

The Billboard

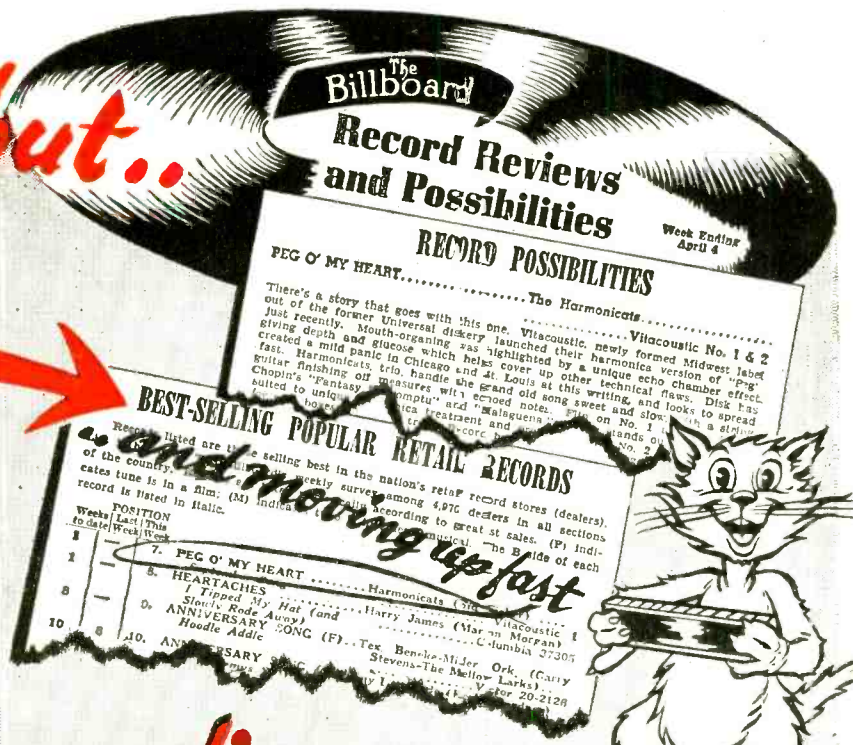
THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• MAY 24, 1947 •



The Damon Runyon Memorial Fund for cancer research is due to get a hefty shot in the pocketbook from the Dinah Shore-Frank Sinatra Columbia diskings of "Tea for Two" and "My Romance," which the platters will release in about a month. Columbia, Sinatra and Miss Shore are donating all revenue from the platters to the fund, as are music publishers and writers of the tunes—Harriss and the Vincent Youmans estate for "Tea," and Chappell and Rodgers & Hart on "Romance." The deal marks another show-business tribute to the newspaperman the Stem loved so well.

Not a possibility but...
 a **Fact**



Jerry Murad's

HARMONICATS

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The World's Foremost Amusement Weekly

SONGSMITH-SINGER DISK CYCLE

Whiteman Disk Show Nets ABC 3 Mil; T.D. Is Latest Jock; Kate Smith May Join

P.W.'s Full-Hour Sold; Web May Add 15 or 30 Minutes

NEW YORK, May 17.—The disk jockey pot, boiling furiously for some weeks, got an additional stirring up this week when it was announced that Tommy Dorsey had been signed by Lou Cowan for a transcribed jockey series. At the same time an unverified report claimed that the newest entries into the platter spinning field would be Kate Smith and her partner-manager, Ted Collins. It was reported also that the Smith nighttime show, now airing on Columbia Broadcasting System (CBS), might shift to Mutual (MBS) for Atlantic & Pacific food stores. Collins could not be reached for confirmation over the week-end.

If the Smith-Collins platter and A. & P. deals work out, it would mean that Miss Smith would be one of the busiest and highest paid performers (See *Kate a Disk Jock?* on page 14)

NEW YORK, May 17.—The Paul Whiteman disk jockey package proved so hot a property this week, with the American Broadcasting Company (ABC) winding up sale of the full hour stint, that web officials went into a hurried huddle seeking to expand the stanza another 15 or 30 minutes. Kreml and Pepsi-Cola both were reported hot for time in the event of further availabilities, with Armour and Colgate also still evincing interest. However, at week's end, the sales staff's inability to break previous programing commitments made the stretch seem unlikely.

The web concluded pacts for the full hour by inking Wesson Cotton Oil Company and Nester's milk products to 52-week pacts for 15-minute segs, similar to those signed pre- (See *ABC Would Expand* on page 14)

Name Bands Used By Iowa College As Student Lure

CHICAGO, May 17.—Iowa State College, Ames, is utilizing big name bands in a widespread program to persuade students to enter the school. High school students from the Tall-Corn State this week were invited to a special week-end program, designed to show them the advantages of attending the institution. Highlighting the program is Ray McKinley's ork, which is getting 6G for a three-day appearance, during which the Ma- (See *Bands Lure Students*, page 33)

Yank Acts Hit Mex Bull's-Eye

MEXICO CITY, May 17.—American talent, both cultural and lightweight, is having its best season in Mexico this year, and with summer coming on biz is expected to continue good.

Holiday on Ice, after a highly successful three-week stand here, has (See *YANK ACTS* on page 4)

More Cleffers Going in for Wax Warbling

Loesser, Martin Join List

NEW YORK, May 17.—A new source of wax competition (mebbe) to Crosby, Como and Sinatra appears to be cropping up in the ranks of music biz songwriters—those who previously have been non-performers, that is. For one, it is understood that Paramount film writer, Frank Loesser has been definitely set for a one-shot recording deal with MGM label. For another, Hugh Martin this week signed a term disk paper with Signature waxery.

With Jack Lawrence just a few months ago becoming a regular on Rainbow Records, with Santly-Joy's Benjamin-Weiss combo recalling a brief career on the now-defunct Cosmo label, with pub-writer Redd (See *WRITERS WARBLE* on page 19)

UAW MAPS BIG RADIO DRIVE

Plans Local & Web Progs, 2 FM Outlets

Long-Range Campaign

DETROIT, May 17.—The United Automobile Workers of America (UAW) this week is scheduled to start the ball rolling on a long-range campaign of radio activities. Under the supervision of Victor G. Reuther, director of education, the UAW will establish a radio department at its headquarters and will inaugurate broadcasting plans which, it is hoped, will culminate in the operation of 40 local spots a week, a featured show out of Detroit weekly, national coverage via the major webs, and operation of two FM outlets already granted.

Differing from the current labor (See *UAW's Long-Range* on page 5)

Canadian Exposition Hikes Admission Fee

TORONTO, May 17.—Admittance to the Canadian National Exhibition this fall will be 35 cents instead of the standard 25 cents in effect for the many years previous to its closing in the early days of the war.

Children's prices will be 15 cents, with the usual free tickets distributed thru schools for children's day.

Miracle

NEW YORK, May 17.—Macy's will tell Gimbel's next month in connection with promotion being planned by WOR, the Macy-owned station, and 20th Century-Fox, producer of *Miracle on 34th Street*. Picture, due at the Roxy on June 4, has its story background in Macy's.

Station is airing a slew of special programs for the occasion via its regular staffers. One of them, with John Gambling, will originate in Gimbel's.

What Gimbel's doesn't know is that Gambling is really an undercover comparison shopper for Macy's.

Jolson-Goodman Concert Tour Being Dickered

NEW YORK, May 17.—Possibility that orkster Benny Goodman might accompany Al Jolson on a forthcoming concert tour, itself only tentative, has come out into the open. William Morris Agency spokesmen here admit that negotiations for a Joly-BG package have been going on with Mark Hanna, B.G.'s business manager, but that no deal has been set. With or without Goodman, however, tour for Jolson probably will come off. Jolson turned down a 40G-weekly offer from Roxy Theater here last (See *Jolson-Goodman* on page 19)

Wider Radio Band Balked By Canada

U. S. Bid on AM Rebuffed

By Ben Atlas

WASHINGTON, May 17.—Last hopes for widening the commercial amplitude modulation (AM) bands to 540 and 1660 kilocycles (kc.) are being dashed by Canadian opposition to the move which the United States had been quietly seeking, *The Billboard* has learned. This means that AM commercial broadcasting in the U. S. is virtually frozen within the present 550-1600 kc. limits, a plight that leaves commercial AM radio in America just about at saturation use, as exclusively revealed in these columns several months ago. Ultimate saturation is so close, in fact, that any (See *CANADA BALKS* on page 10)

Palange-Taub in Comeback

NEW YORK, May 17.—Radio's oldest fight-covering team, Angelo Palange and Sam Taub, will be reunited starting Wednesday (28) when they begin a WINS commercial for Peerless Camera Stores. Back in the early dese-dem-dose radio days, the teamed garnered a top audience position with Madison Square Garden brawl coverage. They've been out of radio several years.

Ind. State Fair Setting Up 12 Radio Studios

INDIANAPOLIS, May 17.—Pace-maker among the nation's leading fairs in the use of radio and in enabling radio stations to reap a public relations harvest by participation, the Indiana State Fair Thursday (15) took another step forward when it awarded a contract for the immediate construction of 12 permanent studios on the State fairgrounds.

Studios, each 21 by 32 feet, will be grouped together in one building to be known as Radio Center. They will be constructed with doors and double glass panels in the walls so that 10 of the 12 can be converted into five double-sized studios, each 42 by 64 feet.

Construction contract of \$238,941 went to the Service Construction (See *Hoosters Blaze* on page 74)

WM Scans Band Mart in Hawaii

HOLLYWOOD, May 17.—William Morris' Coast office is getting set to re-invade the Hawaiian ork market, which has been dormant since before the war. Agency's Hollywood band head, Jack Archer, will huddle over the week-end with Warren Pinney, managing director of Honolulu's Royal Hawaiian Hotel, to decide which of two orks currently being considered will get the nod.

Since the war's end only mainland name band to play the islands has been MCA's Joe Reichman crew which did an eight-week stint at Royal Hawaiian early this year. Plan currently under discussion is to open with a semi-name ork some time in (See *WM Eyes Hawaii* on page 33)

Crime Doesn't Pay, Says KFI To NBC Brass

HOLLYWOOD, May 17.—National Broadcasting Company (NBC) found itself on the receiving end of an air fade instead of dishing it out when the web's Hollywood affiliate, KFI, cut out the skein's standard chimes and identification at the end of *The Big Story* program Wednesday (14), 6 to 6:30 p.m., PST, and gave NBC an embarrassing public lashing. Reason for stern affiliate action was the charge that the net had violated KFI's long-standing ban against crime programs before 9 p.m., which the outlet established in order to spare the juve audience the gory details of murder and mystery.

Burned at NBC for sneaking in the crime tale, KFI ended the seg with the following public announcement: "The preceding network broadcast, a crime program, was not anticipated by this station. It is KFI's policy that no crime program will be broadcast over this station prior to 9 p.m. We shall make every effort to prevent a recurrence. Murder and crime are not for the children's audience. That is our slogan."

It was learned that the KFI management had warned the net several weeks ago against any possible crime twists which might crop up on the *Big Story* seg. NBC Coast toppers had no comment to make other than to admit that it was the station's privilege to set its own policy on crime program airings. Web Veepee Sid Strotz indicated he was planning no action against skein's volatile outlet.

Henie Signs Tuneshmiths

NEW YORK, May 17.—Al Stillman and Paul McGrane have been signed by Sonja Henie and Arthur M. Wirtz to supply new songs for *Ice Time of 1948*, due at the Center Theater May 28. They wrote *Juke Box Saturday Night*, which was featured in a previous Center Theater blade show. Musical direction of the new show will be handled by David Mendoza.

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WJJD Alone Airs Wallace Chi Talk

CHICAGO, May 17.—Only one local station, WJJD, Marshall Field indie, carried the speech made by Henry A. Wallace at the Chicago Stadium Wednesday (14). Wallace, former vice-president and cabinet member, who has been the center of international controversy for speaking against the Truman foreign policy, followed in his Chicago address the anti-administration line he has been taking for the past few months. His address here, which was delivered before 21,000 at the Stadium, was sponsored by the Progressive Citizens of America (PCA). WJJD, which is not on the air at night, when the speech was made, aired it the following evening.

It is known that PCA tried to get Wallace's speech on WBBM, WMAQ, WENR and other stations. Attempts were made first about a week before his address. In each case the org was told stations had no time available. One station man, however, when asked by *The Billboard* why he didn't carry the Wallace speech, answered by saying, "Are you kidding?"

WHAQ, however, did give Wallace a chance to give his side of the controversy in which he is now engaged by interviewing him exclusively via wire recorder. The recording was aired in part on a WMAQ news program at 12 noon Wednesday and in its entirety on another news show that evening.

This conference differed from the Wallace affair in Washington two weeks ago when he kept his foot on a WOL mike during a press conference. WMAQ's was strictly a radio conference and one which evidently was more to Wallace's liking.

