTMENTS**

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NEW PHONE: COLUMBUS 5-4585

ATLANTIC NEW YORK CORP.

Exclusive SEEBURG Distributors

SEABOARD NEW YORK CORP.

Exclusive Distributors For

Genco, Viking, Keeney, Allite, Daval, Telequiz

American Time Corp. Com. Stock Upped

SPRINGFIELD, Mass., April 12.—Stockholders of the American Time Corporation voted at their first annual meeting to increase authorized common stock from 500,000 shares to 530,000. The corporation's board of directors was re-elected unanimously.

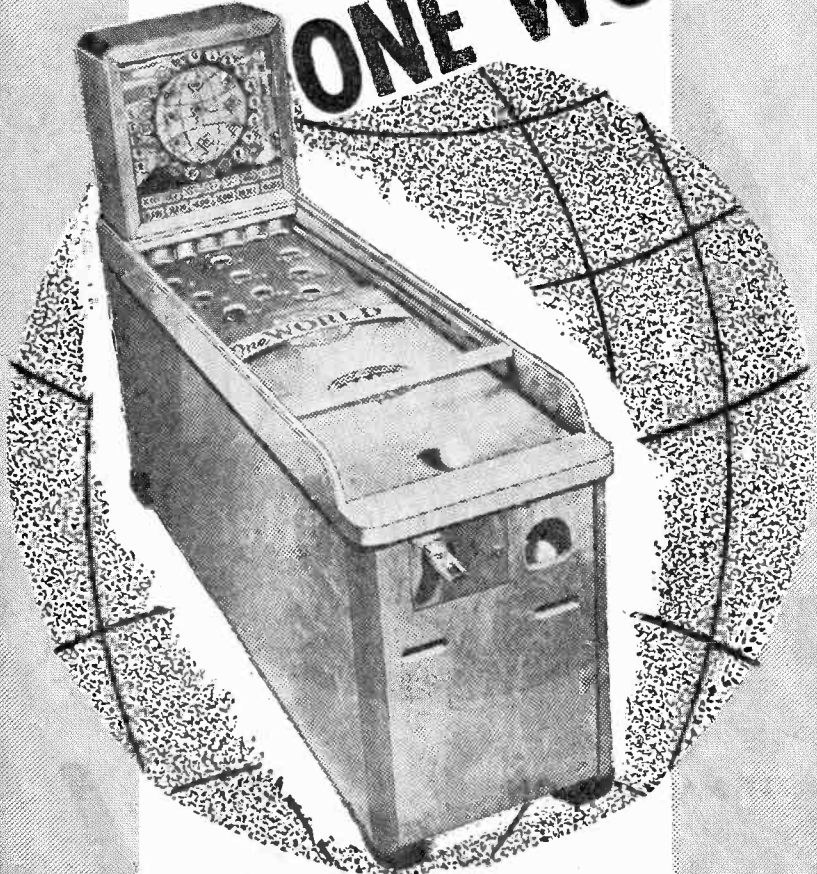
Frederick H. Hunter, president, reported that the firm soon would introduce a new photographic timer and a new industrial re-set timer, as well as its new 50-D series 10-cent timer for coin-operated appliances.

It was announced that American Time has expanded so that it has two plants here, plus offices in the Chamber of Commerce Building.

P.S. We'll be open for business on Monday, April 21. Our GALA GRAND OPENING PARTY is set for Sunday, May 11. See us April 21...celebrate with us May 11!



never... never... never...
THERE'S NEVER BEEN A GAME LIKE
ONE WORLD



You've... never seen a game more fascinating never played a game more spellbinding never placed a game more profitable than...

ONE WORLD

A high score game with suspense that lasts until the very last ball drops in a hole!

Player lights up world map on backboard like a jigsaw puzzle!

A tense, intense roll down skill game. 6, 7 or 8 balls for 5 cents.

Console type cabinet.

NOW BEING DELIVERED
IF YOU WANT TO SIT ON TOP OF THE WORLD
—HAVE ONE WORLD WORKING FOR YOU
IN EVERY LOCATION ON YOUR ROUTE



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- NORTHERN NEW JERSEY**—Seacoast Distributors, Inc., 415 Frelinghuysen Ave., Newark, N. J.
- METROPOLITAN NEW YORK**—Seacoast Distributors, Inc., 627 Tenth Ave., New York, N. Y.
- WISCONSIN**—Vic Manhardt Co., Inc., 547 No. 16th St., Milwaukee, Wis.
- WESTERN NEW YORK**—J. H. Winfield Co., 916 Main St., Buffalo, N. Y.
- EASTERN NEW YORK**—O'Neil Distributing Co., 1100 Broadway, Albany, N. Y.
- MINNESOTA**—Twin Port Sales Co., 230 Lake Ave. So., Duluth, Minn.; 2027 Washington Ave. So., Minneapolis, Minn.
- MIDWESTERN NEW YORK**—Rex Coin Machine Exchange, 824 So. Salina St., Syracuse, N. Y.
- MICHIGAN**—King Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.; 3004 Grand River, Detroit, Mich.
- NORTHERN OHIO**—Monroe Coin Machine Distributing, Inc., 2323 Chester Avenue, Cleveland, Ohio.
- IOWA**—Sandler Distributing Co., 110 11th St., Des Moines, Iowa.
- NEBRASKA**—Sandler Distributing Co., 1206 Farnum St., Omaha 2, Neb.

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Machine Play in Small Resort Gives Indications of Bonanza

ESKRIDGE, Kan., April 12.—Preview of what the small resort business can mean to the coin machine trade was given here when Bill Lacey and Bob Dehmer, of Topeka, unveiled their new Lake Wabaunsee Lodge.

The lodge has one of the most elaborate coin machine layouts in this area, operated by John H. Plumb, owner of Topeka Music Company. It features three music installations, including 22 wall boxes; pinballs, cigarette venders and ray guns. Plumb said he plans to install coin-operated radios in the lobby and in each of the rooms of the main lodge. Also in the works is a heavy-volume system for the outdoor dance platform adjoining the lodge.

Opening day, April 5, was jam-packed despite poor weather, Plumb reported, and play of the coin machines was excellent. Plumb declared that resorts of this type are among the best locations he has found for pinballs, ray guns and other amusement games.

The lodge, which is located on the shore of Lake Wabaunsee, 37 miles southwest of Topeka, was converted from buildings constructed by the government for a National Youth Administration camp. Bill Lacey, one of the founders, formerly was a Topeka road show impresario, bringing attractions into the Municipal Auditorium there. He has converted the

main building into a 14-room lodge and constructed 24 cabins around it. Resort offers boating, swimming, fishing and dancing. Principal coin machine locations are the lobby, where the cigarette venders and amusement games are located; the taproom and dining room, where the principal music layout is situated; and the soda fountain, which has a juke box.

Plumb said he did not intend to install coin radios in the cabins because most of them have already been rented by the year and the occupants undoubtedly would bring their own sets.

Miami Beach To Host Greater Number of Conventions in 1947

MIAMI BEACH, Fla., April 12.—An estimated 25,000 persons attending 44 conventions here will visit this resort city during 1947, according to announcement by Tom F. Smith, News-Convention Bureau director.

In a breakdown of figures, Smith said eight conventions were booked for April, eight or more for May, 10 in October and the remaining 18 spread in between.

They range from an assembly of the first American fliers to bomb Tokyo to three allied conventions of the national milk, dairy and ice cream industries, with the latter expected to account for 15,000 persons in October.

Smith also said that Miami Beach hotels will handle the overflow from the Southeastern Shrine convention, which will take place in Miami September 25-27.

Freight Car Makers Raise Production

NEW YORK, April 12.—Brighter prospects for rail freight movements were seen in recent announcement of American Railway Car Institute that freight cars built and delivered in March totaled 2,883, a 36 per cent increase from February deliveries.

Altho new cars ordered in March totaled 12,049, thus boosting the overall backlog to 94,947, which is more than double that of a year ago, the institute offered this optimistic statement: "There is strong evidence that March marked the turning point in freight car production and that deliveries can now rise steadily in direct proportion to the additional steel to be made available for car building by the steel industry."

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A TERRIFIC SELLER

FAST PLAY
LARGE PROFIT
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100 Holes—25¢ a Sale
Takes In \$25.00
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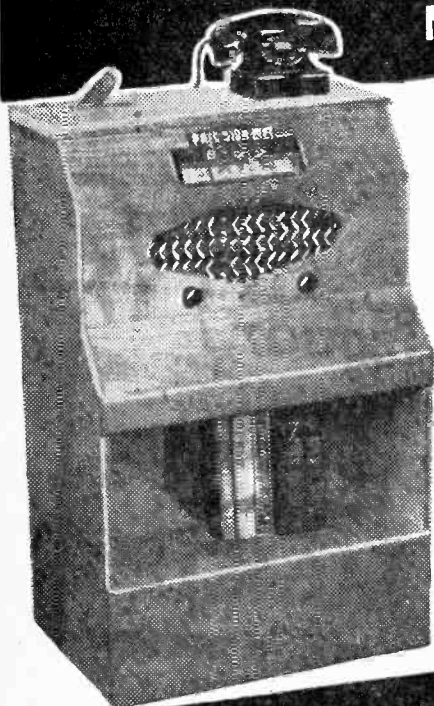
Cash in on multi-million dollar astrology business.
Wire CONTROL, 166 W. Jackson, Chicago

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NEW YORK ARCADE

Arcade located in heart of Times Square in New York. Doing a nice business which can be improved with personal management. Now available at sacrifice price. Present owner must look after his wholesale business and will therefore accept any reasonable offer. For further particulars see
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MEN WANTED

DIRECT FACTORY REPRESENTATIVES FOR OUR SENSATIONAL NEW MERCHANDISING PLAN



Immediate and heavy profits are assured by the new co-operative finance plan for

NEW DELUXE MODEL PRECISION-BILT RADIO

Unquestionably the Most Beautiful Coin Operated Console Radio Model!

Wins instant acceptance in the finest hotels, tourist camps, clubs, motels, etc. Thousands Of Precision-Bilt Radios Are Being Installed At No Cost To Locations With Our Successful Co-operative

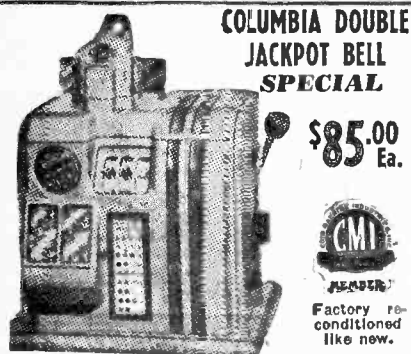
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COLUMBIA DOUBLE JACKPOT BELL SPECIAL

\$85.00 Ea.



Factory Reconditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep. 60 lbs. wt.

SPARKS Complete Automatic

Token payout machine. Cigarette reels. Same features as any high price slot machine. Spits tokens. Free play or Cig. token supplied. Factory reconditioned like new! Specially priced at . . .

\$12.50 Each

MERCURY

Cig. slot reels. Can be used with free play tokens or cig. tokens. Supplied with tube of tokens, 1¢ or 5¢ play. Factory reconditioned like new.

\$14.50 Each

Special:

5 for \$60.00



NEW MILLS VEST POCKET

The Vest Pocket is a complete Bell, operating on 3/5 mystery automatic payout system. 1¢ or 5¢ play, metered jackpot. Only 8 by 7 by 8". Weighs only 15 lbs. Pays on all Bell Combinations. Looks like an attractive cube on counter. Flap to cover reels.

NEW 1947 \$71.50

Factory Reconditioned 1946 Vest Pockets . . . \$47.50 Each

1/3 DEPOSIT—BALANCE C. O. D.—F. O. B. CHICAGO—Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

NEW CHALLENGER

A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER. More dollars for you with

THE NEW ABT CHALLENGER

\$49.50 each

WRITE FOR FREE CATALOG! WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!