Ban on Liquor Ads To Die in Senate

WASHINGTON, May 17.—The pigeonhole is being dusted off in the Senate Commerce Committee to receive the bill banning air liquor ads, after its brief appearance at public hearings this week and last. Roundly condemned by opponents as a possible opening wedge to bring back prohibition, the measure regularly introduced every year by Sen. Arthur Capper (R., Kan.) has the backing of only a few dry legislators. It is extremely doubtful that the bill will ever reach the Senate floor.

Professional dry lobbyists have been packing the committee room with vociferous supporters of the bill, while only a few opponents bothered to appear at all. Bill would ban liquor ads in newspapers and magazines as well as on the air.

Duke of Paducah Hitting Road for 3-Month Tour

NASHVILLE, May 17.—Solidly booked for the next three months, Whitey Ford, the Duke of Paducah of WSM's *Grand Ole Opry*, is embarking on his first personal-appearance junket in five years. Touring with Ford thru the East and North are Paul Howard and his *Grand Ole Opry Cotton Pickers*. The sked was set up by the Gus Sun Booking Agency, of Springfield, O.

May dates in Pennsylvania include Allentown, Altoona, Easton, Reading, Johnstown and Greensburg. After a week in Baltimore beginning May 22, Ford plays dates in Massachusetts, Rhode Island and Maine. In June, following more New England stops, the group hits New York, Ohio and Pennsylvania. The tour winds up in July, with dates in New York thru July 16 and the wind-up at the Martinsville, Ill., Fair.

Yank Acts Hit Mex Bull's-Eye

(Continued from page 3)

moved north to Monterrey, and Katherine Dunham and Her Tropical Revue, having wound up a like period, with success, are considering a jaunt farther down into Latin America. The ice show, presented on a portable rink in the National Stadium, was the first such entertainment ever seen here. The net was believed around \$20,000 a week.

Saved by Dunham

The Dunham troupe pulled the American Theater Organization, headed by Sam Pearce, out of the red after six weeks of excellent legitimate had been poorly patronized. The dancers, slated for one week, stretched it to three by popular demand.

The Ballet Russe De Monte Carlo faces a full-house schedule for all 13 performances of its run ending June 7. The company was booked by Conciertos Daniel, the capital's leading talent org.

Jose Iturbi stacked 'em in at the Palace of Fine Arts for his piano recitals, beginning what will probably be a steady stream of foreign talent here during the next few months.

Summer usually is the season for the best in Yank entertainment and culture in Mexico City. The off-season in the United States during the hot months makes it possible for everything from Metropolitan Opera stars to vaude acts to keep busy and enjoy a vacation.

Montreal Cops Warn Gamblers But Plan No Blue Law Drive

MONTREAL, May 17.—The Montreal morality squad is not trying to make "a blue Toronto out of Montreal," police attorney Pacifique Plante said this week, but he warned that expected attempts by gamblers to catch the tourist trade this summer will not be tolerated. Gaming houses in the city usually feature barbutte games, roulette and slot machines. Many roadhouses in the area also have slot machines in operation.

Plante referred to Sunday entertainment and said: "To make a Toronto of Montreal, we would have to close down all the theaters, all the dance halls, all the baseball games. We don't believe in that, because it is our nature in this province to want to play on Sunday—our only holiday in the week."

Congress Willing To Hear Showbiz Plea for Tax Cut

WASHINGTON, May 17.—Entertainment industry's final chance for a cut this year in excise taxes is contained in a plan now shaping in the House Ways and Means Committee. Scheme is for the committee to meet with representatives of industries hardest hit by war-swollen excises and hear their pleas for relief. In cases deemed "hardship" by the House group, bills for tax cutbacks would be pushed thru Congress.

The first meeting is expected to be with reps of the telegraph industry, which claims to have been operating at a loss for some time.

The segment of the entertainment world most likely to win sympathy is the nitery business, because committee staff members feel it is hardest hit by the tax. Even so, it is likely that pressure in the form of letters

Chevalier Mulls 7G Air Bid; Signs For Victor Disks

NEW YORK, May 17.—The J. Walter Thompson Agency has offered Maurice Chevalier \$7,700 weekly for the top spot on the *Kraft Music Hall*. The show airs on National Broadcasting Company Thursdays at 9 p.m. Chevalier is reported holding out for \$8,200.

Music Hall has been hitting around an 11 Hooper for some time, ever since Bing Crosby left the program. The agency is presumably attempting to step up its audience-getting caliber.

It is also reported that the Kudner Agency has been trying to sign Chevalier for a General Motors show.

NEW YORK, May 17.—Maurice Chevalier, now busily trying to re-establish his pre-war U. S. reputation and who has shown strong box-office appeal in his one-man show tour, this week signed a waxing pact with RCA Victor Records.

Chevalier's initial disk release, which will be out later this month, will pair *Louise*, a tune long identified with the Frenchman, and *Just a Bum*, which was one of the new material tunes used in his one-man show.

or personal pleas to the House Ways and Means Committee will be necessary, since the group is likely to be deluged by other industries affected by excises.

Disk companies, liquor manufacturers, theaters, circuses and others in the entertainment field may also have a chance for cuts if they can persuade the House group that the high excise rate is ruining their business.

The plan is expected to be announced in a couple of weeks, possibly during the hearings on general tax revision which start Monday (19) in the ways and means committee.

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UAW'S LONG-RANGE AIR PLANS

Setting Up Radio Unit In Detroit

Local, Web, FM Coverage

(Continued from page 3)

activities in commercial radio, designed as a short-term, high-power fight against proposed anti-labor legislation, the UAW radio plans are figured far into the future. Forty locals of the UAW are either now on stations in their locality, or are completing plans for air time in the near future. These programs have been a purely local affair in the past and results have been debatable. Under the new set-up, a professional radio director will either advise the locals on their weekly broadcasts, or will actually prepare the scripts to be used. A show now heard in Detroit will be revamped and moved up to a larger station. After a test run, a regional hook-up covering such UAW centers as Chicago, Milwaukee and Flint, Mich., will be attempted.

Focus on FM

Major activity in the radio field, however, will center about the FM stations to be operated by the UAW. Two licenses, in Detroit and Chicago, already have been granted, and the first station is expected to be in operation within six months, the second within a year. Four more licenses, one in Cleveland, will be requested, but other locations have not been announced.

Initial appointment in the radio division will be made by Reuther shortly. Interviews with writer-producers have been held in New York and one will be selected to join the UAW immediately to start the ball rolling.

Total UAW expenditures will be about \$100,000, of which \$49,000 will come from the union's locals. A fund-raising drive now is going on.

Professional Radio Staff

Union planned to use professional radio staffers two years ago, but heavy drop in industrial employment after VE Day, cutting union membership more than half to about 400,000, together with the GM and other (See UAW's Air Plans on page 14)

Rex Keeps Schnoz; Acc't Shifts to NBC

NEW YORK, May 17.—Columbia Broadcasting System lost two one-half hours this week—Parker Pen dropping the *Information Please* slot, 10:30-11 p.m. Wednesdays, and Rexall shifting the Jimmy Durante 9:30-10 p.m. Friday show to National Broadcasting Company (NBC).

Rexall, which signed Durante for the third year, did it despite attempts of Camel to get the comic for the 10 p.m. slot Thursdays on NBC. Durante will start Friday, October 3, in the Alan Young 8:30 p.m. time. Format will include guests, and Roy Bary's orchestra.

Rexall *Summer Theater*, replacement show with Lynn Bari and Pat O'Brien, also goes on NBC starting July 4.

BMB Web Circulation Data

NEW YORK, May 17.—Circulation figures as to coverage of the four major networks, plus regional networks, were published this week by Broadcast Measurement Bureau (BMB), in the last of its 1946 survey publications. The survey was made in the fall of 1946, since when there have been numerous changes in web affiliations. However, this is the first time in radio history that actual listener figures have been made public. The yardstick used by BMB was whether listeners tuned in the various web affiliates at least once weekly, separately for daytime and nighttime. The percentage achieved by each web may be compared against the BMB total radio family figure of 33,998,000, based on its January, 1946, figure. Web figures, national and regional, follow:

Network	Daytime Audience	Nighttime Audience
American	21,557,990	22,056,690
Columbia	25,261,730	27,680,570
Mutual	19,160,260	19,161,830
CBS Pacific	3,289,680	3,822,540
National	27,888,770	31,127,940
ABC Western	2,771,130	3,023,580
Don Lee	2,210,320	2,333,690
NBC Western	4,042,170	4,642,840
Yankee	1,282,520	1,279,140

Al Jolson Heads NBC Army Show

NEW YORK, May 17.—A new U. S. Army recruiting show, starring Al Jolson, will be aired over National Broadcasting Company (NBC) in the Sunday, 8:30-9 p.m. slot starting July 6 and probably will run thru the summer. It will fill the Fred Allen Standard Brands hiatus time.

Deal provides that the army pays for talent, with NBC donating the time. In addition, NBC will build the show. Talent budget is \$10,000 weekly. N. W. Ayers is the agency on the account.

N. Y. Outlets' Press And Program Heads Set Up Own Org

NEW YORK, May 17.—Program and press directors of the leading New York radio stations held the first meeting of a new business-social group here this week and indications are that the set-up will be permanent. After the first huddle, meetings were scheduled for the second Monday of each month.

Major topics kicked around at this week's session concerned the possibility of closer co-operation among stations in developing talent, and the chances of working out some systematic method of handling drives for public and social service groups.

On the talent angle it was urged that station execs arrange to refer worth-while talent, which they cannot use because of station requirements, to other stations whose needs might be met by such acts.

The other problem developed the point that stations should act in unison to prevent heavily conflicting demands for social-service time, and that such public groups should work out timetables so as to enable the stations to give them all representative air time without disproportionate demands during certain weeks when their organizational drives conflict.

Among those attending were Jim Gaines, WNBC; Dick Swift, WCBS; Ted Cott, WNEW; Jo Ranson, WHN; Leon Goldstein, WMCA; Rod Erickson, WOR; John Hade, WJZ; John Hayes and Eleanor Sanger, WQXR; Arnold Hartley, WOV; George Barr, WWRL; Sy Siegel, WNYC; Otis Williams, WBYN, and Jerry Danzig, WINS. A steering committee consist-

Benny, Hersholt, Crosby--Is This N. Y. or H'wood?

NEW YORK, May 17.—Largest concentration of Hollywood radio talent to hit New York in some time trained in today, the troupe including Jack Benny and Mary Livingston; Phil Harris and Alice Faye; Rochester (Eddie Anderson) and the Benny spieler, Don Wilson. Bob Ballin, the Benny show's producer, and Milt Josefsberg, Benny's top writer, were other coastites to get here this week.

Other Hollywoodians now in New York are Bing Crosby and his writer-producer, Bill Morrow; Jean Hersholt, who'll do six *Dr. Christian* broadcasts from the East, and Lucille Ball. Miss Ball will guest with Chesterfield, *Reader's Digest* and *Kraft Music Hall* while here.

O'Keefe Inked for Campbell "Double"

HOLLYWOOD, May 17.—Campbell Soups has set Walter O'Keefe for a five-a-week, half-hour-per-day *Double* or *Nothing* airing stint, skedded to kick off June 30. CBS time slot will be 3:30-4 p.m., EST. This will be in addition to Campbell Soups Bob Crosby's across-the-board 15-minute seg which also starts June 30 (7:30-45 p.m., EST) and Bob Trout's daily 15-minute newscasts which will immediately follow the Crosby ainer.

Both O'Keefe and Crosby are planned to be held over for winter material while the previously set *Corliss Archer* seg (CBS, Sundays) is being considered as a hold-over for next winter.

Gulf Oil Shopping For Second Program

NEW YORK, May 17.—Gulf Oil, which sponsors *We, the People* Sunday nights over Columbia Broadcasting System (CBS), is in the market for a second show. *People* will not be dropped.

Young & Rubicam is the agency.

ing of Gaines, Siegal, Hayes and Cott was chosen.

New Jersey stations will be asked to the next confab.

Lux Theater Renewed for Year on CBS

NEW YORK, May 17.—Jockeying for the Lever Bros.' *Lux Radio Theater* ended this week when the top soap show signed a renewal with Columbia Broadcasting System (CBS) for one year following the summer hiatus period. News of the renewal came shortly after reports again were circulated to the effect that National Broadcasting Company (NBC) would get the show. Question of whether NBC could clear suitable time, however, always was a moot point. Last spot NBC had in mind was the 10-11 p.m. Sunday night period, but with the Eddie Dowling Adam Hat opus set for 10:30 p.m. the Lux aspirations were nixed.

John R. Gilman, Lever Bros. exec in Cambridge, Mass., queried as to the possibility of a switch to NBC, stated such a move was not in Lever's "current thinking." Gilman, just back from England, said the company has been trying to improve its radio time slots and that the matter of changing webs might have been discussed in his absence.

NBC Made Bid

HOLLYWOOD, May 17.—High NBC exec here admitted the web had pitched for the Lux business, but was turned down. Reason given for the nix was that if the switch were made, bankroller would not be able to get the same discount structure.

Another reported aspect of the NBC-Lux maneuverings involved reshuffling of the Tuesday night lineup. Deal contemplated moving the Johnson's Wax *Fibber McGee and Molly* program to 10 p.m., in order that Lever Bros. might have the Bob Hope and *Amos 'n' Andy* shows back-to-back. This would have given Lever Bros. the advantage of an hour discount, instead of two half hours as now.

17 MBS Affiliates Get Power Boosts

NEW YORK, May 17.—Federal Communications Commission (FCC) this week granted power increases to 17 affiliates of Mutual Broadcasting System (MBS) scattered thru 14 States. Web execs believe this is the largest such boost received by any network in a like period. Five MBS stations were upped to 5,000 watts full-time operation, 11 were boosted to 1,000 from 250 watts, and one, KVRS, Rock Springs, Wyo., was raised to 1,000 watts daytime and 500 watts at night.

Stations which will function at 5,000 watts are WHKC, Columbus, O.; WRGA, Rome, Ga.; KSAL, Salina, Kan.; KTRI, Sioux City, and KUJ, Walla-Walla, Wash. Affiliates going to 1,000 watts are WAGF, Dothan, Ala.; KFFA, Helena, Ark.; WJMS, Ironwood, Mich.; KFJI, Klamath Falls, Ore.; KVVU, Logan, Utah; WKBZ, Muskegon, Mich.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; KVCV, Redding, Calif.; KWAL, Wallace, Idaho, and KOVO, Provo, Utah.

Broaden Powers for Miller, Revise By-Laws, NAB Board Will Recommend This Week

Shift in Webs' Status Also on Capital Session's Agenda

WASHINGTON, May 17.—The board of directors of the National Association of Broadcasters (NAB), which convenes here Wednesday and Thursday (21-22), will approve revitalized NAB by-laws granting broader powers to Prexy Justin Miller, it was learned today. The board's action will be in the form of a recommendation subject to final approval by the full NAB convention next fall. The changes, intended to pave the way for "freer and more expeditious action," primarily give NAB management considerably wider latitude. Renovation of the old by-laws, it was indicated, reflects NAB-wide satisfaction with the present regime headed by Miller and his top sidekick, A. D. (Jess) Willard, executive veepee.

A highlight of the closed-door meeting will be discussion of a shift in membership status by the three network members of NAB—National Broadcasting Company (NBC), Columbia Broadcasting System (CBS) and Mutual Broadcasting System (MBS). Should the directors vote to reduce the webs to associate membership, the present total \$65,000 annual fees paid by the webs probably would be more than halved. MBS Chief Edward Kobak has been a prime mover in the webs for reducing the roles of the networks in NAB so as to avoid any overshadowing of independent or web-affiliated stations. Kobak prefers to sit as an "observer" instead of active director at board meetings. NBC and CBS are reported undecided on their choice of status, and there is still some talk that they may withdraw completely.

Editorializing an Issue

Also considered a dominant issue at the meeting is how to get the Federal Communications Commission (FCC) to recant on its direct refusal in the Mayflower case to permit stations to editorialize over the air. It may be decided to carry the fight to Congress in an effort to have that body pass legislation affirming radio's right to the same freedom accorded the press.

Discussion on the new plan for a radio institute is almost certain to be carried on by the board, in view of the recent Chicago area meeting. The idea behind holding an annual radio seminar under NAB auspices is to counteract the unfavorable publicity received every year by radio at other radio get-togethers, particularly at Ohio State University. The board is expected, however, to give little more than cursory discussion to the project, which will get fuller airing later in the year.

Want Another "H-T Forum"

NAB bigwigs are known to prefer setting up a yearly institute similar to *The New York Herald-Tribune*

No Carborundum?

RALEIGH, N. C., May 17.—WPTF here pulled a comment-provoking promotion stunt when it used a pocket knife in a direct mail piece. Addressed to ad agencies and sponsors, gimmick was based on the sales line, "Cut yourself a big slice . . . of WPTF's billion-dollar market."

forum, drawing top-notch leaders in the various fields to talk on radio and related national problems.

The board of directors will talk over the progress of labor legislation on Capitol Hill with most NABers reputedly satisfied with the prospect that the final version of the measure will call for outlawing of featherbedding, economy, boycotts and jurisdictional disputes.

The first report of NAB's new Special Standards and Practices Committee will get a thoro going-over at the board meeting, altho the board will not attempt to make formal recommendations, inasmuch as the committee's work is far from complete. Among the chief items of interest in the committee's work so far, as an aftermath of this week's meeting in New York, are recommendations on programing and commercial announcements and time.

Child Welfare

The board is expected to give its endorsement to the campaign against juvenile delinquency, with emphasis on ways of spurring even greater interest among radio stations in the drive instituted by Miller. Ideas for transcriptions will be discussed, and methods of distribution will be explored. NAB is preparing to issue a wide variety of transcriptions which will be available for purchase by stations. The platters will include talks by Miller and other leaders, explaining radio to the public.

Siepmann Says CBS Series Doesn't Give All the Facts

NEW YORK, May 17.—Charles A. Siepmann, professor of education at New York University and author of *Radio's Second Chance*, spanked the Columbia Broadcasting System (CBS), Sunday (11) with the charge that the web had not presented to the public "all the relevant facts" about the American system of broadcasting. Siepmann, who appeared on Lyman Bryson's CBS program, *Time For Reason*, stated that while he thought the Paley-inspired series "immensely worthwhile" and "long overdue," it nevertheless has two basic defects.

"I think it is a little late in admitting a critic, as I am, to the series . . . I hope later on you will have more critics and have them at more frequent intervals," said Siepmann. "Second . . . while I think you have given a great deal of very valuable information . . . I don't think you have given all the relevant facts."

Believes in American System

Stating that he believed in the American system of broadcasting, Siepmann explained that the system nevertheless is not working—and that it could not work "if people's judgment of it doesn't rest on solid information." Siepmann then charged Bryson with the statement that "three embarrassing letters have been absent from all your talks—FCC." To Bryson's denial of embarrassment and invitation to explain, Siepmann outlined his thesis that "the FCC is the guardian of the people, that the airwaves belong to the people and that the FCC is

Format in Works For 'Hit Parade'; Stordahl Is Set

NEW YORK, May 17.—Foote, Cone & Belding, agency on the American Tobacco account, has begun work on the *Hit Parade* format for next fall. Set-up is by no means crystallized, but it appears certain that Dinah Shore will not get a berth as the fem warbler opposite Frank Sinatra, who is virtually set.

Doug Coulter, agency radio exec, this week axed the report Miss Shore was being considered. Axel Stordahl, ork leader and Sinatra's arranger, is definitely set and the Pied Pipers appear a good bet.

Procter & Gamble Drops Daily Show; Plan Weekly Seg

NEW YORK, May 17.—Demands of producing a daily half-hour daytime variety show appear to have been too much for Procter & Gamble, with the result that the firm is dropping its noontime American Broadcasting Company (ABC) series, *Glamour Manor*, with Kenny Baker. Show originally began as an attempt to get away from soap operas and, when it preemed, starred Cliff Arquette in a rube character. Show did not pay off rating-wise, costing about \$9,000 weekly, and averaging around four or five in Hooperatings.

Benton & Bowles, agency on the show, meanwhile has asked Baker to audition a new Procter & Gamble once-weekly half-hour show. Platter will probably be cut within the next two weeks.

WNBC, WMCA Megger Pacts

NEW YORK, May 17.—The Radio Directors' Guild (RDG) this week signed contracts covering meggers at WNBC, New York key station of the National Broadcasting Company, and WMCA, New York indie. Salary hikes vary on the two pacts, but both pacts call for a Guild shop, three-week vacations after one year of service, standard arbitration machinery, 12-hour stretches between staff assignments, and air credit. In addition, in the event of dismissals, management agrees to tell RWG by letter the reason for such action.

Both contracts also specify an eight-hour day and a five-day week, and both pacts set a hiring minimum of \$50. WMCA staffers get a \$20 increase, WNBC \$10.

Pacts Retroactive

The WNBC pact, covering three meggers, expires October 31, and is retroactive to November 15, 1946. It's the first contract covering local directors at WNBC.

The WMCA contract, a renewal, covers four staffers. It runs to October 31, and is retroactive to January 1.

Lever Bros. Cools On Alan Young as Joan Davis Sub

NEW YORK, May 17.—Lever Bros. have cooled on Alan Young as a replacement for Joan Davis, altho a high company exec stated no definite decision had as yet been made for the Swan account.

Sponsor is holding the Monday 8:30-9 p.m. time on Columbia Broadcasting System and is looking for a show for the spot.

Belmont Handicap On CBS for Gillette

NEW YORK, May 17.—Gillette is buying the Belmont Handicap, to be carried by the Columbia Broadcasting System May 31, 4:30-5 p.m. Deal is being handled by the Maxon agency, and sportscasters probably will be Bill Corum and Clem McCarthy.

Understand that decision to bankroll the Belmont is traceable in some degree to the high Hooper grabbed by the Kentucky Derby, which scored 19.0—particularly high for a Saturday afternoon.

Webs and Writers Set Two Meetings To Discuss Pact

NEW YORK, May 17.—Representatives of webs and Radio Writers Guild (RWG) at a meeting Friday (16) agreed to negotiate for a contract covering free-lance writers employed on network programs. Writers classed as independent contractors, however, will not be covered by the pact. According to RWG exec, the independent contractor is a "rarity" in the business, and therefore the pact will cover the majority of scribblers.

Webs for some time have been claiming, however, that free-lance scribes belong in the independent contractor category—but the guild refused to go along with this interpretation.

Confabs between webs and guild are slated for Monday (19) and Thursday (22).

charged under law to grant and renew licenses . . . on condition that the licensee has served the public interest, convenience and necessity." Stations have only conditional and temporary access to wave lengths, he pointed out.

"Your virtual silence on this whole subject of government's role in radio has troubled me a little in this series," Siepmann went on.

Bryson retorted that many broadcasters would disagree with the Siepmann interpretation of the radio law. He said, "They say there is a provision in the law, and you know where it is, that expressly forbids the FCC to exercise censorship of programs." Siepmann later pointed out that "it isn't censorship to keep a station up to its commitments to serve all sections of the public."

Scores Listener Groups

On the question of radio's relation to the public, Siepmann scored certain segments of the listening audience. "There is a lot to be said against the public, on the score of its default. . . Minorities who claim their needs remain unsatisfied have much to answer for themselves. How many of them actually listen to what's offered to them? What effort do they make to shape up audiences for such programs? How many of them correspond with you, either to say well done or to let you know what you did met their needs?"

In his summation Siepmann stated the FCC was at some fault also—in that it does not fulfill its role as guardian of the people.

Noted Psychologist SCORES INSTANT HIT IN RADIO

**Sensational Listener Response
Stamps New "Psychology in Action"
Series as a Powerful Good Will
and Sales Builder for
any *Qualified Sponsor**

ONE program—one station (WGN)—one offer—over 2,000 orders for 10c bulletins, cash enclosed! That's a fair sample of listener response to Dr. George W. Crane's transcribed daily programs on applied psychology. Now these programs rank among the biggest mail-pullers at WGN. Many other stations report similar evidence that Dr. Crane's long standing popularity as a newspaper columnist swiftly follows him into radio wherever his programs are broadcast.

Equally impressive is Dr. Crane's gain in popularity as compared with other programs. After 2 months on WGN, his "Psychology In Action" had doubled the Hooper rating of the program it replaced at 11:45 A.M. Then in short order, it raced to second place among all programs on 12 Chicago stations at that time of day and out-Hoopered many long standing daytime favorites. Comparable performance on other stations persuasively indicates that radio listeners everywhere are not only willing but eager to hear and accept Dr. Crane's advice.

UNIQUE 5-POINT FORMULA

This swift rise to popularity in radio actually began 10 years ago when Dr. Crane pioneered the idea of a daily newspaper feature on applied psychology. It clicked from the start. Presently, popularity polls were consistently listing him among the three top favorites of all American columnists—first among women readers. All this time, he kept up a continuous study of the public's need in psychological guidance as revealed in thousands of personal conferences and hundreds of thousands of letters from readers.

This study led to a unique 5-point formula for thorough coverage of his listeners' primary needs. Each week's discussions include one on love, marriage and domestic problems, one on child behavior, one on personality development, one on business problems and one on mental health, worries or neuroses. From the same sources, Dr. Crane has accumulated a virtually inexhaustible file of authentic case his-

stories which he employs with great skill to illustrate his radio and newspaper discussions as well as his lectures in which he is also an outstanding favorite.