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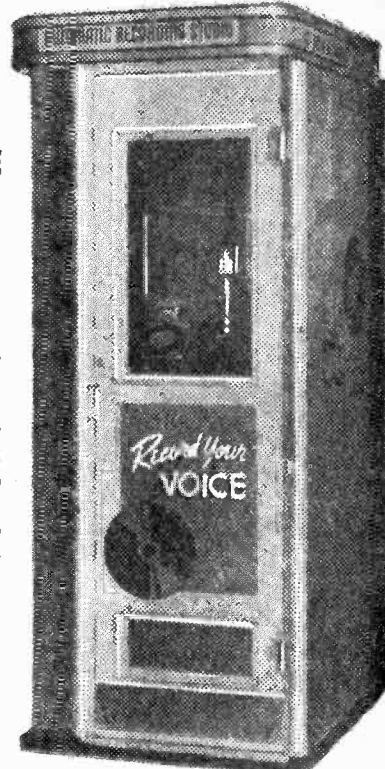
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People thrill at the idea of making instantaneous recordings of their own voices and mailing them to friends or taking them home to enjoy hearing over and over again on their own phonographs. Universal Appeal . . . Showmanship . . . Foolproof Operation . . . Human Interest—The VOICE-O-GRAPH has all four . . . and MORE! The psychological impulse to record the Human Voice, guarantees exceptional profits for all operators.

The VOICE-O-GRAPH occupies only 1 sq. yd. of floor space and yet 2 people can record conversation or song. It is fully Automatic—Coin Operated with Special Mailing Envelopes vended for an additional Coin. The Booth is Soundproof! Beautifully designed. No Attendant is necessary.



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EVANS 1947 TEN STRIKE**

The original and still the greatest of all bowling games! It's redesigned with new, important Evans' innovations. The scoring and automatic pin setting have been speeded up. Less than a minute per game. More earning capacity than ever before!

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SPORTSMAN ROLL

A new ball roll down game that's making players all over yell their heads off in excitement. Scores up to 790,000!

Skill holes, mystery buttons, an alligator that opens its jaws—SPORTSMAN ROLL has everything to roll up your profits. Plus a cabinet of new extra lightweight material that stands up like steel.

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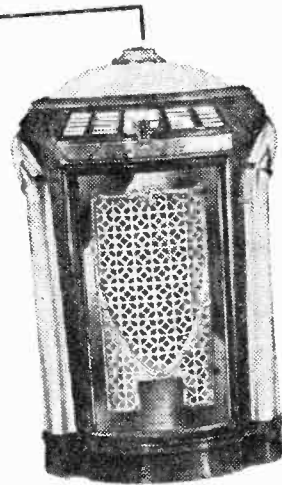
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WHAT APPEAL . . .
WHAT EARNINGS . . .

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GET NEXT TO THIS NEW
GOTTLIEB
SENSATION RIGHT
NOW!
SHE'S WAITING FOR
YOU AT FLORIDA
AUTOMATIC!

BE SURE TO ORDER THESE GOTTLIEB WINNERS:
DeLuxe
DAILY RACES • **GRIP SCALE**
1-Ball. Payout or Replay Best Since 1927!



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SKILL THRILL • **BEST HAND**
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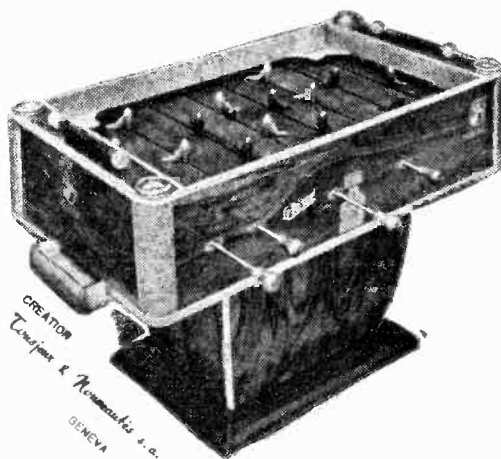
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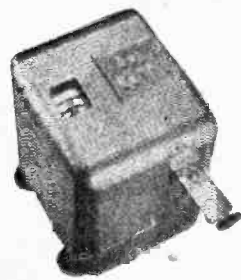
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Missouri Bonus Proposals Fade

JEFFERSON CITY, Mo., April 12.—Agitation for a Missouri State bonus for veterans of World War II appears to have died without even getting a bill formally introduced. Movement for a bonus here had been accompanied by several proposals for special taxes on amusement, coin-operated machines and products vended by coin machines.

Chairman of the House Military Affairs Committee predicted this week that no bonus bill will be introduced. He said his committee had taken no action on the subject because no reasonable method of producing revenue for the bonus had been offered and because there appeared to be no genuine demand among rank and file veterans of the State for a bonus.

Prospects for bonus legislation were made even darker when the final appropriation bill was introduced this week. Appropriation bills now pending would use up all expected revenue from present State taxes and fees and all but \$1,000,000 of the State's \$27,000,000 special post-war fund.

Missouri Legislature is expected to recess in May and reconvene next January.

Florida Cig, Beverage Levy Receipts Show Decrease for March

TALLAHASSEE, Fla., April 12.—March tax collections on both cigarettes and alcoholic beverages dropped below total receipts for the same month last year, according to a report of Beverage Director James T. Velle.

Report stated that cigarette collections, which had been steadily increasing for months, dropped 2.46 per cent below those of March, 1946. Cigarette tax total was \$1,008,730, compared with \$1,033,564 last year. Receipts for the first nine months of the fiscal year now stand at \$8,680,783, a gain of 12.78 per cent over the corresponding period last year.

Receipts of liquor taxes in March amounted to \$1,621,022, compared with \$1,990,051 a year ago. This was a drop of 18.54 per cent for the month, but the total for the nine-month period, \$17,353,892, is only 1 per cent below the same period last year.



- Wurlitzer 71 C.M. ... \$150.00
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- Wurlitzer 24, Cellar Jobs ... 150.00
- Wurlitzer 500 ... 235.00

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- AMI Top Flights ... 115.00
- AMI Streamliners ... 195.00

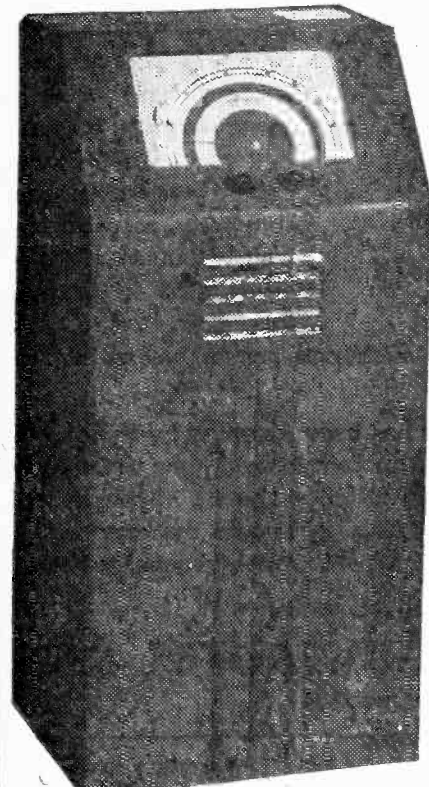
- Rock-Ola Spectrovox and Playmaster, Comp. ... \$225.00
- Rock-Ola Monarchs and Windsors ... 150.00
- Rock-Ola Masters ... 235.00
- Rock-Ola Imperials, Cellar Jobs ... 150.00
- Rock-Ola Supers ... 245.00
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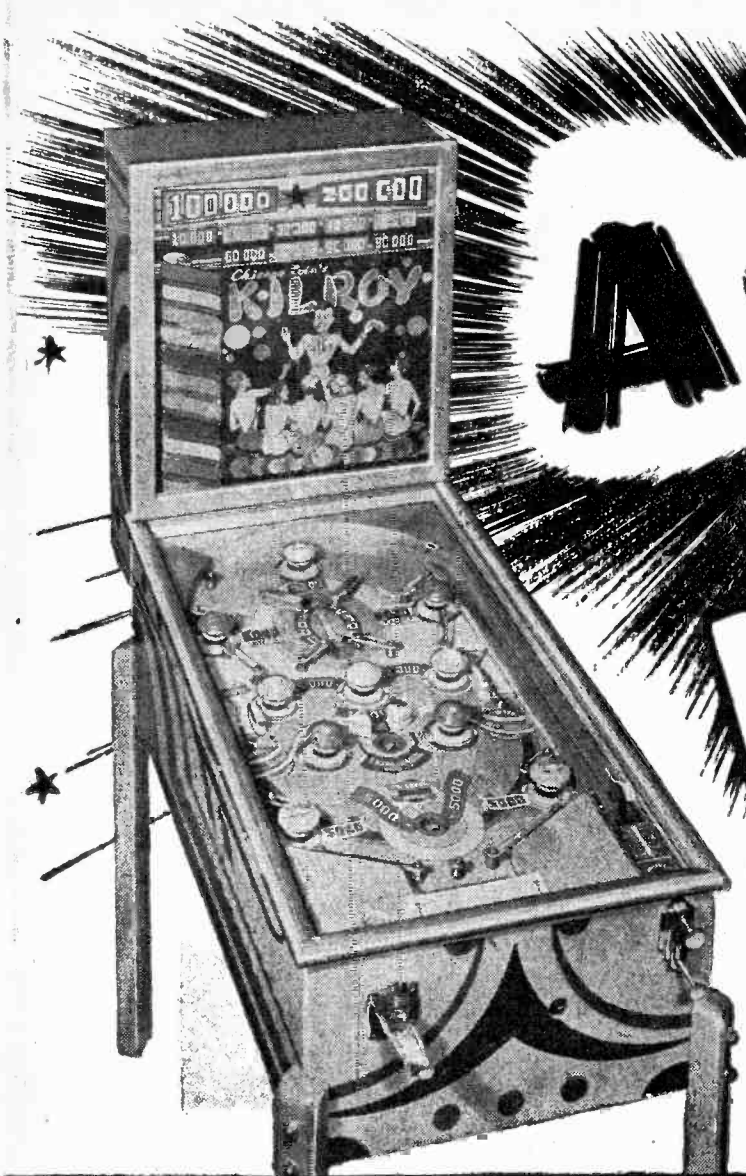
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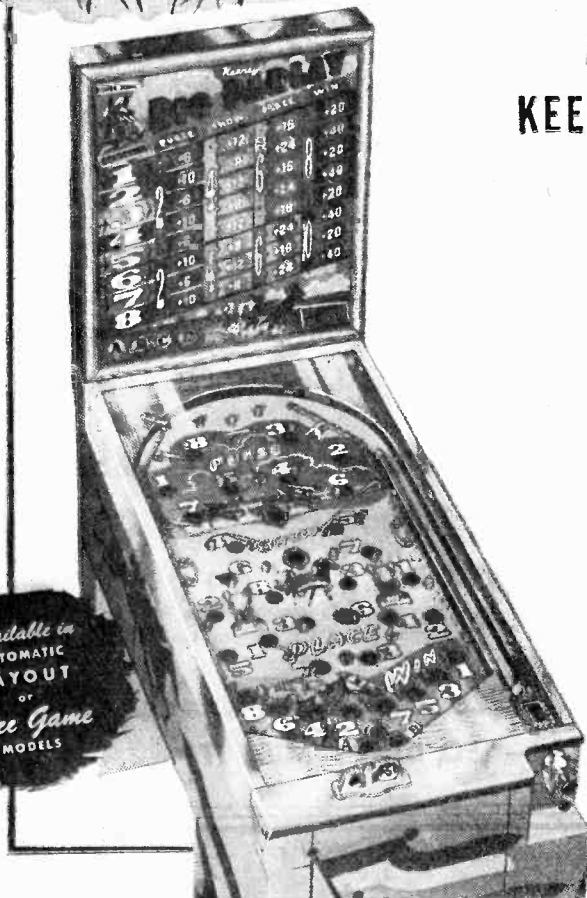
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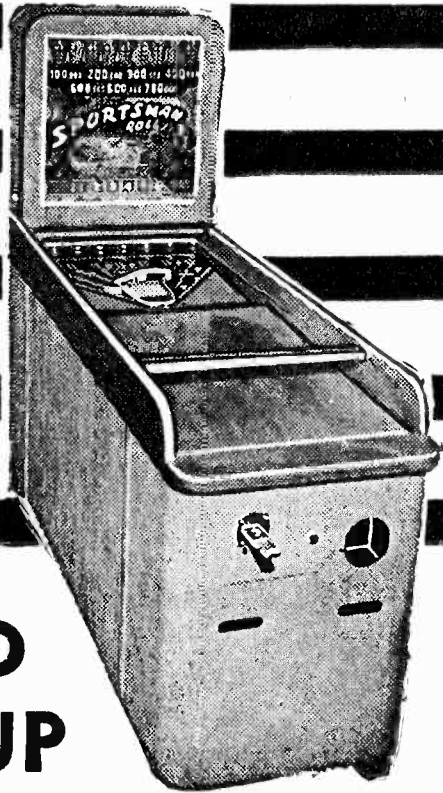
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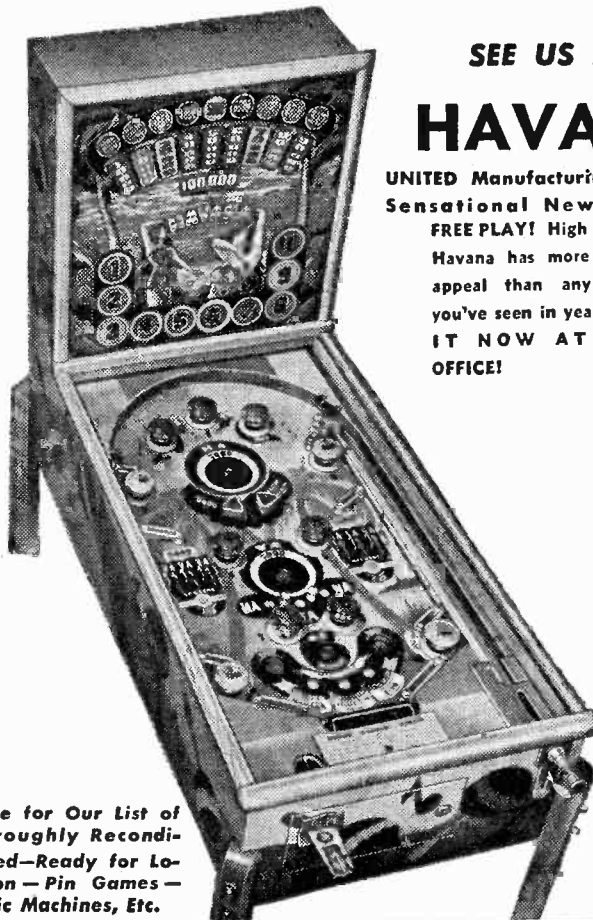
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WATLING ROLATOP, 25c .. 99.50
5c JENN. SILVER CHIEF .. 119.50
5c MILLS BLUE FRONT, ORIG. .. 109.50
10c MILLS BLUE FRONT .. 119.50
25c MILLS BLUE FRONT .. 129.50
5c BROWN FRONTS .. 119.50
10c BROWN FRONTS .. 129.50
25c BROWN FRONTS .. 139.50
5c GOLD CHROME .. 119.50
VEST POCKETS, 1946 Model .. 59.50
5c OT., LATE, Glitter Gold Front .. 87.50
25c OT., LATE, Glitter Gold Front .. 109.50
5c JENN. CLUB CONSOLE CHIEF .. 149.50
10c 6-STAR CHIEF .. 119.50
COLUMBIAS, J.P. 1946 MODEL .. 99.50
5c BLACK CHERRY, REG. .. 149.50
10c BLACK CHERRY, NEW REG. .. 169.50
5c WATL. ROLATOP, 1946 MOD. .. 139.50
10c WATL. ROLATOP, 1946 MOD. .. 149.50
5-10-25c JENN. LITE-UP CHIEFS .. Write

ONE BALLS

VICTORY SPECIAL .. \$489.50
CLUB TROPHY, F.P. .. 139.50
VICTORIOUS, F.P., TURF CHAMP .. 89.50
'41 DERBY .. 149.50
RECORD TIME, F.P. .. 99.50
LONGACRE, F.P. .. 249.50
TURF KING, P.O. .. 189.50
JOCKEY CLUB, P.O. .. 175.00
40 MILLS 1-2-3, F.P. .. 89.50
MILLS OWL, 1 OR 5 BALL, F.P. .. 69.50
LONGSHOT, P.O. .. 129.50
KENTUCKY, P.O. .. 149.50
BLUE GRASS, F.P. .. 109.50
VICTORY DERBY, P.O. .. 325.00

ARCADE

MUTO. VOICE-A-GRAPH .. \$875.00
TOTAL ROLL, LIKE NEW .. 375.00
EV. SUPER BOMBER .. 189.50
MUTO. DRIVEMOBILE .. 169.50
BATTING PRACTICE .. 85.00
ELECTRIC DEFENSE GUN .. 24.50
HOLLY GRIPS .. 11.50
EXH. CARD VENDOR & COUNTER .. 9.50
EXH. STREAMLINE CARD VENDOR .. 29.50
TEN STRIKE, H.D. .. 95.00
SHOOT TO TOKYO .. 109.50
CHICAGO COIN GOALEE—Like New .. 239.50
GOTT. 3-WAY GRIPS .. 19.50
CHICAGO COIN HOCKEY .. 139.50
MUTOSCOPE SKY FIFER .. 159.50
RAPID FIRE .. 139.50
BLOW BALL .. 109.50
PITCHEM & CATCHEM .. 89.50
BALLY SKY BATTLE .. 139.50
ABT TARGET, MOD. F., BLUE .. 29.50
ABT CHALLENGER .. 29.50
SET 3 ADVICE METERS & STAND. .. 119.50

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

With service, prices, satisfaction, Cleveland Coin will try, To win your faith and prove That THIS is where to buy!

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Immediate Delivery—50c per 100 balls, 5/8", 140 Count, 25 Lbs. Carton, \$17.25
(Minimum Order Accepted—One Case)

SILVER KING
1c Peanut .. \$13.95
1c Gum .. 13.95
5c Nut .. 13.95
25 or more .. 10% off

ADVANCE
1c Peanut .. \$13.75
1c Gum .. 13.25
25 or more .. 10% off
5c Pistachio .. 13.75

VICTOR V
1c Globe .. \$11.75
1c Cabinet .. 13.75
5c Cabinet .. 14.75

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PIPE STANDS\$3.75 | CROSS BARS\$1.25 | WALL BRACKETS\$1.00

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SUPER STAR, Counter Model 519.00
SILVER-STAR, Floor Model 485.00
SILVER-STAR, Counter Model 398.00
JUMBO-GIANT, Popping Unit 248.00

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Undersea Raider 165.00	Chicken Sam .. 110.00
Chico. Hockey .. 110.00	Bolascors, New 195.00
Goalee .. 250.00	Bolascors, Used 150.00
Evans Barrel .. 110.00	Wur. Skee Ball 295.00
Tommy Gun .. 95.00	Chico. B. Ball .. 499.50
Sun Vitalizer .. 125.00	Atomic Bomber 495.00
Latest Vitalizer 175.00	Field Goal .. 249.50
Total Roll .. 335.00	Boomerangs .. 295.00
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Champs .. 95.00	ABT Challenger .. 55.00
Pitchem & Catchem .. 95.00	Basketball .. 55.00
Maglo Finger .. 125.00	Gott. Grippers .. 39.50
World's Series .. 110.00	Grip Views .. 49.50
Complete Exhibit Line .. Write	Pop Up .. 49.50
Scientific X-Ray .. Write	Pee Wee .. 45.00
Poker .. Write	Post Card Ven. 25.00
Voice-O-Graph .. Write	25 Select-It .. 35.00
Ideal Scales .. \$125.00	Card Vend. .. 35.00
Bally Drink .. Write	Complete Line of Pin Games .. Write
Vendors .. 375.00	

EVANS CONSOLES
Bang Tails Winterbook 5c .. \$826.00
Bang Tails Winterbook Ck. Sep. .. 879.00
Bang Tails Winterbook 25c .. 926.50
One Rol-Hi 5c .. 826.00
One Rol-Hi Ck. Sep. .. 879.00
One Rol-Hi 25c .. 926.50

JENNINGS
5c Std. Chiefs .. \$269.00
10c Std. Chiefs .. 279.00
25c Std. Chiefs .. 289.00
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10c DeLuxe Club Chiefs .. 309.00
25c DeLuxe Club Chiefs .. 319.00

Also Bronze and Std. Chiefs, Super DeLuxe Club Chief, and Silver Eagle.

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Heavy steel custom built single, double and triple revolvaround safes. Burglar proof. Will take any slot machine, bottom door for storage or additional weights.
Single .. \$175.00
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Factory reconditioned and refinished to look like new—complete with cabinet bases:
3 9-col. National 9-30 .. \$95.00
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6 S.M. 7-col. SP Models .. 65.00
2 S.M. 7-col. DeLuxe .. 75.00
5 8-col. Unedapak .. 85.00
1 9-col. 500 Unedapak .. 110.00
1 9-col. Chrome DuGrenier Champ 125.00
5 10-col. Rowe Royals .. 110.00
10 11-col. DuGrenier Champions 125.00

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10 Panorams .. \$325.00
1946 50c Voice-o-Graph .. Write
Late Photomatic .. 650.00

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Immediate Delivery, \$295

CONSOLES
5 Bally Triple Bells .. Write
6 Bally Draw Bells .. Write
9 Mills 4-Bells .. \$295.00
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2 Keeney 5c Super Bells .. 175.00
1 Bally High Hand 135.00
6 Bally Mul. Club Bells .. 150.00
1 Bally Royal Flush .. 95.00
2 Bakers Paces .. 175.00
2 Paces Reels .. 150.00
3 Paces Saratoga Reels .. 110.00

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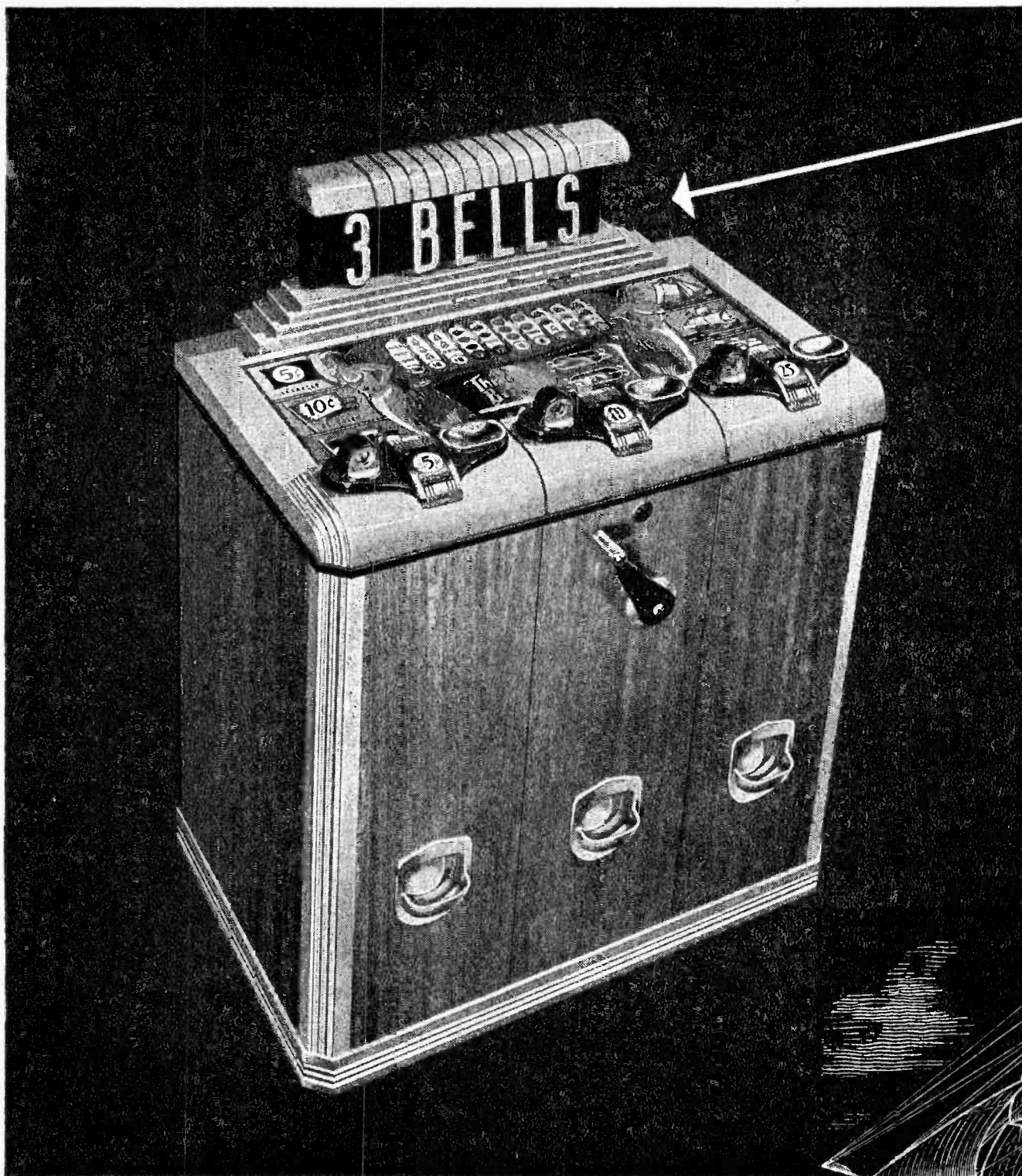
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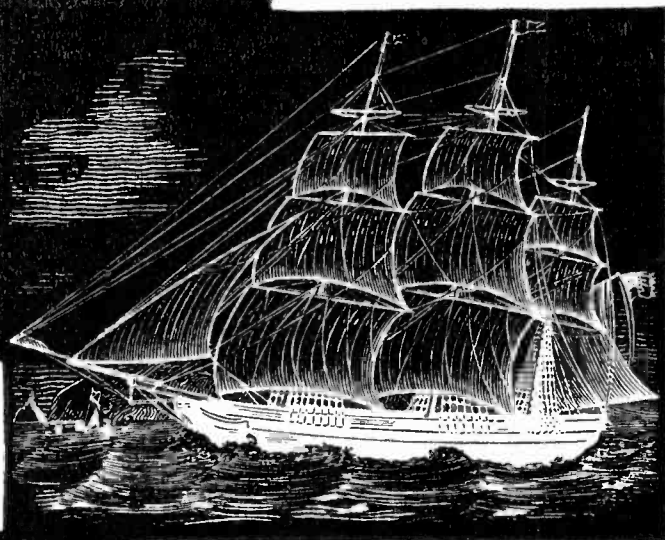
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Distributor in your
Territory, or write us
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Consoles makes its appearance—
this time in more glittering robes
than ever before. It is actually
3 Bells in one—it has 5c, 10c
and 25c chute with only one
central Bell Mechanism. The
downward push on the front handle operates all three plays. The top glass**