*A VALUABLE PUBLIC SERVICE

The diversity of Dr. Crane's audience is as noteworthy as its size. In addition to his enormous popularity among the general public, he enjoys the full confidence of outstanding leaders in religion, education, medicine, psychology, government and business. He holds 5 earned college degrees, including M.A., M.D., and Ph.D. He has taught applied psychology at two leading universities and belongs to both the American Medical Association and the American Psychological Association. He is the only available nationally known psychologist with all these qualifications, plus the broad experience and established popularity so essential for immediate success in radio.

For the foregoing reasons, Dr. Crane's "Psychology In Action" is an ideal feature for "any kind of business which can be ethically represented by a man of his professional standing.

Under these standards, variety of sponsorships is possible as illustrated by the following typical examples: WSPD, leading Chevrolet dealer of Toledo, Ohio; WADC of Akron, Ohio—regional furniture manufacturer; WCHS, leading department store of Charleston, W. Va.; WEEK, Peoria, Illinois—well known financial institution; WAIM, Anderson, S. C., a famous Southern newspaper; WIBV, Belleville, Illinois, the station's own public service. Many other types are equally acceptable.

READY TO GO!

Here is a valuable public service with demonstrated listener loyalty unique in radio. Now you can book these popular 15-minute open-end programs—five times a week—as far as a year ahead. Over 160 programs already transcribed, more in preparation. Write now for special audition discs featuring 4 characteristic programs.



DR. GEORGE W. CRANE, M.D., Ph.D.

WHY LISTENERS LISTEN . . .

Dr. Crane's skillful use of actual case histories provides all the elements that sell True-Story-Type magazines by the millions—designed to prevent, not to exploit human misery. Here are a few typical examples.

PLAY WITH YOUR CHILDREN: Daddy waited too long to build a doll house. Now other parents learn his lesson—without the heartbreak.

TOOTHBRUSH AIDS CUPID: The amusing but forceful object lesson of a king whose "halitosis" lost him a bride.

BLUEPRINT FOR HAPPINESS: A wife who expected Dr. Crane to counsel divorce got what she really wanted—happiness.

GIRLS MUST TALK FAST: Co-ed's novel use of applied psychology foils amorous "wolf" — sets pattern for other girls.

HOW TO LOSE 10 POUNDS IN 10 DAYS: Streamlines oversized silhouettes surely but safely — thousands declare "It works!"

COMPLIMENT CLUB IN ACTION: Sally actually hated her boss until she learned the power of a sincere compliment. P. S. She married the guy!

LOGICAL PROOF OF GOD: What can mankind believe in this materialistic age? Dr. Crane's answer has won nationwide approval not only from clergymen but from businessmen, mechanics, men and women in every walk of life.

HOPKINS SYNDICATE, INC. - RADIO DEPT.

**John R. Kneebone, Director
11 S. LaSALLE STREET CHICAGO 3, ILLINOIS**

PROGRAM AVAILABILITIES

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

ested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

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

Networks

NAT'L BROADCASTING CO.

Serenade to America
6:15-6:40 p.m., Mon. thru Fri.
Rep.: NBC Program Sales

SERENADE TO AMERICA features the best in popular, semi-classic and classical music, distinguished soloists and a concert orchestra. The soloists include Thomas Hayward, of the Metropolitan Opera Company; Jack Kilty, of Broadway fame; NBC's amazing discovery, Elaine Malbin, and others. As a 5-times-a-week program over WNBC and a limited network, it has for three years maintained a most favorable competitive position. Its flexibility of format gives it unlimited possibilities as a single half-hour musical show.

Radio Stations

Georgia

WBBQ, Augusta

Bob and His Girl Friends
11-11:15 a.m., 5 times wkly.

Rep.: Joseph Hershey McGillvra, Inc.

This is not just another disc jockey show. It's a fast paced, carefully produced package wrapped up by WBBQ's own Bob Meskill. Every day Bob lines up five of his favorite girl friends for 15 minutes of smooth melody directed to an audience just charmed by Mutual's Heart's Desire. Very few choice periods are still available on the busy WBBQ. Suggest you contact a McGillvra office for information about a participation on Bob and His Girl Friends.

"EASY COME, EASY GO"

New Musiquiz Show

Harold Gingrich Associates, Chicago

Illinois

WJJD, Chicago

Ernie Simon Show
8-10 a.m. and immediately after baseball games, 5 times wkly.

Rep.: Avery-Knodel

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

Indiana

WOWO, Fort Wayne

Nancy Lee and The Hilltoppers
1:30-1:45 Saturday (CST on ABC)

Rep.: NBC Spot Sales

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

Iowa

KRNT, Des Moines

**Betty Wells Presents:
Letters From Aunt Effie**

12:30-12:45 p.m., Mon. thru Sat.

Rep.: The Katz Agency

A new afternoon show for Betty Wells, Iowa's most popular woman radio personality (1947 Radio Poll, Des Moines Tribune). Her highly-Hoopered morning show—8.4 at 11:30 a.m.—has been sponsored solid for 10, these many Hoopers! (famous). First Hoop just rolled in on "Aunt Effie": an initial, startling 5.1. Fifteen merchandisable minutes of question-and-answer correspondence. Blends yesterday and today, impishly . . . irresistibly. Sells. Available minutes. See Katz.



TEDD LAWRENCE, of the platter alumni of WHN, disc two of New York's more popular shows. His *Morning Review* decorates the early airwaves with two hours of pop music, liberally interspersed with Tedd's own sugar-and-spice chatter, and in the 10:45 to 11 nighttime slot he spreads the gospel of sponsor-clothier Robert Hall via the *Robert Hall of Fame* platter-show. Tedd, also a sports commentator, was Orchestra World's 1946 disc jockey award winner, and copped a Tolerance Award the same year.

KRNT, Des Moines

Sports of All Sorts

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

Rep.: The Katz Agency

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

KSO, Des Moines

Tea Time Serenade

4:15-5:30 p.m., Mon. thru Fri.

Rep.: Headley-Reed Co.

This is a terrific disc show—emceed by Bill Baldwin, one of the biggest drawing cards in Iowa radio. Bill injects a lot of variety and novelty into "Tea Time." An accomplished singer, organist and pianist, he often throws in his own brand of "live" stuff much to the enjoyment of his audience. The popularity of Baldwin's "Tea Time Serenade" is constantly on the build. Old fans won't listen to anything else . . . and newcomers are getting on the Baldwin Bandwagon. A one-minute participation will do a big job.

Massachusetts

WBZ-WBZA, Boston

Bump Hadley, Ace Sportscaster

6:15-6:30 p.m., Mon. thru Sat.

Rep.: NBC Spot Sales

Here's the pitch. WBZ's ace sportscaster, Bump Hadley, major league pitcher for 16 years, is the best buy in Boston. Hadley knows sports inside out, particularly baseball, and with the baseball season now coming to the fore, this is the perfect time to pick up this show.

Montana

KBOW, Butte

Sports Spotlight

6:15 p.m., 6 times wkly.

Rep.: Donald Cooke, Inc., New York,

Chicago & Detroit; Gene Grant, Inc.,

Los Angeles & San Francisco.

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

New York

WGY, Schenectady

Matinee Showcase

Mon. thru Fri., 1:05-1:30 p.m.

Rep.: NBC Spot Sales

MATINEE SHOWCASE . . . something new in participation periods . . . really clicks in WGY-land. Not the usual platter period with announcements, but a live orchestra, vocalist and specially written script as background for each announcement. WGY's popular house orchestra with soloist Helen Lynn, recently returned from a New York supper club, provides the music. Choice time for advertisers . . . regular announcement rate applies. No extra fees for talent! For complete details write NBC Spot Sales or WGY.

North Carolina

WBT, Charlotte

Afternoon Dancing Party

2:30-3:25 p.m., Mon. thru Fri.

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

WBT, Charlotte

Carolina Hayride and Hit Parade

9-11 p.m., Saturdays

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

Ohio

WING, Dayton

Swing With WING

12:05-6 a.m., Mon. thru Sun.

Rep.: Weed & Co.

"Gene Barry's SWING WITH WING show over WING, Dayton, O., is the best of its kind in the U. S.," says General Artists Corporation, leading band booking agency. GAC gets information from touring bandmen . . . 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

At Home With Kay West

1:30-2 p.m., Mon. thru Fri.

Rep.: Free & Peters

Half hour, 1:30 p.m., Monday through Friday, offering one-minute participations to non-competitive products used in the home. Almost since its inception two years ago, this program has been the undisputed champion of all KEX programs at mall call. Recently two announcements pulled twelve hundred requests for home planning booklets and calendars. The program achieves a wide variety of home suggestions. Interviews with women in the news, gay and humorous chit-chat of interest to homemakers provide a near perfect tie-in for any product bought by women or used in the home. Kay West has been a radio favorite in Portland for 15 years.

Pennsylvania

KDKA, Pittsburgh

Brunch With Bill

12:15-1 p.m., 5 times wkly.

Rep.: NBC Spot Sales

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

Main Attraction

Every field of entertainment has its Main Attraction. In radio—in Detroit—it's WWJ, pioneer radio station of the nation. To what may this position of leadership be attributed? First, WWJ brings Detroiters the world's greatest entertainers through its 20-year-old NBC affiliation. Then, it presents the best of the home-town talent with a widely-diversified, ever-interesting array of programs. Finally, through its continued presentation of public service features, WWJ has won its way permanently into the hearts and homes of the millions in its community. It is this combination of the three elements of good radio station management that attracts the largest radio audience in the Detroit market to WWJ . . . and results in most gratifying results for its advertisers, day in and day out.

First in Detroit . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



Basic NBC Affiliate

Associate FM Station WWJ-FM . . . Television Station WWJ-TV

KYW, Philadelphia
Morning Salute
6-7 a.m., Mon. thru Sat.
Rep.: NBC Spot Sales

The magic of Peter Roberts' name and the breezy waker-up-style emceeing of Philadelphia's most popular announcer make "Morning Salute" a morning "must" for thousands of early risers. Frequent time signals, weather reports, news and popular recorded music, tied together by jovial Peter Roberts and a mythical rooster, form a package which is profitable for any mass-appeal advertiser. You can enjoy the same results other advertisers noted with segments or minute spots.

WDAS, Philadelphia
News—Every Hour on the Hour
8 a.m. thru 7 p.m., Mon. thru Sat.
(AP News Service)
Rep.: Chicago and West, Forjoe & Co.
New York, direct.

Entire 12-daily, 72-weekly, 3-minute newscasts available to one sponsor making the most unusual package availability in the country. Eight years' highly successful sponsorship by top national accounts. Blind survey indicated that 28% of Philadelphia housewives correctly identified station and type of program carrying the sponsor's message. Newscast reaches those who specifically habit-tune the hourly news, those who are tuned to the preceding program and those "travelers" who look for new programs "on-the-hour." Immediate availability.

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

Howard Jones, veteran announcer and facile ad-libber each day puts a microphone under his arm and fares forth to the Benjamin Franklin Hotel (biggest in Philadelphia) lobby, to find out what the "man-in-the-street" thinks about the world and its doings.

A definite, carefully thought-out topic is planned for each day—the topic being one on the news horizon at the moment. "Lobby Parley" lends itself admirably to prize offers should the sponsor so desire.

Washington, D. C.

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

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

1946 DISC JOCKEY AWARD WINNER
1946 TOLERANCE AWARD

Tedd LAWRENCE

MORNING REVIEW
7:00-9:00 A.M. DAILY
ROBERT HALL OF FAME
10:45-11:00 P.M. DAILY
VIA WHN NEW YORK
SPORTS COMMENTATOR AND
TRANSCRIPTION ARTIST



PHOTOS 5 1/2 EA.
8"x10"

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.75	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPYART Photographers
165 West 46th St.
Dyant 9-1723 N.Y.

WE DELIVER WHAT WE ADVERTISE

WTOP
You're the Top
11:15-11:30 a.m., Mon. thru Fri.

With a top rating of 5.6 and a 31% share of audience (Hooper Supplementary Report, Jan.-Feb., 1947) YOU'RE THE TOP is an audience-participation show that features versatile emcee Ross Martin. Contestants (chosen from the more than 650 persons who crowd the Washington Hotel's Hall of Nations to witness the program) compete for merchandise awards, answer questions on topics that begin with W, T, O and P. It's successful. It's available. See us or RADIO SALES the SPOT Broadcasting Division of CBS.

WWDC, Washington, D. C.
Uncle Samjack, new children's program
7:45-8 p.m., Mon. thru Fri.

An entirely new children's program presented nightly at bedtime. Combination of stories, games, songs tied into an appealing package by Uncle Samjack, who, under another name, is an outstanding showman and musician. Uncle Samjack was inspired by a six-year-old girl. It's a natural that children will love and is the answer to blood-and-thunder critics. Live locally, available nationally on transcription. Audition disc on request.

Live Shows

MAURICE C. DREICER PRGMS.
998 Fifth Avenue, NYC
Cigar Forum Weekly

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

Transcribed Services

LES MITCHEL PRODUCTIONS, INC.
(Producers of Skippy Hollywood Theater)
8853 Beverly Blvd., Hollywood
"The Theater of Famous Radio Players"—Family Drama, 1/2 hr.