3 bells

AND ALL IS WELL!

**is brilliantly illuminated with
many colors and mirror silver.
Cabinet is of natural woods
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It's a riot of fun to play. It's a
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It's made by Mills!**

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SKY BLAZER	\$ 49.50	EAGLE SQUADRON	\$ 79.50
FOUR ACES	89.50	AIR CIRCUS	99.50
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HOME RUN '42	59.50	SCHOOL DAYS	49.50
HI HAT	59.50	KNOCKOUT	89.50
GUN CLUB	49.50	SPORT PARADE	39.50
STREAMLINER	129.50	FLAT TOPS	129.50
BIG HIT—1 COIN	179.50	LEADER	39.50
BIG HIT—4 COIN	219.50	PLAY BALL	49.50
YANKEE DOODLE	129.50	HOLLYWOOD	129.50
MARINES AT PLAY	79.50	LEGIONNAIRE	49.50
BIG PARADE	89.50	STRATOLINER	49.50
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DEFENSE—GENCO	79.50	SENTRY	89.50
AMERICAN BEAUTY	79.50	KISMET	89.50
MUSTANG	59.50	ABC BOWLER	39.50
MARVEL BASEBALL	89.50	SPOT POOL	69.50
INVASION	89.50	PAN AMERICAN	49.50
DUDE RANCH	35.00	HOROSCOPE	49.50
		ARGENTINE	49.50

ARCADE AND PARK EQUIPMENT

TOTAL ROLL	\$375.00	LITE LEAGUE	\$250.00	CHAMPION BASKET	
PINCH HITTER		DRIVEMOBILE	169.50	BALL 1¢ (new)	\$74.50
(new)	399.50	MUTO PUNCH BAG	175.00	10 1/2 FT. SUPER SKEE	
ONE WORLD (new)	419.50	VOICE RECORDER	119.50	ROLLS	
SKY FIGHTER	149.50	9-FT. SKEE ROLLS	109.50	10 1/2 FT. PREMIER SKEE	
AIR RAIDER	119.50	GROETCHEN		ROLLS	
TOMMY GUN		Typers	295.00	12 1/2 FT. PREMIER SKEE	
(late)	109.50	SCIENTIFIC		ROLLS	
WINDJAMMER	99.50	BASEBALL	99.50	14 FT. WURL. SKEE ROLL	
PANORAMS	275.00	14-FT. WURL		WEEK SCORE	\$295.00
RAPID FIRES	119.50	SKEE ROLL, A-1	269.50	AMUSEMENT JACK RAB-	
CHICKEN SAMS	82.50			BIT. NEW	\$475.00

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NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for attendant to operate \$795.00
WRITE FOR COMPLETE LIST

CONSOLES

5¢ SUPER BELLS, COMB. C.P. F.P.	\$149.50	JUMBO PARADES, C.P., LATE	\$109.50
5¢ BALLY HIGH HANDS, COMB.	125.00	JUMBO PARADES, COMB. F.P. C.P.	139.50
25¢ BOBTAILS, F.P.	129.50	JUMBO PARADES, F.P., A-1	79.50
5¢ BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, C.P., A-1	89.50
5¢ BIG GAMES, F.P.	69.50	KEENEY'S 2-WAY 5-25¢ SUPER	
25¢ PACES REELS, C.P.	149.50	BONUS BELLS	WRITE
MILLS 4 BELLS, A-1	295.00	KEENEY'S 3-WAY SUPER 5-10-25	WRITE
MILLS 4 BELLS, LATE HEADS	395.00		

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NEW GOALEES
\$319.50

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SOUTHERN OHIO

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PIMLICO	\$249.50
VICTORY SPECIAL	429.50
SPORT SPECIAL	139.50
JUMBO '44, C.P.	189.50
VICTORY DERBY	395.00

NEW MACHINES — PROMPT DELIVERY

EXHIBIT'S MYSTERY	\$299.50	BALLY TRIPLE BELLS	\$895.00
UNITED'S HAVANA	299.50	CHI COIN GOALEE, NEW	379.50
BALLY DOUBLE BARREL	279.50	COLUMBIAS, 1-5-10-25¢	145.00
WILLIAMS TORNADO	309.50	DAVAL'S BUDDY CIG. REELS	33.00
CHI COIN KILROY	279.50	DAVAL'S GUSHER FRUIT, 1¢	49.50
BALLY ENTRY, C.P.	595.00	DAVAL'S GUSHER FRUIT, 5¢	54.00
BALLY SPECIAL ENTRY, F.P.	595.00	MARVEL'S POP UP	49.50
BOOMERANG	295.00	MILLS BLACK CHERRY BELLS	WRITE
WILLIAMS SHOW GIRL	319.50	MILLS GOLDEN FALLS	WRITE
A.B.T. CHALLENGER	65.00	MILLS NEW BELLS	WRITE
ACE COIN COUNTERS	139.50	MILLS NEW VEST POCKETS	74.50
AMUSEMATIC JACK RABBIT	475.00	PINCH HITTER	459.00
BALLY DE LUXE DRAW BELLS	512.50	PREMIER SKEE ROLLS	395.00
BALLY SPECIAL ENTRY	WRITE	GOTTLIEB 3-WAY GRIPPERS	39.50
NEW CHICAGO COIN BASKET BALL CHAMP	\$499.50		

NEW AND USED QUALITY SLOTS AND SAFES

5¢ BLUE FRONTS	\$ 99.50	REBUILTS LIKE BRAND NEW	
5¢ BROWN FRONTS	109.50	5¢ COPPER, GOLD AND BLUE	
10¢ BLUE FRONTS	119.50	HAMMERLOID FINISH	\$205.00
10¢ BROWN FRONTS	129.50	10¢ COPPER, GOLD AND BLUE	
50¢ BLUE FRONTS	250.00	HAMMERLOID FINISH	210.00
50¢ JENNINGS CHIEFS	250.00	25¢ COPPER, GOLD AND BLUE	
		HAMMERLOID FINISH	215.00
		DRILL PROOF AND KNEE ACTION	

NEW REVOLVAROUND SAFES AND BOX SLOT STANDS

Heavy Steel Custom Built Single and Double Revolverround Safes, Burglar Proof. Will take all makes Slot Machines. Bottom Door for Storage or Weights.

SINGLE SAFES	\$175.00	CHICAGO METAL REVOLVAROUND SAFES	
DOUBLE SAFES	225.00	DOUBLE UNIVERSAL	\$129.50
LOCK BOX STANDS	27.50	DOUBLE DE LUXE	174.50
		TRIPLE DE LUXE	275.00

MUSIC

SEEBURG 8200, R.C.	\$375.00	WURLITZER 850's	\$450.00
SEEBURG 8800, R.C.	360.00	WURLITZER 616's	89.50
ROCK-OLA STANDARD	265.00	WURLITZER 600	249.50
SEEBURG ENVOY, R.C.	329.50	WURLITZER 500	295.00
SEEBURG HIDEAWAY, R.C.	295.00	WURLITZER #125 WALL BOXES	32.50
AMI HIGHBOY, 40 SELECTIONS	435.00	WALLMATIC'S, W.S., Z.Z.	29.50
SINGING TOWERS, 1945	225.00	BAROMATICS, R.C.	42.50

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\$57.50

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Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies . . . returns them to player when the target is hit. Small and compact . . . takes up less than 9" of counter space. Colorful, streamlined metal case fully enclosed in durable transparent plastic top and glass sides. Cash box will hold over \$100.00 in pennies.



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MILWAUKEE 228
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COMPLETELY REBUILT AND REFINISHED LIKE NEW

MILLS THREE BELLS	\$375.00
MILLS 4-BELLS, LATE 5-5-5-25¢	325.00
MILLS 4-BELLS, ORIG. 5-5-5-25¢	250.00
MILLS 4-BELLS, ORIG. 5-5-5-5¢	199.50
BALLY CLUB BELL, F.P., P.O.	89.50
BALLY HI HAND, F.P., P.O.	89.50
MILLS JUMBO, LATE, F.P., P.O.	89.50
MILLS JUMBO, LATE, P.O.	59.50
MILLS JUMBO, LATE, F.P.	49.50
EVANS LUCKY LUCRE, 5-5-5-5-5¢	59.50

1946 BANGTAILS, F.P., P.O. . . . WRITE
BALLY TRIPLE BELLS, F.P., P.O. WRITE
BALLY DRAW BELLS, F.P., P.O. WRITE

KEENEY 4-WAY, 5-5-5-25¢	\$275.00
KEENEY 4-WAY, 5-5-5-5¢	250.00
KEENEY TWIN, 5-25¢, F.P., P.O.	189.50
KEENEY TWIN, 5-25¢, P.O.	149.50
KEENEY SUPER BELL, 25¢, F.P., P.O.	109.50
KEENEY SUPER BELL, 5¢, F.P., P.O.	89.50
EVANS LUCKY LUCRE, 3-5¢, 2-25¢	89.50

GUARANTEED RECONDITIONED PHONOGRAPHS

AIREON LATE MODEL	WRITE	SEEBURG 8800 R.C., E.S.	\$345.00
SEEBURG MODEL 1-46	WRITE	SEEBURG COLONEL, R.C., E.S.	325.00
WURLITZER MODEL 1015	WRITE	SEEBURG MAJOR, R.C., E.S.	325.00
WURLITZER MODEL 950	\$475.00	SEEBURG CLASSIC ROCK-O-LITE	295.00
WURLITZER MODEL 850	475.00	SEEBURG REGAL ROCK-O-LITE	245.00
WURLITZER MODEL 750E	450.00	WURLITZER 600 VICTORY	245.00
ROCK-OLA COMMANDO	345.00	MILLS EMPRESS ROCK-O-LITE	245.00
ROCK-OLA SUPER ROCK-O-LITE	325.00		
ROCK-OLA SPECTROVOX			
PLAYMASTER	225.00		

ONE BALL MULTIPLE TABLES

GOTTLIEB DAILY RACES	WRITE	BALLY VICTORY SPECIAL, F.P.	\$350.00
BALLY VICTORY DERBY, F.P., P.O.	\$375.00	BALLY LONGACRE	145.00
BALLY PIMLICO	79.50	BALLY THOROBRED	145.00
BALLY 41 DERBY	69.50	BALLY CLUB TROPHY	69.50

AMUSEMENT MACHINES

GENCO'S "ADVANCE ROLL"	\$499.50	ATOMIC BOMBER	\$495.00
SPORTSMAN ROLL	425.00	CHICAGO COIN BASKET BALL	499.50
PINCH HITTER	374.50	ELECTROMATON ROL-A-SCORE	469.50
GENCO'S TOTAL ROLL	295.00	ENTERPRISE'S ONE WORLD	469.50
ENTERPRISE'S TRI-SCORE	295.00	PREMIER 10 GRAND	449.50
KONTEST BOMBER	274.50	PREMIER "BOWLO"	469.50

KEENEY'S "BIG PARLAY" ONE BALL READY FOR IMMEDIATE DELIVERY

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

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New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

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ROCK-OLA Standard, Master, De Luxe or Supers: Each	"Classic"-"Colonel": Top Corners (Solid Red, Yellow or Green) \$ 6.00	750 Middle Sides . . . \$ 2.25
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Lower Sides (Red or Yellow) . . . 12.75	WURLITZER	350 Lower Sides . . . 3.75
Top Door Plastics (Red, Yellow or Green) 6.75	Each	350 Top Center . . . 12.50
Commando:	800 Top Corners . . . \$16.50	350 Peacock Glasses . . . 5.00
Top Corners . . . 8.00	800 Lower Sides . . . 15.00	350 Lower Sides . . . 12.50
Top Center . . . 7.00	800 Middle Sides . . . 3.25	24 Top Corners . . . 1.20
Long Sides . . . 12.75	800 Top Centers (Right or Left, Red) . . . 9.50	24 Lower Sides . . . 5.50
Combination Yellow and Red Color Scheme.	800 Back Sides (Green) . . . 9.50	41, 81, 71 Top Corners . . . 5.50
SEEBURG	800 Top Centers (Onyx) . . . 5.25	MILLS
"Hi-Tone" Model 9800, 8800, 8200:	600, 500 Top Corners 5.50	Sheet Plastic
Lower Sides (Solid Red, Yellow or Green) . \$14.50	700 Top Corners . . . 9.50	Met. Painted Non-Brittle 20"x30". Pliable.
"Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx) . . . 2.25	700 Lower Sides . . . 9.50	Per Sheet . . . \$12.50
	700 Back Sides . . . 8.50	50 gauge, red, yellow, green or clear.
	750 Top Corners . . . 9.75	60 Gauge, Per Sheet \$14.50
	750 Lower Sides . . . 9.75	
	750 Top Center . . . 5.50	

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable

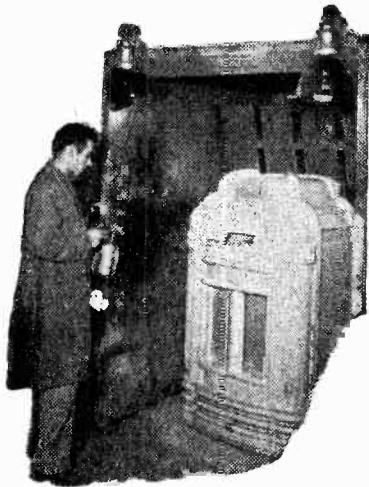
ORDER FROM YOUR NEAREST DISTRIBUTOR!

ACME SALES CO.

305 W. 42nd ST.
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LD. 3-4138

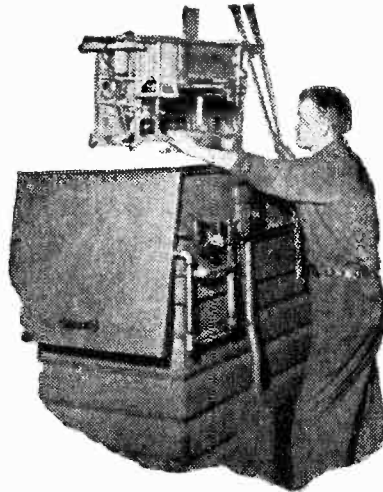
WHEN WE SAY "100% RECONDITIONED" WE MEAN 100% RECONDITIONED

And Here's Why...



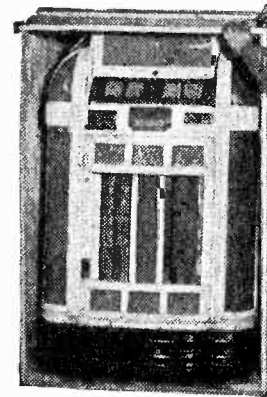
REFINISHING CABINET, LIKE NEW

Cabinet is *completely* refinished. New plastics, glass, grille cloth where needed.



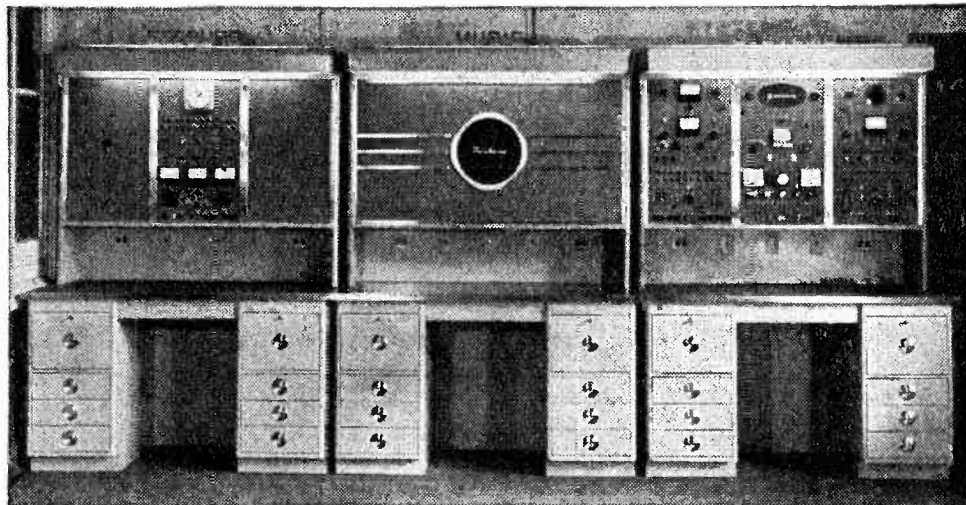
CLEANING A UNIT IN DEGREASER

Every part is cleaned, checked, tested. New parts replace broken or worn parts.



CAREFUL CRATING FOR SAFE ARRIVAL

Machine is expertly crated to assure delivery in *perfect* condition—ready for location.



COMPLETE ELECTRICAL CHECK-UP ON NEW SEEBURG TEST PANEL

All electrical parts are tested on latest test equipment. Where necessary, parts or units are replaced. 100% perfect performance is assured.

PLAY IT SAFE—PUT YOUR MONEY ON THESE TOP QUALITY SHAFFER BARGAINS—GUARANTEED 100% RECONDITIONED

PHONOGRAPHS

Seeburg 8200, R.C.....\$300.00	Seeburg Victory\$220.00	Seeburg Wired Speak- organs\$ 22.00	Wurlitzer 24 "Victory"..\$200.00
Seeburg 8800, R.C..... 300.00	Seeburg Crown 200.00	Mills "Empress" 175.00	Wurlitzer 616 "Victory".. 150.00
Seeburg 9800, R.C300.00	Seeburg Royal 190.00	Rock-Ola "Premier"..... 275.00	Wurlitzer 616 100.00
Seeburg 8200, E.S..... 285.00	Seeburg Model A..... 90.00	Rock-Ola "Super"..... 265.00	Wurlitzer 24 Hideaway... 95.00
Seeburg Commander 275.00	Seeburg Wireless Wall-O- Matics 28.50	Rock-Ola "Imperial".... 110.00	Wurlitzer 50 95.00
Seeburg Envoy 275.00	Seeburg Three Wire Wall- O-Matics 24.50	Wurlitzer 500 215.00	Wurlitzer 412 90.00
Seeburg Maestro 265.00		Wurlitzer 600 "Victory".. 215.00	Wurlitzer Twin-12 65.00
Seeburg Vogue 255.00			Wurlitzer 3020 Wall Box. 52.50
			Wurlitzer 580 Speaker... 50.00

All Items Offered Subject to Prior Sale. Terms: 50% Certified Deposit, Balance C. O. D.

ATTENTION, CANADIAN CUSTOMERS: Deposits must be made by New York draft, with balance sight draft payable in American dollars.

LOOK FOR OUR AD EVERY
WEEK AND PUT YOUR
NAME ON OUR MAILING LIST

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1619 W. Washington St.
Phone 53381

COLUMBUS 15, OHIO
606 South High St.
Phone MAin 5563

WHEELING, W. VA.
2129 Main St.
Phone 784



YOU CAN'T RUN A HORSE-AND-BUGGY



...Get the most out of your locations with

**SCIENTIFIC SOUND DISTRIBUTION!
REMOTE CONTROL!**

SEE YOUR SEEBURG DISTRIBUTORS FOR

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Los Angeles 6, Calif.

MINTHORNE MUSIC COMPANY
512 W. Washington St.
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JACK R. MOORE COMPANY
1615 S. W. 14th Ave.
Portland 1, Oregon

JACK R. MOORE COMPANY
348 Sixth St.
San Francisco 3, Calif.

JACK R. MOORE COMPANY
100 Elliott West
Seattle 99, Wash.

JACK R. MOORE COMPANY
No. 4 Bernard Street
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MUSIC SYSTEMS, INC.
6210 Euclid Avenue
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MUSIC SYSTEMS, INC.
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Lexington 7, Kentucky

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SOUTHERN AUTOMATIC MUSIC CO.
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SPARKS SPECIALTY COMPANY
301-303 Edgewood Ave., N. E.
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S. L. STIEBEL COMPANY
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Evansville 8, Indiana

W. B. NOVELTY COMPANY, INC.
1012 Market Street
St. Louis 1, Missouri

W. B. MUSIC COMPANY, INC.
1518 McGee Street
Kansas City 8, Missouri

BUSINESS IN AN 8-CYLINDER AGE!

Any business depends on change—improvement—innovation if it is to continue to grow and expand.

This is particularly true of a business that relies on public impulse as much as the automatic phonograph business does. With the public becoming more price-minded—with our economy shifting from a seller's to a buyer's market—it is imperative that all operators face the facts and lay plans now to do an intensive selling job to the public in the locations they operate.

Trying to double the price of music is not the answer. This is generally admitted.

That improving the quality of music and making it easier for the public to buy will pay off is being proved by operators who have recognized that Scientific Sound Distribution and Remote Control are vital if music merchandising is to continue to be profitable.

Any operator who is today trusting his profits to a five-year-old phonograph stuck in the corner of a location—any operator who feels that the way to distribute sound to remote corners is to turn up the volume, is living in a horse-and-buggy age.

An operator who expects anyone to get up from his seat and walk across the room to deposit a coin for a selection is not getting all the revenue from his location that he deserves.

Providing locations with installations that are modern and up-to-the-minute is not just a nice idea—not just a matter of pride—but is an absolute necessity if our business is to progress.

To do this, three things are necessary:

1—A Symphonola "1-47" that attracts the crowd and provides a separate amplifier to permit Scientific Sound Distribution.

2—Engineered sound with enough speakers to provide proper sound distribution throughout locations.

3—Selective wall boxes that act as multiple salesmen displaying all the selections without turning knobs or dials.

If you are not taking advantage of Seeburg Scientific Sound Distribution and Remote Control in the locations you operate, let your Seeburg Distributor show you how these two basic ideas can aid your business.



AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

ATLANTIC NEW YORK CORPORATION
460 Tenth Avenue
New York City 18, N. Y.

ATLANTIC CONNECTICUT CORP.
1625 Main Street
Hartford 5, Conn.