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

PARAGON RADIO PRODUCTS
131 W. 52 St., New York 22, N. Y.
George Raft in The Cases of Mr. Ace

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

HARRY S. GOODMAN
19 E. 53d St., N.Y. 22, N. Y.
Your Gospel Singer

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

BEULAH KARNEY, INC.
228 N. La Salle St.
Chicago 1, Ill.
Meal of the Day
5-minute open end, 5 times wkly.

A ten-year tested program used locally and nationally by big name advertisers. Five minutes, five times a week. Written and narrated by Beulah Karney. 160 shows ready for local or regional sponsorship. More in production. Tailored especially for grocers, dairies, appliance dealers, flour mills, utility companies and household products. Merchandising plan. Send for free audition platters and availabilities.

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.

FREDERIC W. ZIV CO.
1529 Madison Rd., Cin. 6, O.
Boston Blackie

Thrilling transcribed half-hour detective stories, featuring Columbia Pictures and Cosmopolitan Magazine's mystery hero, "Boston Blackie," starring Richard Kollmar as "Blackie," Maurice Tarplin as Inspector Faraday and Leslie Woods as Mary Wesley. Boston Blackie transcribed is earning top Hoopers for local and regional sponsors. In Minneapolis Boston Blackie earned 13.9, the fourth highest Hooper for all times and all stations; New York, 9.8; Louisville, 17.1; Youngstown, 21.3; Cincinnati, 16.9. Write, wire or phone for availabilities.

BASCH RADIO PRODUCTIONS
17 E. 45th St., N.Y. 17, N.Y.

Fact or Fantasy
A successful and fascinating five-minute program series. Weird and gripping stories of true experiences, based on mental and psychic phenomena. These stories, by Ed Bodin, famous psychic writer, are all investigated and confirmed and are currently running in national magazines. Dramatically narrated by Frances Scott, "Fact or Fantasy" has a big success record for selling products to women and to mixed audiences. 100 programs ready. Wire, write, or phone for audition recording.

BASCH RADIO PRODUCTIONS
17 E. 45th St., New York 17, N. Y.

It Takes a Woman
A 5-minute program with a big success sales record for sponsors. Stories of the average woman, and how she did something outstanding to help her family or community. Features Frances Scott as narrator. When sponsored by Vick's show had the highest daytime rating on Toronto station, beating ratings for all ten and fifteen minute shows. A sure bet to sell products appealing to women. Two hundred programs are ready. Wire or write for audition recording.

KASPER-GORDON, Inc.
140 Boylston St., Boston 16, Mass.
Adventures of Buddy Bear

The greatest transcribed children's program ever offered! See TIME magazine, May 12, page 82. 78 1/4-hour episodes available in first unit. Sensational merchandising tie-ups, plenty of publicity for all sponsors, with Universal Pictures making color cartoon shorts, Richard G. Krueger Company making BUDDY BEAR dolls, Boston Junior Deb Company making children's sportswear, etcetera, and 100,000 BUDDY BEAR SONG ALBUMS (records) in production. Available for regional and local sponsors at low syndicated rates. Wire for samples, rates. Release date, June 9.

KASPER-GORDON, Inc.
140 Boylston St., Boston 16, Mass.
The Family Album

Brand new musical series starring Gene Jones (heard coast-to-coast on CBS), "The Girl Friends" (heard over NBC) with arranger Don Hicks at piano, Hal Freede at Hammond. 78 1/4-hour shows, with appeal for all markets, all listeners. Gene Jones pages through a "family album" to associate pictures with tune. Production is tops, both ends open for commercial with middle commercial if desired over a musical background. Now sponsored by jewelers, drug companies, office equipment, and others. Natural for photographic supply stores, or photography studios, or anybody wanting network type program at low cost. Wire for samples, rates.

KASPER-GORDON, Inc.
140 Boylston St., Boston 16, Mass.
Gloria Carroll Entertains

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

WOR White Collars
Vote on Union in NLRB Election

NEW YORK, May 17.—WOR white collarites will vote at an NLRB election Tuesday (20) at 3 p.m. to decide whether they will be represented by a union. Fighting for the jurisdiction are the Radio Guild of the United Office and Professional Workers of America (CIO) and Local 153 of Office Employees' International (AFL). The 100 white collarites declared eligible to vote also may vote for no union representation.

At this point, CIO's Radio Guild appears to have much stronger support than the AFL. Station management, however, is hopeful for a non-union vote and is making a strong pitch to that end. In line with this, Ted Streibert, station exec, has called a meeting of personnel for Monday (19). Station's argument is that workers' opportunities will be greater without a union.

Radio Guild has been countering the paternalism argument with a strong campaign, pointing up salary increases and other advantages gained by Radio Guild contracts at Columbia Broadcasting System, WMCA, World Broadcasting Company and Columbia Records, Inc.

Radio Guild also has units at National Broadcasting Company, American Broadcasting Company and Mutual Broadcasting System.

Young-Rubicam Get
Bigelow & Sanford

NEW YORK, May 17.—Young & Rubicam, which recently lost the Borden account to Kenyon & Eckhardt, this week nabbed the Bigelow-Sanford carpet account. Effective date is January 1, 1948.

Client is the largest rug and carpet manufacturer in the business.

WINS AT WORK

Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

WINS
CROSLY BROADCASTING CORPORATION

WTAG WORCESTER

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



CANADA BALKS 540-1660 KC

Rebuffs U. S. Bid for Wider Band for AM

200 Added Stations "Out"

(Continued from page 3)

further easing of engineering standards by the Federal Communications Commission (FCC) could bring no relief.

It is considered barely possible that Canada might agree to a compromise by which the U. S. could use some frequencies between 540 and 550 kcs. by directionalizing so as to avoid interference with Canada's I-A station (CBK) in Watrous, Sask., which is on 540 kc. However, (even such a compromise would allow development of not more than a dozen or so additional stations.

Prolonged Discussion

State department and Canadian diplomatic spokesmen revealed this week that discussions have been taking place on the issue for weeks, and Canada is virtually certain to continue its opposition to U. S. use of the frequencies below 550 at the North American Regional Broadcast Agreement (NARBA) Conference, to convene in Ottawa August 2, 1948.

The Canadian Broadcasting Corporation (CBC), according to a Canadian diplomat spokesman, is adamant against "even the slightest interference" with 50,000-watt CBK, which, the dominion corporation argues, needs its wide broadcast power to cover Northern and Western Canada. The 540 kc. frequency is regarded as one of the most desirable on the entire spectrum, inasmuch as even a 100-watt in this low frequency can cover wide distances. It is claimed that a strategically situated low-power station on 540 kc. in the New York area could be more powerful than the clear channels and would be heard thru the Eastern Seaboard, including Canada.

Above 1600 KC Uneconomic

The question of stretching the commercial AM band above the existing 1600 kc. limit is not expected to be threshed out at NARBA, since it is largely a domestic problem. The FCC could issue grants for stations between 1600 and 1660 kc., but such stations would be economically impractical inasmuch as few existing receiver sets can pick up those frequencies. Furthermore, it is not likely that radio manufacturers would be willing to alter receivers to accommodate such an extension.

There are a few applications now pending for grants at 540 kc. in the U. S., but these have been pigeonholed by the FCC in deference to Canada. One is for a low-power station in Kansas City, Kan. It is figured that a 50-kilowatt station on 540 kc. in a strategic Central U. S. location could cover the entire nation.

Outlook Gloomy

At best, not more than 200 additional AM stations could be established even if the 540-550 kc. band were made available for commercial use in the U. S. In no event is this likely to take place, since issuance of grants on such a scale in that band would be certain to create serious interference problems for a large num-

DeMille Skirts AFRA Ban; Forms Radio Rep Company

NEW YORK, May 17.—Cecil B. DeMille, barred from radio acting or directing because of his dispute with American Federation of Radio Artists (AFRA), this week formed a radio production company to be known as DeMille Associates and has prepared a half-hour dramatic package which is making the advertising agency rounds. Called *Book of the Week*, the program, packaged by the William Morris Agency, calls for a permanent radio repertory company to dramatize adaptations of new books during the week of the volumes' release.

DeMille himself plans to play a background role in the actual direction of the weekly shows, pending final court ruling on whether his failure to pay an AFRA assessment constitutes sufficient grounds for keeping him off the air. However, trade speculation concerns how far in the background DeMille can get to obviate the possibility of his group's landing on the radio unions' unfair list. DeMille reportedly intends to supervise productions to the extent of having dress rehearsals recorded and played back to him in his office, where he would offer his critiques to the director.

Will Help in Casting

The former movie mogul also intends to play a considerable part on the auditioning and selection of young AFRA players, who will constitute the DeMille Repertory Players. Each actor selected would be guaranteed a flat sum to make himself available for each program and rehearsal, whether or not he was ultimately used.

Make-up of Repertory Company probably will be limited to five at

N. Y. Meggers Pick Sweets as Prexy

NEW YORK, May 17.—The New York Radio Directors' Guild at its annual election meeting Monday (12) elected William Sweets, president; Joseph Mansfield, vice-president; Mitchell Grayson, treasurer, and Perry Lafferty, secretary.

Council members elected are Frank Papp, Carl Eastman, Roger Bower, Tom Bennett, Larry Harding and Leo Hurwitz. Ed Byron is retiring president.

ber of currently operating stations. Even the best sort of compromise with Canada will probably carry a hard-and-fast limitation on the number of new stations that could be granted in the low-frequency belt, and the most sanguine view embraces not more than 10 or 12 new stations.

There have been several exchanges of notes between U. S. and signatories to NARBA, and some proposals have already been revised in preparation for next year's conference. Industry representatives will be given an opportunity to consult on all proposals prior to the sessions. One of the major issues to be ironed out at NARBA will be the question of re-allocation of clear channels, an issue on which heated discussion is certain to develop, since U. S. broadcasters want increased power as well as an increased allotment of clears.

first, with more added as the need arises. Likely first selections will be an ingenue, leading lady, juvenile, heavy and dialectician. The repertory type of radio company with guaranteed salaries has seldom been attempted. Leading examples are the *March of Time* and *Cavalcade*.

Advance Copies of Books

Arrangements have been made with nearly all outstanding publishers for release of major works in manuscript form prior to publication so that DeMille can prepare adaptation. He does not believe the 30-minute condensation will cut down reader interest.

The show shapes up as a low-budget affair, unless a sponsor decides upon name guests to play the leads, or unless DeMille wins his suit. In the latter event, DeMille would take over emcee duties, as he did with the *Lux Radio Theater* before he was barred. Adaptation rights and writing probably would cost about \$1,000 weekly, and talent and other costs would bring the total to about \$6,000 or \$8,000—low enough, DeMille believes, to make it a good summer bet, with the understanding that, if successful, it would carry over into the fall.

"Madero" Changes Nip Legal Tangle

HOLLYWOOD, May 17.—A possible legal fracas on charges of plagiarism was quietly side-stepped last week when Mutual Broadcasting System (MBS) agreed to make important revisions in its *Johnny Madero* thriller to the satisfaction of American Broadcasting Company (ABC). ABC lawyers charged that *Madero* (in its present form) was a 100 per cent carbon copy of ABC's *Pat Novak for Hire*, even embodying an identical mood opening and having similar characters. (*The Billboard*, May 10.)

At ABC's insistence, Mutual agreed to substitute an entirely new opening, as well as eliminate the supporting character of Dipso, a sidekick of the thriller's leading player. While ABC toppers privately maintain that the shows are still too similar in concept and production, the web was willing to forget it after Mutual made the changes demanded.

Radio, Pro and Con, In WNLC Debate

NEW LONDON, Conn., May 17.—WNLC here will open both its new studios and its new FM station here Wednesday (21) and for the occasion will originate a special broadcast in the Connecticut *Forum of the Air* series. Subject will be, *Is Radio Actually Serving the Public's Interest?* Program airs on 10 Connecticut stations.

Participants will be Norman Thomas and Prof. Max Thatcher, of the University of Connecticut, who will present the anti-radio case, and Seth Taft, son of Sen. Robert O. Taft (R., Ohio), and Robert Martineau, manager of WKNB, New Britain, who will argue for radio. Jerry Franken, of *The Billboard*, will be program's moderator.

New Willson-Ford Show To Hit the Road

NEW YORK, May 17.—First move by the Kenyon & Eckhardt (K&E) Agency to service its newly-acquired Ford account was the pacting this week of the Meredith Willson show to replace Dinah Shore on June 18, with the company to tour the road in the fall to permit intensive dealer promotion. The musical package, aired for Ford dealers, will originate from Hollywood over Columbia Broadcasting System (CBS) during the summer. The projected tour ties in closely with Ford's "sell 'em hard" policy to meet the expected days of heavy competitive pitching.