ATLANTIC NEW JERSEY CORP.
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ATLAS DISTRIBUTORS
1024 Commonwealth Avenue
Boston 15, Mass.

ATLAS MUSIC COMPANY
2200 N. Western Avenue
Chicago 47, Illinois

ATLAS MUSIC COMPANY
221 Ninth Street
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ATLAS MUSIC COMPANY
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ATLAS MUSIC COMPANY
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FRANCO DISTRIBUTING COMPANY
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GORMAN NOVELTY COMPANY
288-290 Central Ave.
Albany 5, New York

T. B. HOLLIDAY COMPANY, INC.
1200 W. Morehead Street
Charlotte 1, N. C.

HY-G MUSIC COMPANY
1415-17 Washington Ave., South
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JONES DISTRIBUTING CO.
127-129 East 2nd South
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JONES DISTRIBUTING CO.
1454 Welton Street
Denver, Colorado

S. H. LYNCH & COMPANY
2101-03 Pacific Avenue
Dallas 1, Texas

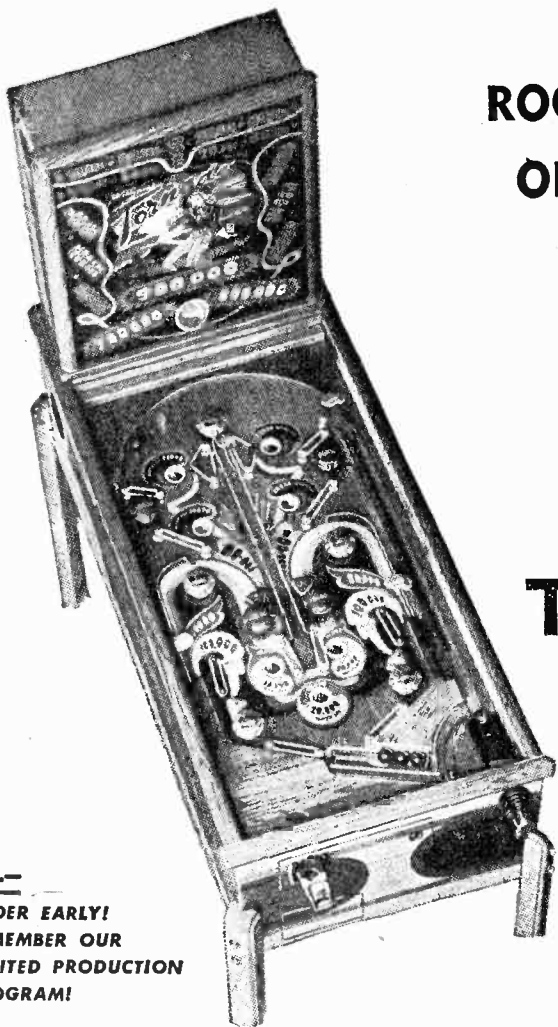
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910 Calhoun Street
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FROM THE
ROCK-BOUND COAST
OF MAINE TO THE
SUN-KISSED
SHORES OF
CALIFORNIA
IT'S
TORNADO!



Williams
MANUFACTURING
COMPANY

161 W. Huron St.
Chicago 10, Ill.

ACTION!
HIGH SCORE—
950,000!



P. S.—

ORDER EARLY!
REMEMBER OUR
LIMITED PRODUCTION
PROGRAM!

**AUTOMATIC
HOSTESS**

(TELEPHONE MUSIC)
20-30 STATIONS
COMPLETE
IMMEDIATE
DELIVERY
NOTHING ELSE
TO BUY

GENCO'S
ADVANCE ROLL

AMI

MODEL 'A' PHONOGRAPH

40 SELECTIONS
MOST BEAUTIFUL
PHONOGRAPH
EVER BUILT
PROVEN PROFITS

CHICAGO COIN'S
BASKETBALL CHAMP

**HIDEAWAY
CABINET WITH
SELECTIVE PLAY**

7
DIFFERENT
COMBINATIONS
OF PHONOGRAPH
MECHANISM SUIT-
ABLE TO ANY TYPE OF
MUSIC OPERATION

USED CONSOLES

KEENEY BONUS BELLS, 5¢-10¢-25¢, ORIGINAL CRATE	WRITE	
KEENEY BONUS BELLS, 5-5	\$635.00	
KEENEY BONUS BELLS, 5-25¢	595.00	
KEENEY BONUS BELLS, 5¢, F.P., P.O.	495.00	
KEENEY SUPER BELLS, 5¢, F.P., P.O. (REFINISHED)	97.50	
KEENEY SUPER BELLS, 5¢-25¢, F.P., P.O. (REFINISHED)	150.00	
KEENEY SUPER BELLS, 5¢-25¢, P.O. (REFINISHED)	139.50	
KEENEY SUPER BELLS, 4-WAY, 5-5-5-25 (REFINISHED)	294.50	
MILLS 3 BELLS, 5-10-25 (REFINISHED)	369.50	
MILLS 4 BELLS, 5-5-5-5 (ORIGINAL HEADS, NEW CABINET)	339.50	
MILLS 4 BELLS, 5-5-5-25 (ORIGINAL HEADS, NEW CABINET)	379.50	

MILLS JUMBO PARADE, P.O. (LATE HEADS, REFINISHED)	\$ 64.50
MILLS JUMBO PARADE, F.P. (LATE HEADS, REFINISHED)	57.50
MAY BELL 4-WAY, 5-5-5-25, P.O. (NEW)	475.00
BUCKLEY TRACK ODDS, 5¢, J.P.	475.00
BALLY HI HANDS, F.P., P.O.	89.50
BALLY CLUB BELLS, F.P., P.O.	94.50
BALLY ROLL-'EM, 5¢, P.O.	94.50
BAKERS PACERS, 5¢, LATE D.D.	144.50
PACE'S SARATOGA, 5¢, F.P., P.O.	74.50
JENNINGS SILVER MOON, F.P.	69.50
WATLING'S BIG GAME, 5¢, F.P.	69.50

CERTIFIED REBUILT SLOTS (NEW MACHINE GUARANTEE)

MILLS EXTRABELLS, 5¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	\$229.50
MILLS EXTRABELLS, 10¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	249.50
MILLS EXTRABELLS, 25¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	269.50
MILLS GOLD OR SILVER CHROME, 5¢ (2/5 OR 3/5), KNEE ACTION— DRILL PROOF	219.50
MILLS GOLD OR SILVER CHROME, 10¢ (2/5 OR 3/5), KNEE ACTION— DRILL PROOF	239.50
MILLS GOLD OR SILVER CHROME, 25¢ (2/5 OR 3/5), KNEE ACTION— DRILL PROOF	259.50
MILLS GOLD OR SILVER CHROME, 50¢, KNEE ACTION, DRILL PROOF	359.50

MILLS BLUE FRONTS, 5¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	\$139.50
MILLS BLUE FRONTS, 10¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	149.50
MILLS BLUE FRONTS, 25¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	159.50
MILLS BLUE FRONT, 50¢, ORIGINAL 2-5 PAY, KNEE ACTION, REFINISHED	299.50
MILLS BROWN FRONTS, 5¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	149.50
MILLS BROWN FRONTS, 10¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	169.50
MILLS BROWN FRONTS, 25¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	189.50
MILLS NEW VEST POCKET (METERED), KNEE ACTION	74.50
COLUMBIA BELLS, TWIN JACKPOT, NEW, CONVERTIBLE TO 5¢, 10¢ OR 25¢	145.00
COLUMBIA DELUXE BELLS, NEW, GOLD FINISH, CONVERTIBLE TO 5¢, 10¢ OR 25¢	209.50

M. S. WOLF DISTRIBUTING CO.

Exclusive Distributors AMI PHONOGRAPHS, California
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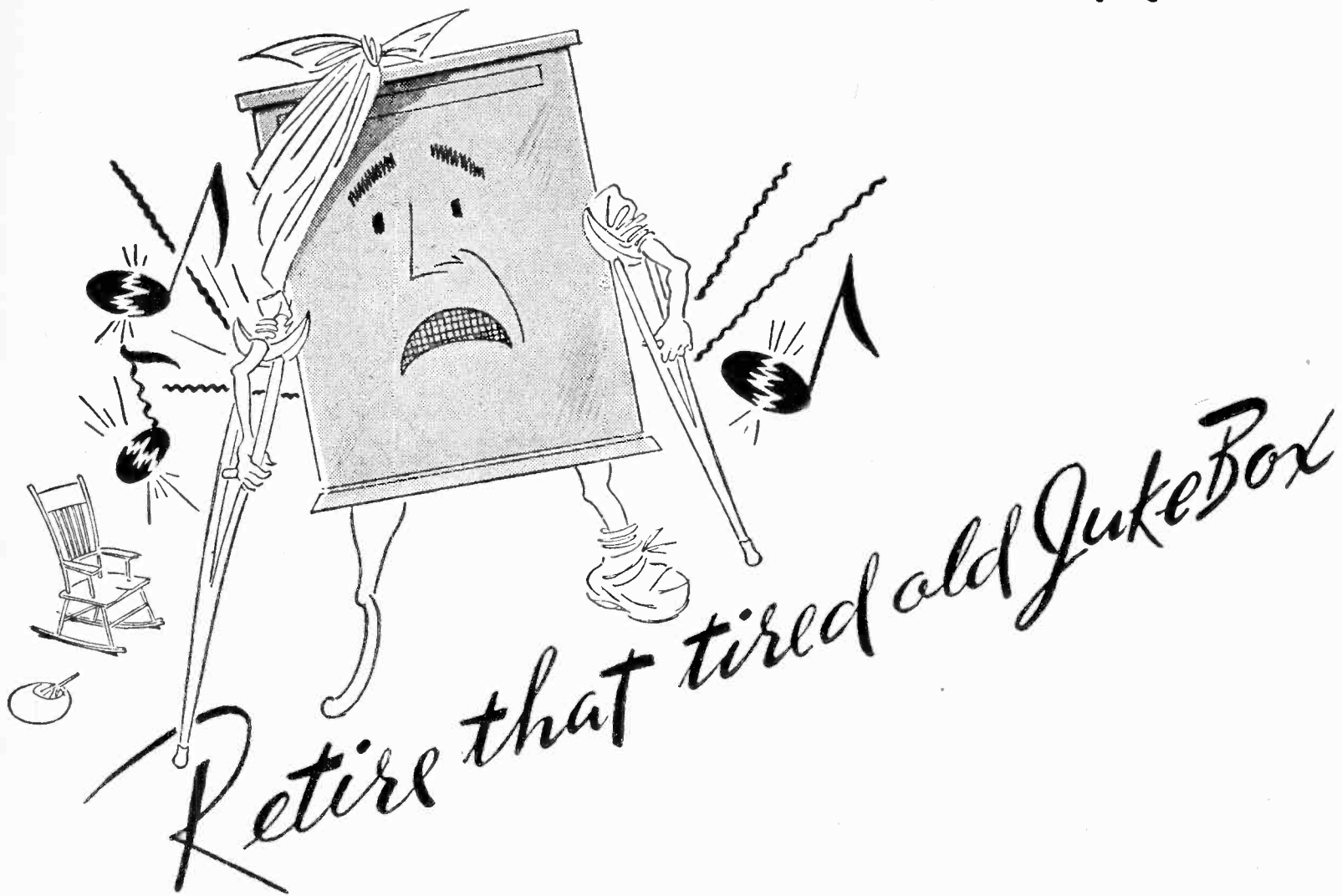
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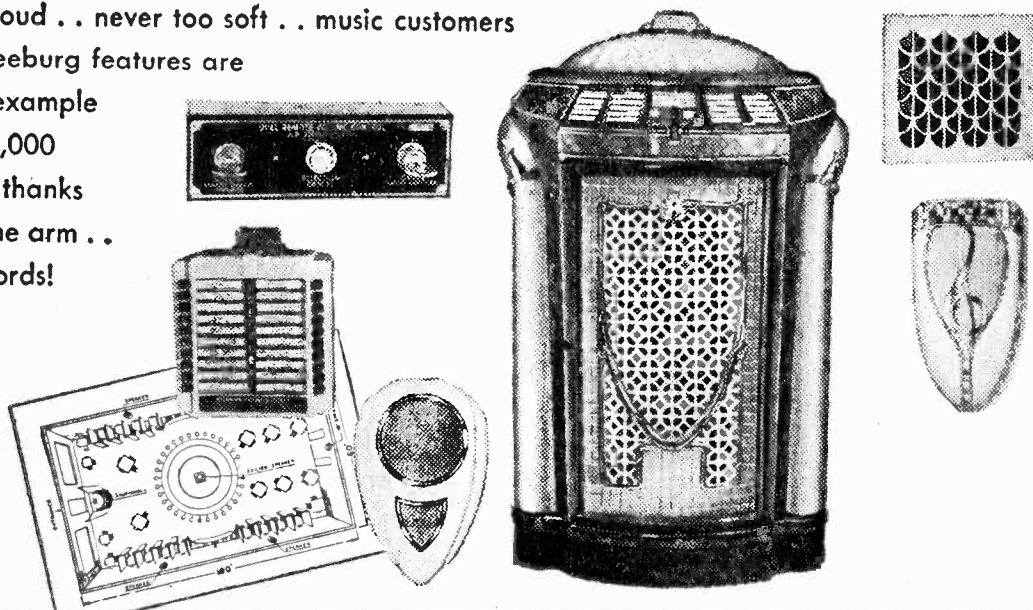
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Ask S. H. Lynch & Co. offices about Seeburg's great new program



Install **Seeburg** Scientific
DEPENDABLE MECHANISMS
 Sound Distribution . . America's
 finest, most modern music system

Here's music that's never too loud . . never too soft . . music customers will spend more nickels for! Seeburg features are the talk of the industry. One example . . operators are reporting 20,000 to 30,000 plays-per-needle . . thanks to the Seeburg featherlight tone arm . . just one ounce pressure on records! Amazing record life . . money-saving economy for operators!