The plan calls for Willson to set up a route for the fall in major Ford territories. At the same time, Willson will be able to book three or four weekly concerts for himself and his company for each area from which he will broadcast. The maestro will make a point of bringing his personality into the dealers' headquarters and glad-hand the boys who peddle the sponsor's product. In return, dealers will put on heavy promotion for Willson's local appearances, including his own concert bookings.

The result, the agency anticipates, will be a low-cost sales job that will pay off better than much more expensive packages, even without expectation of sensational ratings. The entire Willson ensemble will cost considerably under \$10,000 weekly, against the approximately \$13,000 which Ford has been putting out for the Dinah Shore show. K&E now are setting up plans for a new Ford show, along institutional lines, to debut in the fall.

P&G, Kenny Baker To Kiss and Part

HOLLYWOOD, May 17.—The Kenny Baker *Glamour Manor* daytime strip for Procter & Gamble will be dropped June 27, it was learned this week. Decision to cancel the expensive daytime package was prompted by Baker's reported desire to rid himself of the grueling show sked in order to be free to accept pic and other deals. Since the bankroller has held that the show's cost was excessive in view of the current trend, the plan to drop the show was welcomed on all sides.

It's understood, however, that P. & G. will retain the time slot in an effort to work out a half-hour night show starring Baker in the fall. Summer replacement seg will be *Welcome, Traveler*, an inexpensive audience interview show originating from Chicago. Billing will be shared by the Compton and Benton & Bowles agencies.

Perkins With WHDH As Program Manager

BOSTON, May 17.—Station WHDH this week appointed George M. Perkins, of New York, to the post of program manager. To accept the position, Perkins has resigned as radio account executive in charge of Du Pont's *Cavalcade of America* show at Batten, Barton, Durstine & Osborn. Previously, he was radio contact and business manager for Lucky Strike's account at Foote, Cone & Belding.

Chi Hotel Assn. Pitches for Biz Via E.T. Spots

CHICAGO, May 17.—Greater Chicago Hotel Association, of which most hotels here are members, next week will start airing in 11 large cities a series of transcribed spot announcements in a campaign of a type never before tried by hotels in this country. The spots, which will be aired on 28 stations in cities such as Minneapolis, St. Louis, Cleveland, Detroit, Cincinnati, Louisville and Indianapolis, will attempt to stimulate travel to Chicago as well as regulate reservations at hotels here. First campaign will be for a four-week test period, with plans for expanding the campaign if the test proves to be satisfactory.

According to Lewis B. Ermeling, vice-president of the hotel association: "A great deal of misinformation about lack of hotel rooms in Chicago is pronounced thruout the country. There have been periods in 1947 when there were sufficient vacant rooms to accommodate from 5,000 to 10,000 visitors. At other times it has been useless for persons to begin their trips to Chicago without confirmed reservations.

"Our radio service will be keyed to a constantly maintained projection chart of the leading hotels which will tell us when rooms will be available. Our announcement schedule, owing to the flexibility of radio, will be released accordingly. The spot announcements will also suggest that visitors save themselves time and trouble by making advance reservations at their favorite hotel and will stress the fact that there are, for the most part, plenty of combined business and vacation week-end rooms from Thursday thru Sunday in Chicago."

The spots, which will be aired on station breaks, have been prepared by the M. M. Fisher & Associates Agency. Cost of initial campaign, according to Ermeling, "will run well into five figures."

Detroit Seg B. R.'d By Auto Industry

DETROIT, May 17.—Something new in automotive sponsorship of air time is slated for tomorrow with the first broadcast of *Auto Horizons* over WJR, only 50,000-watt Detroit station, under the aegis of the Automobile Manufacturers' Association.

The format is a 15-minute round-up of feature stories and news reports in automotive news, using both live talent and recorded material, chiefly interviews with auto industry figures and human-interest stories about consumers and auto workers. The AMA is putting its large research facilities, which were displayed in full strength last year during the *Automotive Golden Jubilee*, back of the show. Franklin Mitchell, WJR assistant program director, is handling the production.

While this is a one-station show at present, being beamed directly at the home town folk in the automobile capital, it is a likely guinea pig for a new trend in automobile spending. Emphasis on the institutional side of the industry's message is paramount, and represents a formal step in public relations.

HOWARD PHOTO REPRODUCTIONS

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

8 x 10
5c
QUANTITIES

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

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 15" HOOPER RATINGS, NATIONAL AND PACIFIC COAST. BOTH ARE FOR APRIL, 1947. NATIONAL FIGURES ARE AVERAGE OF TWO RATINGS.

National Opposition	Nat'l Hooper-Rating	Nat'l Rank	Program	Pacific Hooper-Rating	Pacific Coast Opposition
Terry & the Pirates No Sponsored Show	ABC CBS	8.0	1	WHEN A GIRL MARRIES General Foods	8 5.9 What's Doing, Ladies? No Sponsored Show
Hop Harrigan (MWF)	MBS				ABC CBS DLBS
Sky King No Sponsored Show	ABC CBS	7.7	2	PORTIA FACES LIFE General Foods	1 7.4 What's Doing, Ladies? No Sponsored Show
Superman	MBS				ABC CBS DLBS
No Sponsored Show	ABC	7.6	3	MA PERKINS Oxydol	12 5.2 Ted Malone No Sponsored Show
No Sponsored Show	MBS				ABC DLBS NBC
No Sponsored Show	NBC				
Kenny Baker Show Checkerboard	ABC	7.6	4	AUNT JENNY Spry	4 6.8 Kenny Baker Show Victor H. Lindiahr
Jamboree	MBS				ABC DLBS NBC
No Sponsored Show	NBC				
Dick Tracy, LN—Co-Op	ABC	7.2	5	YOUNG WIDDER BROWN Sterling Drug	9 5.7 No Sponsored Show No Sponsored Show
No Sponsored Show	CBS				ABC CBS DLBS
No Sponsored Show	MBS				
No Sponsored Show	ABC	7.0	6	ROMANCE OF HELEN TRENT Whitehall	37 3.7 Bkfst. in Hollywood No Sponsored Show
No Sponsored Show	MBS				ABC DLBS NBC
No Sponsored Show	NBC				
Kenny Baker Show Victor H. Lindiahr (WTF)	ABC	7.0	7	KATE SMITH SPEAKS General Foods	14 5.1 Kenny Baker Show No Sponsored Show
No Sponsored Show	MBS				ABC DLBS NBC
No Sponsored Show	NBC				
Baukhage Talking, LN—Co-Op	ABC	6.7	8	BIG SISTER Ivory Soap	29 4.2 Galen Drake News Standard School
Cedric Foster, LN—Co-Op	MBS				ABC DLBS NBC
No Sponsored Show	NBC				
No Sponsored Show	ABC	6.6	9	OUR GAL, SUNDAY Anacin	17 4.9 Bkfst. in Hollywood No Sponsored Show
No Sponsored Show	MBS				ABC DLBS NBC
No Sponsored Show	NBC				
Edwin C. Hill, LN	ABC	6.4	10	PEPPER YOUNG'S FAMILY Procter & Gamble	25 4.4 Edwin C. Hill No Sponsored Show
No Sponsored Show	CBS				ABC CBS DLBS
No Sponsored Show	MBS				
No Sponsored Show	ABC	6.4	11	LORENZO JONES Sterling Drug	18 4.8 Walter Kiernan Strange Romance E. Winters No Sponsored Show
No Sponsored Show	MBS				ABC CBS DLBS
No Sponsored Show	NBC				
No Sponsored Show	ABC	6.3	12	BACKSTAGE WIFE Sterling Drug	15 5.1 No Sponsored Show Checkerboard Jamboree No Sponsored Show
No Sponsored Show	MBS				ABC DLBS CBS
No Sponsored Show	NBC				
No Sponsored Show	CBS	6.3	13	BREAKFAST IN HOLLYWOOD Procter & Gamble	3 6.8 Romance of Helen Trent No Sponsored Show
No Sponsored Show	MBS				CBS DLBS NBC
No Sponsored Show	NBC				
No Sponsored Show	ABC	6.3	14	STELLA DALLAS Sterling Drug	13 5.2 No Sponsored Show No Sponsored Show
No Sponsored Show	MBS				ABC CBS DLBS
No Sponsored Show	NBC				
No Sponsored Show	CBS	6.2	15	BREAKFAST IN HOLLYWOOD Kellogg	2 7.3 Our Gal, Sunday No Sponsored Show
No Sponsored Show	MBS				CBS DLBS NBC
No Sponsored Show	NBC				

LN—Limited Network.
* April 30 report only.
** Broadcast Friday in April 15 report only.

CPS Omitted

Because of space limitations, *The Billboard* this week is forced to omit Part II of Continuing Program Studies. It will be published next week instead and will show, based on a study prepared by C. E. Hooper, Inc., the network stations with the largest audiences. The feature will be titled, *Top Audience-Delivering Stations*. Watch for it.

FCC Clear-Channel Hearing Postponed

WASHINGTON, May 17.—Clear-Channel Broadcasting Service (CCBS) will have an additional month to prepare its case for a string of super-watt stations as a result of the Federal Communications Commission's (FCC) postponement of clear-channel hearings until July 7.

The commission agreed yesterday to set back the date from June 2 at the request of CCBS.

Hubbard to Gotham For "Supper Club"

CHICAGO, May 17.—Eddie Hubbard, emcee of the *ABC Club*, one-hour Chesterfield-sponsored disk jock shot heard nightly over WIND here, will leave Chi early in June to start as East Coast announcer on the *Supper Club*, NBC ailer, June 9, working there during summer months with the Beneke band on all East Coast sections of the show, heard Monday, Wednesday and Friday weekly.

Hubbard, who has built a large following here in the year he's been doing the regional Chesterfield disk shot, will continue to spiel on the *Chi ABC Club*, cutting e.t. during his stay in the East with the *Supper Club*. Hubbard expects to keep about four days to a week ahead on his Chi e.t.'s. Program content will be selected by the *ABC Club* promotion manager, Bob Tunison, on the basis of local listeners' requests.

Hubbard, who started the parade of disk jocks as emcees on the College Inn (Sherman Hotel) platter favorite revues, left the hostelry show Thursday (15), with Linn Burton, free-lance name jock, taking over the chores for at least a month.

Fickle Tuners Push Day Segs Up and Down

'Widder' From No. 1 to 5

NEW YORK, May 17.—Considerable shifting of position among daytime shows is apparent in the latest Comparative Territorial Index, a feature of *The Billboard's* Continuing Program Studies, prepared in co-operation with the C. E. Hooper organization. *Young Widder Brown*, Sterling Drug's seg which scored first nationally and eighth on the Coast one month ago, now stands fifth and ninth.

The top spot currently goes to General Foods' *When a Girl Marries*, with a national rank of first and a Pacific standing of eighth. *Marries* in the last report was only 10th nationally and sixth Coastwise. The same sponsor's *Portia Faces Life*, 6th and 10th in the last report, improves its position tremendously, second nationally. And first on the Coast. *Oxydol's Ma Perkins*, too, comes up to third nationally, as against sixth in last running; its Coast rank holds in 12th position.

Sixth—and 37th!

How tough it is to exercise a uniform listener appeal thruout the country is illustrated by Whitehall's *Romance of Helen Trent*, which scores sixth nationally and only 37th on the Pacific listing. *Trent's* sixth position is a considerable improvement over its last month's standing—12th; but apparently the national gain was accompanied by a terrific audience loss on the Coast—where the rank last month was a very good fifth.

Kate Smith, General Foods noon-time seg, dropped both nationally and Coastwise, but the over-all dive really hurts—from second to seventh. Ivory's *Big Sister* shows a strong over-all gain, coming up in the national listings from 15th to eighth, with a slight dive—from 24th to 29th on the Coast.

Anacin's *Our Gal Sunday* improved its audience pull, this month ranking 9th and 17th, and *Pepper Young's Family* took a slide to 10th and 25th. *Backstage Wife*, ranking 12th nationally immediately after *Lorenzo*, wasn't in the first 15 in the last report.

'Breakfast' Holds Up

Procter & Gamble's *Breakfast in Hollywood* continues to hold its position rather well, scoring 13th nationally this month and last. Coastwise, show dropped from first to third. *Stella Dallas*, Sterling Drug's show which ranked fifth nationally in last report, fell to 14th this trip. The show's Coast standing dived also—from 7th to 13th. Kellogg's *Breakfast*, ninth nationally in last month's listing, slid to the cellar spot of 15th this time.

Part II

The Billboard



NETWORK PROGRAM Reviews & Analyses

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



Theater Guild on the Air

"MACBETH"

Reviewed May 11, 1947

UNITED STATES STEEL

Charles R. Moffatt, Advertising Director

Thru Batten, Barton, Durstine & Osborn, Inc.

Via ABC (219 Stations)

Sundays 10-11 p.m. (EDT)

Estimated Talent Cost, \$15,000; producer, Carol Irwin; director, Homer Fickett; writer, Erik Barnouw; cast, Maurice Evans, Judith Anderson, Romney Brent, Thomas Chalmers, Everett Sloane, James Monks, Chester Stratton, Ted De Corsia, Donald MacDonald, Wesley Addy, Alfred Shirley, Gina Malo.

Current Hooperating for this program... 8.8

Average Hooperating for shows of this type (Dramatic)... 10.3

Current Hooperating for show preceding ("Policewoman")... 8.1

Current Hooperating for show following (Sustaining)... None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: "Take It or Leave It" (10-10:30)... 14.8

"We, the People" (10:30-11)... 12.3

MBS: Gabriel Heatter (10-10:30)... 2.6

Sustaining (10:30-11)... None

NBC: Don Ameche (10-10:30)... 8.3

Sustaining (10:30-11)... None

Nobody will dispute that readings from Shakespeare by top-flight players are not earwise profitable on the score of both entertainment and education. This latest airing of the bard, starring Maurice Evans and Judith Anderson in *Macbeth*, by the Theater Guild on the Air, registered sufficiently on both counts, but the program left a definite question in a listener's mind as to whether airwaves are the right medium for Shakespearean projection. After all, master Will wrote to be seen as well as heard.

That, most likely, is why Erik Barnouw's air adaptation of *Macbeth* seemed curiously one dimensional. Naturally, much had to be eliminated to bring the script down to less than an hour of playing time. Descriptive narration had to be interlarded by way of explaining the action. Barnouw did a faithful and workmanlike job, even to taking the liberty of interpolating lines for Banquo's ghost in order to sharpen the banquet scene.

Three Acts

He divided the play into three acts. The narrative set the stage for the witches' prophecy leading to Duncan's murder and escape of Malcolm. The second stanza highlighted *Macbeth's* continued moral decay with the murder of Banquo, the banquet of nobles and Macduff's flight to England. The third act covered the sleep-walking scene, Malcolm's avenging march on Dunsinane, Lady *Macbeth's* death, *Macbeth's* ditto at the hands of Macduff, and Malcolm's accession to the throne. The story was all there and it retained most of the high points of dramatic impact, but without the visual pageantry to give it impetus, it came over as just another air melo.

Castwise, the production was probably as good as it could be in

Believe It or Not

Reviewed May 15, 1947

CO-OPERATIVE PROGRAM

Via NBC (approximately 100 stations)

Mondays thru Fridays, 1:45 p.m.

Estimated Talent Cost: \$500; producer-director, Walter McGraw; writer, George Leffertz; cast, Robert L. Ripley, Gregory Abbott and guests.

Current Hooperating for this program... None

Average Hooperating for shows of this type (daytime miscellaneous)... 4.1

Current Hooperating of show preceding (sustaining)... None

Current Hooperating of show following ("Today's Children")... 4.7

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Galen Drake (sustaining)... None

MBS: "The Answer Man"... None

CBS: "Road of Life"... 5.6

Agreeable change of pace from the usual run of daytime listening is Robert L. Ripley's *Believe It or Not*, which began airing this week

over National Broadcasting Company (NBC) on co-op basis. Show parlays a group of Ripley's standard unusual items into an entertaining quarter hour which could interest virtually any age group of either sex.

Spine of the program was a dramatization spotted midway in the show which took up about half the 15 minutes. On the day caught, opus concerned the missing bones of John Paul Jones, who died in France and whose grave could not be located. Sketch related how Gen. Horace Porter, admirer of Jones from childhood, attained the post of ambassador to France and began a fruitless eight year search for Jones' remains. Sock finish had the general riding on his way to embark for home when a fortuitous wind blew a piece of parchment thru the carriage window. On it, believe it or not, was the original handwritten funeral oration delivered over Jones' grave nearly a century earlier giving the date cemetery and description of the coffin.

Other oddities on the show also had an historical flavor. Origin of the 21-gun salute by aforementioned Jones, and first president of the U. S. being John Hanson, elected by Congress considerably prior to Washington's popular election.

Show was capably narrated by Gregory Abbott. Ripley failed to put in an appearance on program caught, but he ordinarily is supposed to handle the narration chore.

One minute is reserved for local commercials about three minutes after the show's start and at about the same time before its conclusion. With no New York sponsor, WNBC cut in with two punchy public service plugs, one urging war on discrimination against minorities, the other highlighting the plight of teachers and asking citizens to join groups to gain the schoolmarm's better conditions. Sam Chase.

this medium. Maurice Evans and Judith Anderson recreated the roles of their 1941 revival at the National Theater. Both, being canny students of the bard, gave excellent readings, with Miss Anderson really See THEATER GUILD on page 18.

Hint Hunt

(Reviewed May 14, 1947)

Via CBS (19 Stations)

Mondays thru Fridays, 4-4:15 p.m.

ARMOUR & COMPANY

D. B. Hause, Adv. Mgr.

Thru Foote, Cone & Belding

Hugh Davis, Acct. Exec.

Estimated Talent Cost, \$1,000; producer director, Georgene O'Donnell; Chuck Acree, emcee; Reggie Kross (working from mobile unit); Don Gordon, announcer.

Current Hooperating for this program... 3.0

Average Hooperating for shows of this type (Audience Participation Quiz)... 11.2

Current Hooperating of show preceding: "Winner Take All" (Sustaining)... None

Current Hooperating of show following "Give and Take" (Sustaining)... None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Edward O'Neal (Sustaining)... None

MBS: "Ask Dr. Tobey" (Sustaining)... None

NBC: "Right to Happiness"... 6.2

The ostensible purpose of this show is to give the listening haus-fraus hints which will make their drab chores easier or more pleasant, and to dress the hints up with banter which will make the presentation more palatable. It seems doubtful, however, that there is sufficient compensation for the 15-minute investment demanded of the homemakers. During the entire show, only five brief ideas are tossed out by members of the studio audience, who compete for a prize awarded the best one by a jury at the show.

While the household hints average only one for every three minutes, the commercial plugs flow at a far freer pace. Each of the five contestants is handed stock household giveaway items, plus the invariable "all-pure chiffon" to keep them shiny. Not only are the manufacturers of each donation mentioned, but every one is given virtually a full-blown commercial extolling the virtue or beauty of his product. This, added to a straight minute-long plug for the sponsor's product, leaves a harried listener asking, how commercial can you get in 15 minutes?

Acree Is Emsee

The show, which is aired out of Chicago, has Chuck Acree in the unenviable role of emcee, with Reggie Kross serving as a stooge named Beagle. The latter's function is not clear, but his is the voice which, invariably and with great gusto, adds "all-pure chiffon" to the bounty handed each guest. Humor is on the studied side, and studio audience reaction is confined mainly to feminine screeches of envy as the presents are doled out—a sound reminiscent of a Sinatra broadcast before the bobby-soxers were halted at the gates.

The cutest approach to wittiness on the show caught was Acree's semi-purple query of a newly wed couple about whether they were getting any sightseeing done during the day.

Brief opening and closing plugs use a catch phrase: "Chiffon—catch on?" The regular commercial stresses the product's purity and its mildness on the hands. The boast that "no purer soap was ever made" suggests the copy writers think they (See HINT HUNT on page 18)

'Mrs. Burton's' Wed. Public Service Bid: 'Family Counselor'

NEW YORK, May 17.—A development which may prove of marked significance in the daytime radio field has been quietly undertaken by General Foods in connection with its four-a-week serial on Columbia Broadcasting System (CBS), *The Second Mrs. Burton*. Since April 30 the show has taken a public service slant; on Wednesdays it presents a series of "family counselor" guests to give advice on personal and domestic problems.

Young & Rubicam, agency on the account, which dreamed up the idea, figures it is particularly timely in view of the criticism directed at daytime radio programming. Y&R proposed the pubserv slant to General Foods, and the client immediately decided to test it. What's in the cards depends to some degree on public reaction to the show, according to an agency spokesman. Should the Hooper take a jump, it's believed that two developments are possible: (1) General Foods may extend the idea to other programs, and (2) Y&R may pitch the idea to other clients.

"Superman" Precedent

Kellogg's *Superman* more than a year ago took a strong pubserv slant—in a different way. Instead of guests, the show used a revamped story line plugging tolerance. This proved phenomenally successful, the show not only cashing in rating-wise but also getting a batch of kudos from groups that used to be among its severest critics.

Mrs. Burton, which came to the full CBS web in January, 1946, presented Dr. Valeria Hopkins Parker, authority on marriage problems, as the first guest on April 30. Faith Baldwin appeared May 7, talking on the problems of the child of divorced parents. Shirley Booth appeared Wednesday (14) with a spiel on how the average woman can be glamorous, and next Wednesday (21) Josette Frank, educational associate of the Child Study Association of America, will talk on suitable radio listening for children.

Merle Jones Quits Washington's WOL

WASHINGTON, May 17.—Latest in staff shifts in Washington radio is the departure of Merle A. Jones from Cowles-Mutual Station WOL. Jones' resignation as general manager of the web's 5,000-watter became effective Wednesday (14). His duties have been absorbed by Commander T. A. M. Craven. In announcing his resignation, Jones said his plans were indefinite, but he meant to remain active in radio, probably in Washington. He said his WOL relations had "always been pleasant."

War Cripples Get Big League Games

SAN FRANCISCO, May 17.—Thru the efforts of KFRC, Letterman Hospital's war wounded are getting a daily major league baseball broadcast. Arrangements were concluded this week for a play-by-play wire report with a piped re-created description of the games direct to Letterman's bedside. The vets name the games they want to hear.

The games will be heard by Letterman tuners-in only, as Pacific Coast League territorial rights prohibit local broadcasts of big league contests.

Dick Powell in Race For Phil Baker Spot On 'Take It, Leave It'

HOLLYWOOD, May 17.—Dick Powell loomed as a dark horse to take over Phil Baker's top spot on Eversharp's *Take It or Leave It* late last week, when it was reported that Powell would cut an audition record in Hollywood early next week. Others angling for the job, Harry Von Zell, Bill Goodwin in Hollywood, and Red Barber in New York, gave credence to rumors that Baker was definitely thru when his contract expires June 9.

Both Goodwin and Von Zell were skedded to cut audition platters late last week, before regular studio auditions, using a standard program format complete with prizes. Cost of audition disks was expected to exceed \$5,000.

Should West Coast radioites get the nod from Eversharp, show would remain on Coast permanently, since other commitments would prevent any of three Hollywood contenders from traveling. Oddly enough, Baker's squawk with bank-roller stems partly from fact that emcee wanted to keep show in Hollywood, while sponsor insisted that seg return to New York by May 25. Understand that Baker will seek show of his own.

NEW YORK, May 17.—Latest to be mentioned as possible emcee on Eversharp's *Take It or Leave It* is Frank Fay, who will be auditioned tomorrow (18). Red Barber, who has been filling in for Baker in recent weeks, again will handle tomorrow night's show and is regarded as having two legs on permanent possession of the job.

Another possibility is Bill Goodwin, who is skedded for an early audition on the Coast. Kenny Delmar, previously considered a good prospect, seems to be out, according to Biow Agency execs. Baker has been reported ill for some time, but trade reports have sponsor and agency both wanting a change.

Colgate To Drop Mel Blanc Show

HOLLYWOOD, May 17.—Fate of the Mel Blanc show has reportedly been sealed by bank-roller Colgate-Palmolive Peet, who is understood to have ordered the show dropped at end of the current cycle, June 24. Toiletries firm is also said to be shopping for a replacement for the Kay Kyser seg, altho the Kyser contract runs till the end of the calendar year.

Colgate's ad chief, Robert Healy, is due in Hollywood soon to look over Hollywood-originated segs which also include Dennis Day and Judy Canova shows. Both Day and Canova shows are almost certain to continue, despite a general retrenchment program now being mulled by the bank-roller. It is believed the sponsor will relinquish the CBS-Mel Blanc time, but will retain the valuable slot now housing the Kyser seg.

WANT TO GET INTO MY ACT?

I know all about posing and lighting. I'll shoot you from just the right angle and deliver your glamorous photos tomorrow morning. You'll love it!

8x10's, 5c ea.; post cards, 2c ea. in 1,000 lots. Mounted blow-ups on heavy board, 20x30, \$2 ea.; 30x40, \$3 ea. Write for FREE samples. Price list P.

Write for Free Samples and Price List P.



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

Part III

The Billboard



LOCAL PROGRAM Reviews & Analyses

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



Tapestries of Life

Reviewed May 13, 1947
FOREST LAWN MEMORIAL PARK ASSOCIATION
Tom Moore, Adv. Mgr.
Thru Dan B. Minor Company
Robert Strubel, Radio Director
Via KNX, 50,000 Watts, Hollywood
CBS-owned-and-operated key Coast outlet

Tuesdays, 9:30-10 p.m.
Estimated Talent Cost: \$750 weekly;
Dave Vaile, producer; David Hanna, writer; Milton Charles, music; Bob Greene, announcer; Theodore Von Eltz, narrator; cast, AFRA and guest stars.