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SENSIBLE PRICES! BIGGEST VARIETY! TOP CONDITION! IT'S A USED GAME BUYER'S PARADISE AT SOUTHERN AUTOMATIC!

FREE PLAY GAMES

\$19.50 EACH

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| ALL AMERICAN | PLAYBALL |
| CROSSLINE | ROLLER DERBY |
| 1-2-3 (1939) | SCHOOL DAYS |
| PROGRESS | SPARKY |
| SCORE-A-LINE | AIRPORT |
| SILVER SPRAY | BIG TIME |
| TWIN SIX | EAGLE |
| ARCHERY | SQUADRON |
| BIG THREE | PLAYMATE |
| ENTRY | REPEATER |
| | SLAP THE JAP |

\$29.50 EACH

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| BOMBARDIER | LEGIONNAIRE |
| DUDE RANCH | STRATOLINER |
| FOUR DIAMONDS | TEM SPOT |
| LEADER | CAPT. KIDD |
| PARADISE | FOX HUNT |
| TARGET SKILL | HOME RUN '41 |
| A.B.C. BOWLER | MAJORS OF '41 |
| BIG CHIEF | SKY RAY |
| FLICKER | TOWERS |
| GUN CLUB | |

\$39.50 EACH

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| BELLE HOP | SLUGGER |
| HOROSCOPE | TEXAS MUSTANG |
| LANDSLIDE | DUPLEX |
| NEW CHAMP | JUNGLE |
| SHOWBOAT | MARINES AT |
| SPOT A CARD | PLAY |
| ZIG ZAG | STAR |
| BOLAWAY | ATTRACTION |
| DEFENSE GENCO | SNAPPY OF '41 |
| HOME RUN '42 | VICTORIOUS OF |
| MONICKER | '43 |
| SEVEN UP | |

\$49.50 EACH

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| HI HAT | YANKS |
| VICTORY | GOBS |
| SKYBLAZER | FLYING TIGER |
| AIR CIRCUS | VICTORIOUS OF |
| MIDWAY | '45 |
| VENUS | YANKEE DOODLE |

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| AIR CIRCUS | \$ 59.50 | KEEP 'EM | |
| BIG PARADE | 59.50 | FLYING | \$ 59.50 |
| BRAZIL | 89.50 | LIBERTY | 69.50 |
| BIG HIT | 139.50 | OKLAHOMA | 99.50 |
| BIG LEAGUE | 119.50 | RIVIERA | 119.50 |
| BAFFLE CARD | 199.50 | SKY CHIEF | 59.50 |
| COVER GIRL | 79.50 | SHANGRI LA | 59.50 |
| FRISCO | 79.50 | SHOW GIRL | 199.50 |
| FIVE, TEN, | | SANTA FE | 89.50 |
| TWENTY | 59.50 | STREAMLINER | 89.50 |
| FLAT TOP | 89.50 | SUPERLINER | 159.50 |
| FAST BALL | 149.50 | SEA BREEZE | 149.50 |
| FOUR ACES | 59.50 | STEP UP | 159.50 |
| GRAND CANYON | 99.50 | SURF QUEEN | 119.50 |
| HOLLYWOOD | 79.50 | VENUS | 59.50 |
| JEEP | 59.50 | WAGON WHEELS | 89.50 |
| KNOCKOUT | 59.50 | | |

**IT WILL PAY YOU TO BE ON
OUR MAILING LIST! SEND YOUR
NAME IN TODAY!**

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| SARATOGA, C.P. | \$ 59.50 |
| JUMBO COMBINATION | 99.50 |
| JUMBO PARADE, F.P. | 89.50 |
| WATLING BIG GAME, F.P. | 89.50 |
| 10c PACE BANTAM | 39.50 |
| SHOOT THE MOON | 49.50 |
| MILLS WORLD'S FAIR | 49.50 |
| BOB TAILS, F.P. | 89.50 |
| TRACK TIME | 69.50 |
| PACES REELS WITH RAILS | 49.50 |
| HI HAND | 109.50 |
| SUPER BELL, 5c | 159.50 |
| SILVER MOON, F.P. | 99.50 |
| BALLY CLUB BELL | 89.50 |
| MILLS RIO CONSOLE | 59.50 |

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ROLATOPS WRITE
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DAVAL BUDDY, AMERICAN
EAGLE, MARVEL, GUSHER,
FREE PLAY WRITE

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| 1-2-3, 1939 | \$ 19.50 |
| PASTIME | 69.50 |
| VICTORIOUS OF '45 | 49.50 |
| SPINNING WHEELS | 29.50 |
| VICTORIOUS OF '43 | 39.50 |
| OWL | 29.50 |
| DARK HORSE | 79.50 |
| VICTORY SPECIAL | 375.00 |
| BALLY BLUE GRASS | 99.50 |
| RECORD TIME | 99.50 |
| DERBY OF '41 | 129.50 |

ARCADE EQUIPMENT

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| BANK BALL, LIKE NEW | \$179.50 | ANTI AIRCRAFT GUN | \$ 39.50 |
| PITCH EM & CATCH EM | 69.50 | FLOOR GRIP TESTER | 49.50 |
| CHICAGO COIN HOCKEY | 89.50 | AVIATION STRIKER | 69.50 |
| SKYFIGHTER | 99.50 | PHOTOMATIC | 375.00 |
| BATTING PRACTICE | 49.50 | PERISCOPE | 59.50 |
| MUTO'S CARD VENDER | 19.50 | CUPID'S WHEEL | 59.50 |
| NEW WINDMILL, JR. | 12.50 | HOLLY GRIP TESTER | 12.50 |
| LOVE TESTER | 75.00 | WIND JAMMER | 69.50 |
| ADVICE TO SINGLE MEN | 29.50 | TAIL GUNNER | 39.50 |
| SEEING IS BELIEVING | 39.50 | SUPER BOMBER | 119.50 |
| ADVICE TO SINGLE WOMEN | 29.50 | GOALEE | 219.50 |
| SHOOT THE CHUTE | 49.50 | AIR RAIDER | 59.50 |
| RAPID FIRE | 69.50 | BALLY TORPEDO | 59.50 |
| SEEBURG GUN CONVERTED TO COINEX | 59.50 | VIEW A SCOPE | 39.50 |
| TARGET RANGE | | TOMMY GUN | 59.50 |
| | | BALLY SKY BATTLE | 99.50 |
| | | BALLY ALLEY | 49.50 |

USED PHONOGRAPHS

SEEBURGS

- | | |
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| MAYFAIR | \$160.00 |
| PLAZA | 160.00 |
| R.C. COMMANDER | 215.00 |
| R.C. 8200 | 325.00 |
| R.C. 8800 | 325.00 |
| R.C. 9800 | 325.00 |
| R.C. COLONEL | 295.00 |
| R.C. ENVOY | 295.00 |
| 8200 CONVERSION | 175.00 |

WURLITZERS

- | | |
|------------------------|----------|
| 950 | \$375.00 |
| VICTORY MODEL 16 | 125.00 |
| 61 | 75.00 |
| TWIN TWELVE | 75.00 |
| 616 | 95.00 |
| 716 | 95.00 |
| VICTORY MODEL 24 | 150.00 |
| HIDEAWAY | 75.00 |
| 700 | 325.00 |
| 850 | 395.00 |
| 500 | 185.00 |
| 600 | 185.00 |

MILLS

- | | |
|-----------------------|----------|
| THRONE OF MUSIC | \$125.00 |
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A.M.I.

- | | |
|----------------------|----------|
| SINGING TOWERS | \$125.00 |
| MODEL 38 | 75.00 |

ROCK-OLAS

- | | |
|------------------|----------|
| SPECTROVOX | \$ 65.00 |
| PREMIER | 185.00 |

MUSIC ACCESSORIES


- | | |
|---|---------|
| ROCK-OLA WALL BOX | \$ 5.00 |
| KEENEY BOX | 5.00 |
| WURLITZER 120 BOX | 5.00 |
| ROCK-OLA BAR BOX | 5.00 |
| 3-WIRE BAROMATIC | 19.50 |
| WURLITZER 125 or 100 BOX | 5.00 |
| SEEBURG 1942 WIRELESS WALLOMATIC W52Z | 19.50 |
| SEEBURG 3-WIRE SELECTOMATIC D.S. 20-1Z | 14.50 |
| SEEBURG 30-WIRE BRONZE COVER SELECTOMATIC | 5.00 |

IMMEDIATE DELIVERY!


TAKE ADVANTAGE OF THESE VALUES! THEY'RE ALL SET TO MAKE MONEY FOR YOU NOW!

ORDER FROM YOUR NEAREST "SOUTHERN" OFFICE


**TERMS: 1/3 Deposit
Balance Sight Draft**



SOUTHERN AUTOMATIC MUSIC CO. Inc.
"THE HOUSE THAT CONFIDENCE BUILT"



**SEEBURG DISTRIBUTORS
IN CINCINNATI
DAYTON • INDIANAPOLIS
FT. WAYNE • LEXINGTON**



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Aireon's AHEAD with 2 great phonographs



It's another Aireon year! AIREON gives you . . . not one but two . . . pace-setting, profit-making leaders in music merchandising. Here they are: AIREON SUPER DELUXE, the 1947 version of the machine that brought the war-born miracle of electronics to the automatic phonograph field; AIREON FIESTA DELUXE, the new sensation introduced at the 1947 C. M. I. show in Chicago . . . an unbeatable pair that meets every music demand in all types of location. AIREON gives you 18% to 36% greater profit, leadership in design, leadership in performance, leadership in play appeal, leadership in pay appeal . . . it's AIREON all the way!

Aireon



MANUFACTURING CORPORATION

GENERAL OFFICES: 1401 Fairfax Trafficway, Kansas City, Kansas

IN CANADA: Mafco Corp., Ltd., 4001 St. Antoine St., Montreal, Quebec





4 top money-makers by Bally

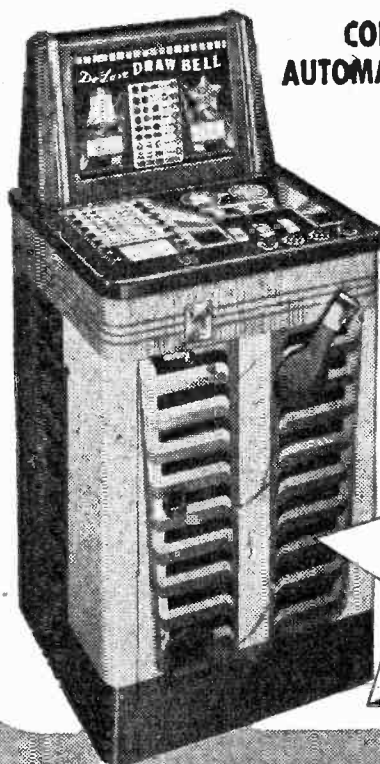
BALLY AND SPECIAL ENTRY

AUTOMATIC MULTIPLE **REPLAY MULTIPLE**

New "Mystic Flash" feature magically transfers Win-section of play-field to top of the board—to sections which normally score only Purse or Show. Players play, not merely two to four coins per game, but five, six, eight or ten . . . to catch the "Mystic Flash." Bally's new multiple masterpieces can easily double or triple your normal one-ball profits. For quick delivery order from your Bally distributor today!

DeLuxe DRAW BELL

All the bell-fruit flash and spinning-reel action of Draw Bell—plus the big 1000 Super-Special popularized in Triple Bell—plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new console, DE LUXE DRAW BELL, fastest profit-producer in the bell-console class. Nickel or Quarter play.



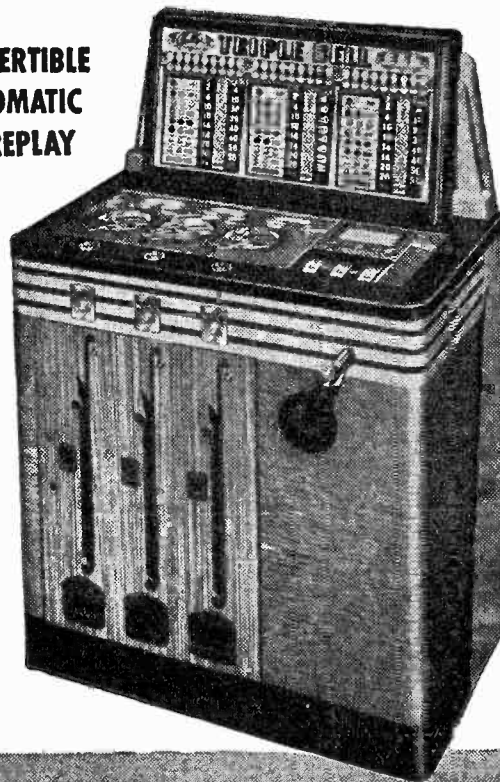
**CONVERTIBLE
AUTOMATIC OR REPLAY**



TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!

Triple Coin Chutes permit three players—or three coins—every spin. 1000 Super Special Awards, plus plenty of other big awards and single-cherry awards insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Simple trouble-proof mechanism guarantees rock-bottom service cost. Available in straight Nickel, Dime, Quarter or any desired coin-combination.



**CONVERTIBLE
AUTOMATIC
OR REPLAY**

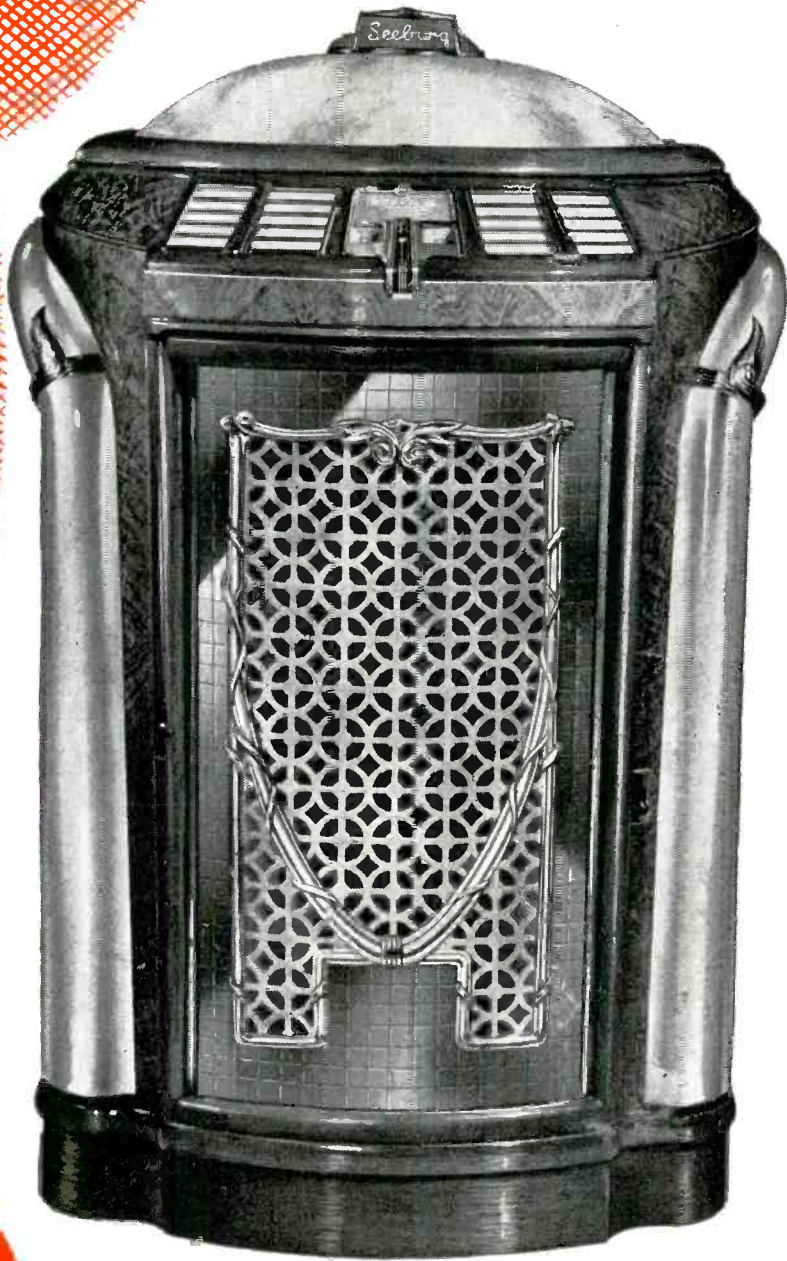


Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

2 GREAT SEEBURG DEVELOPMENTS

HAVE MARKED A NEW ERA IN MUSIC MERCHANDISING



*America's Finest and
Most Complete Music Systems*

SCIENTIFIC SOUND DISTRIBUTION

The automatic phonograph business is not static. Techniques that were successful in producing revenue five or ten years ago won't work today. Just putting a phonograph in the corner of a location—turning up the volume and hoping that the novelty will bring in revenue was all that was necessary when the automatic phonograph was in its infancy. Now conditions have changed. Costs have increased. The break-even point in locations is higher. The novelty has worn off. The public is more discriminating—it wants music.

Locations have improved in size and type—owners are catering to a clientele that appreciates quality reproduction. Scientific Sound Distribution is a necessity because it assures even distribution of sound throughout the location at conversational level—no blare near the phonograph—no fade-away in far corners.

WIRELESS AND 3-WIRE REMOTE CONTROL

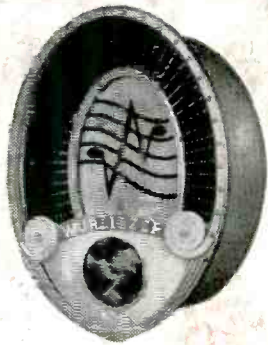
Still other important technical advances made by Seeburg to aid operators in securing the maximum revenue from a location are both Wireless and Three-Wire Remote Control. It is obvious that the easier it is for the public to make selections the more selections they will make.

No longer is it necessary to buck a line to the phonograph—Wallomatics bring the phonograph within easy reach of every table and booth. They are easy to install—easy to remove—no connections to the phonograph necessary. Just plug into a convenient outlet.

These two developments by Seeburg can help you win and hold better locations—they can also help you to more profitable operations. Talk it over with your Seeburg Distributor.

SEE
YOUR SEEBURG DISTRIBUTOR
FOR A DEMONSTRATION

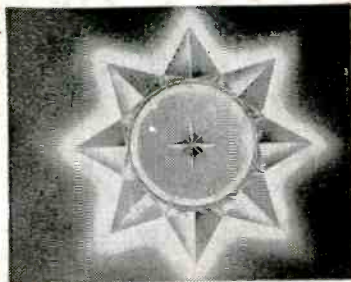
Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1947
J. P. SEEBURG CORPORATION
1500 N. Dayton St. Chicago 22



MODEL 4007
Oval Deluxe Speaker



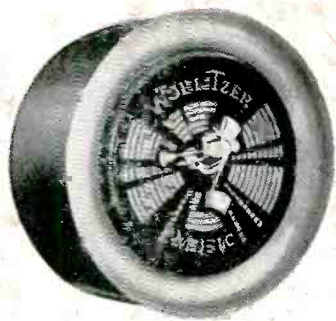
MODEL 4006
Round Mirror Speaker



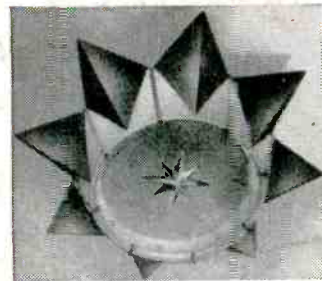
MODEL 4000
Silver Star Wall or
Ceiling Speaker



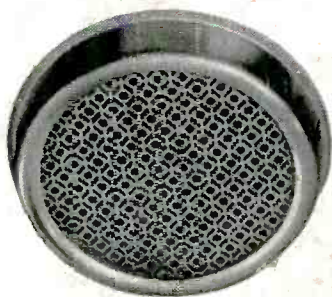
MODEL 4008
Super Deluxe Wall or
Ceiling Speaker



MODEL 4004
Musical Note Speaker



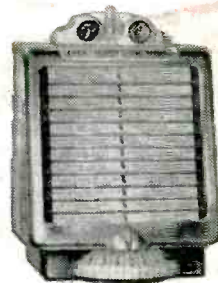
MODEL 4002
Multi-Colored Wall or
Ceiling Speaker



MODEL 4009
Recessed Wall or
Ceiling Speaker



MODEL 3020
5-10-254 Wall Box



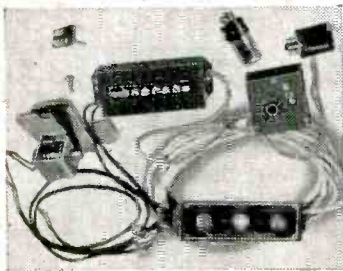
MODEL 3031
30 Wire Wall Box



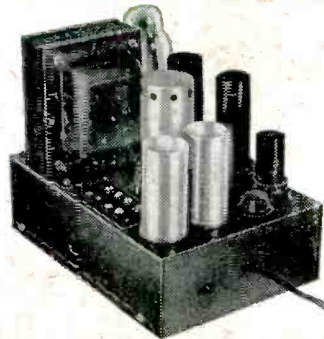
MODEL 4005
Round Walnut Speaker



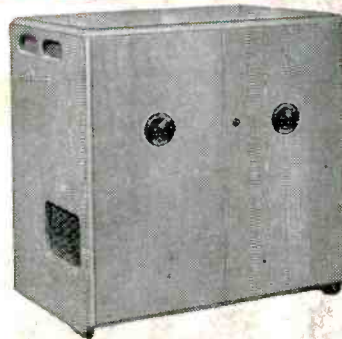
MODEL 241
Outdoor Speaker



MODEL 28
Remote Volume Control



MODEL 217
Auxiliary Amplifier



MODEL 1017
Concealed Unit

Another Way to Increase Profits

MAKE YOUR MUSIC MORE ACCESSIBLE
AND MORE ENJOYABLE THROUGH

WURLITZER

ENGINEERED MUSIC SYSTEMS

The easier you make it for location patrons to play your music, the more they will play it. The better you make it sound, the more they'll want to hear it. That's just common sense. But it takes a bit of doing. No two locations are alike in size, in shape or in acoustical properties.

The right wall boxes... proper speakers... carefully selected and efficiently installed, will make your music more accessible at a more pleasing sound level, and with better PROFITS for you. Your Wurlitzer Distributor knows how to tailor a Wurlitzer Music System to any type of location—commercial, industrial, or institutional—with results that pay off at the cash box. Use this service to boost your income NOW!

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.