ABOUT THE ADVERTISER

Forest Lawn Memorial Park Association has been among the first and most consistent users of radio here in its field. Its current \$200,000 and budget is split three ways between radio, outdoor and black-and-white, with a \$65,000 share going to radio. In addition to "Tapestries of Life," Forest Lawn also sponsors "Bill Hay Reads the Bible" on KMPC. The theme of the advertising on the air as well as the other media is along institutional lines, heavily emphasizing dignity and good taste and stressing the beauty of Forest Lawn.

Current Hooperating for this program...	7.4
Latest available Hooperating of show preceding: "Big Town".....	7.5
Current Hooperating of show following:	Not Available
HOOPERATING OF OPPOSITION SHOWS ON OTHER STATIONS	
KECA (ABC) Boston Symphony.....	2.0
KFI (NBC Affiliate) "Pleasure Parade".....	4.3
KHJ (MBS affiliate) Sports and News.....	2.2
Combined Hooperating of all other stations	7.7

The tone of dignity that marks Forest Lawn's advertising in the other media is threaded thru *Tapestries of Life*. Show holding that that title is about five years old and thru the metamorphosis of time has evolved from a straight seg to one of the finer locally-produced dramatic programs. Normally, the half-hour seg is cut down to 15 minutes for the summer, but since it's paying off Hooperwise, it will retain its half-hour time slot.

Using a CBS staff producer (Dave Vaile), a studio ork batoned by Milton Charles, a script by Los Angeles *Daily News* columnist David Hanna, and with Theodore Von Eltz as narrator, *Tapestries* takes on a polished quality seldom achieved in non-network shows. Half-hour seg is devoted to two dramatic episodes. Material is based upon historical fact.

First yarn concerned Benjamin Franklin's friendship with the famed French sculptor, Jean Antoine Houdon. Capably written, the script tells of the unrecognized Houdon skyrocketing to fame and fortune after Franklin posed for a bust during his mission to Paris. Since Franklin was so popular in the Parisian circles, his choice of Houdon immediately spotlighted the unknown sculptor. Houdon's fame spread and the State of Virginia called for Houdon to come to America and create a monument to George Washington. The now wealthy sculptor at first turns down the Virginia commission, but later, realizing that it was the American, Franklin, who was responsible for his recognition, shamefacedly agrees to come to Virginia. Bridge between the two episodes is taken up

The Betty Reilly Program

Reviewed May 14, 1947

Sustaining Over WHN, New York
500,000-Watts—No Web Affiliation
Monday, Wednesday, Friday,
9:30-9:45 p.m.
(Part of a full hour live show)

(No Talent Cost Available). Director, Milton Kaye; writer, Bill Mogle; announcer, Bill Edmonds; cast, Betty Reilly, songstress, Joel Herron's orchestra.

NO RATING INFORMATION AVAILABLE ON THIS SHOW

OPPOSITION SHOWS NIGHT REVIEWED	
ABC: Beulah	3.7
CBS: Dinah Shore	9.8
MBS: "What's the Name of This Song?"	3.2
NBC: "Mr. District Attorney"	21.8
WEVD (5,000 watts): Labor Relations Forum	None
WINS (50,000 watts): News	None
WMCA (5,000 watts): "Waltz King" (recorded)	None
WNEW (10,000 watts): News, "Meet Mr. Crosby" (recorded)—1.7 Pulse (Apr., '47), 1.6 Hooper (Apr., '47)	
WNYC (1,000 watts): Branscombe Choral (Gina Branscombe, conductor)	None
WOV (5,000 watts): Bill Gordon Band Parade (recorded)	0.55
WQXR (10,000 watts): "Designs on Harmony" (recorded)	0.7 H.

Betty Reilly is one of the chanteuses filling WHN's live talent showcase, which occupies the 9-10 p.m. period across the board. Her quarter-hour thrice weekly slot at 9:30 p.m. is time enough for about four tunes, and on show caught she impressed as a very saleable warbler.

New to radio but a well-known act in vaude and night clubs, Miss Reilly is able to do what many stage singers cannot—that is, project personality via the mike. Talent in this direction is as important as straight singing ability and on this score Miss Reilly is credited with being good commercial material.

Her tunes offered a good change of pace, ranging from novelty to pop material, accompanied by Joel Herron's orchestra. Bill Edmonds announced, his chores amounting to a bit of badinage with Miss Reilly between numbers. Bill Mogle's script for these talk interludes was just fair—neither bright nor dull—but the dialog bits had the advantage of being brief.

Show Is All Reilly's

The show, in other words, is all Reilly's, and Director Milton Kay's best tactic probably is to let her do four or five tunes and keep the chatter as brief and bright as possible.

Ray Katz, who plucked some of the talent for this 9-10 p.m. across-the-board slot from boites and vaude stages, is supervising the programming. He has plans to hypo the hour with other names, in addition to Ruth Etting, who starts Monday (19) and Jack Teagarden, who already is on the sked.

Paul Ackerman.

by the announcer, who reminds the listener that Forest Lawn Memorial Park harbors some of Houdon's works.

Second dramatic short opens with (See *Tapestries of Life* on page 18)

Your Right To Say It

Reviewed Sunday, May 11, 1947
Sustaining Public Service Program via WGN, Chicago
50,000 Watts; MBS Affiliate
Sundays, 6 to 6:30 p.m.

Estimated Talent Cost: Station spends between \$1,500 and \$2,000 per week for guest speakers' appearance payments and traveling expenses, as well as cost of announcer, moderator and co-ordinator. In addition, it can be said it throws in about \$400 per week which it could get if, it sold the choice time occupied by the program. Talent includes Ward Quaal, announcer, and Prof. William S. Stokes, of Wisconsin University, moderator. Quaal also is co-ordinator in charge of arranging the program.

Current rating of this show (March-April supplemental Hooper)..... 0.2
Current rating of show preceding: "Nick Carter" (MBS)..... 9.2
Current rating of show following: "Stars of Tomorrow"..... 0.23
CURRENT HOOPERINGS OF SHOWS ON OPPOSITION STATIONS

WMAQ Jack Benny (NBC fed).....	26.1
WBBM Gene Autrey (CBS fed).....	3.5
WLS "Court of Missing Heirs" (ABC fed).....	1.0
WIND News and "Sweet and Solid".....	0.2
WJJD "Scoreboard" and "Rhapsodies in Velvet".....	0.7
WCFL News and "Songs at Eventide".....	0.2

Rating of this show, a disappointing 0.2, indicates why station managers out to do public service programming get discouraged and say, "What the hell's the use." This show, which has been on WGN for about a year and a half, is one into which the station has poured a lot of effort, time and money. In addition, it has spared neither effort nor money in a successful attempt to get speakers of national renown from all over the country. Despite this, however, a glance at ratings of this show proves that when people have a chance to hear a Jack Benny they forget about public service shows in a mad rush to get entertainment.

Of course, ever-gripping critics could point out that the station has pitted the program against a top star and that it should air it at a time when opposition is not so strong, but in rebuttal to such a statement it should be pointed out that the station is airing the program when sets in use are at a high level, a time that could be sold commercially with ease. Critics of radio's public service job also say that few shows of this type are aired on good early evening time. Spot of this show is an answer to this charge.

The show reviewed was a debate on the subject, *Can Industry Reduce Prices?* Debaters were Paul Porter, former head of the OPA, and L. R. Wolfe, director of research for the Illinois Manufacturers' Association. Each speaker was given six minutes to state his views, with Porter taking the affirmative and Wolfe the negative. Following this was eight minutes for rebuttal and then about 10 minutes for answering of questions from the studio audience and answers from the speakers.

The question and answer period at the end was handled in a unique manner. Whereas many radio forum shows utilize faked questions from stooges in the audience, all (See *YOUR RIGHT* on page 18)

NBC Outlets In Huddle Soon

DETROIT, May 17.—A meeting of the organizing committee to set up a more formal organization for National Broadcasting Company (NBC) affiliates will be called in the next three or four weeks, it was indicated today by Harry Bannister, WWJ manager, prime mover in the projected set-up. No report on the number of affiliated stations ready to go along with the new organization will be available before the committee meetings, which will probably be in a centrally situated city. A few weeks ago, Bannister reported favorable response from 40 of the 138 eligible stations.

Bannister started the organization to unify opposition of NBC affiliates to proposed commercial changes sought by the web. Main object sought by NBC is elimination of all chain-break announcements, except one an hour. The stations' opposition is based on economic grounds.

Radio Set Buyers Galore, Says Gerl

CHICAGO, May 17.—About 70 per cent of America's families are still potential customers for new and better radios, says Joseph Gerl, president of the Sonora Radio & Television Corporation, in a speech to be delivered before the Greater Buffalo Advertising Club in Buffalo Wednesday (20).

"Within the last 12 months," Gerl says, "the radio industry has produced about 12,000,000 receivers. Considering the fact that there are about 35,000,000 families in this country, and keeping in mind that many families have bought two radios for their homes, it is therefore obvious that about 70 per cent of America's families are still potential customers for new and better radios. This tremendous market is still with us.

"Also, the radio industry has scarcely scratched the surface of FM production. By the end of the year we will see as many as 700 FM stations on the air, and each of the territories covered by these stations will clamor for FM receivers. This is another large market which today is scarcely touched because of production problems and because of transmitter shortages. These, however, are quickly being eliminated.

"Then, looking at television, that market has been promising for a good number of years. But it is only in the last few months that we have seen new television stations beginning their initial operations, and we have seen television sets coming into the market. Here, too, the sales possibilities are overwhelming and as we overcome the production difficulties and get into volume production there is every reason to believe that prices can be brought down to the point at which every average family can afford and will buy a television set."

GLOSSY PHOTOS

Reproduced in quantity at 5c each.
Negative charge of \$2.00 on first order.
100 8"x10" \$ 6.50
500 8"x10" 25.00
1000 8"x10" 50.00

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500 5"x7" \$17.50
1000 5"x7" 30.00
Send Negative or Glossy Photo.
Send 1/2 Deposit With Order, Balance C.O.D.

QUALITY PHOTO SERVICE

Perkins St. BRISTOL, CONN. Box 42

Det. Jock Switch; Chase to CKLW, Slagle to WXYZ

DETROIT, May 17.—A major switch of local disk jockeys is slated for tomorrow, with Eddie Chase, famed for his *Make Believe Ballroom* for the past five years on WXYZ, moving to CKLW, with Johnny Slagle returning from New York to WXYZ to take his place.

Chase has developed one of the top jockey reputations in this territory and the move is a major surprise, altho it comes a few weeks after rumors—vigorously denied—of a switch involving Russ Mulholland, WJR jock.

New Twist for Slagle

Slagle, formerly top staff announcer at WXYZ, left a year ago to work on network shows in New York. This is his debut as a jockey.

Chase's opening on CKLW involves a heavy program, including a daily 75-90-minute afternoon period, a late Saturday night and a Sunday morning show. His advent is being well publicized by the station, notably in a series of recordings by such top ork leaders as Carmen Cavallaro and Sammy Kaye, advising listeners that they would meet Chase on the new station Sunday. The *Make Believe* title of the show moves over to CKLW with Chase, who has long featured special recordings and direct guest appearances by recording artists.

Statesville's WSIC AM-FM From Start

STATESVILLE, N. C., May 17.—When the Statesville Broadcasting Company begins operations shortly with WSIC and WSIC-FM, it will be authorized from its opening to duplicate AM programming on its FM adjunct—probably the first to be so fortunate. The stations will maintain a schedule from 6 a.m. to midnight except Sunday, when broadcasts will start at 8 a.m. Both outlets will be affiliated with the Mutual Broadcasting System (MBS), but they will not carry network programs at once, because of delay in installation of telephone lines.

The staff includes Harry Gatton as general manager; James Poston, program director; Al Watson, music director; Morrison Combs, news director; Emory Webster, sports director; Mrs. Lynn Nesbit, control operator; Nickie Wooton, continuity; Miss Frances Earle, secretary; Mrs. Jack Charles, advertising and music; T. K. Abernethy, chief engineer; Fred Oswald Jr., engineer, and Eddie Galbreath, assistant.

Power Hikes for 4 CBS Affiliates

NEW YORK, May 24.—Two Columbia Broadcasting System (CBS) affiliates have hiked their power and two more CBS power increases are in the works. KDAL, Duluth, Minn., 1,000-watt day and night on 610 kc., goes to 5,000 watts on or about July 15. WCAX, Burlington, Vt., now operating at 1,000 watts full time on 620 kc. goes to 5,000 full-time about July 1.

KGGM, Albuquerque, N. Mex., and KVSE, Santa Fe, N. Mex., went to increased wattages and frequency changes earlier this month. KGGM switched from 1260 to 610 kc. and from 1,000 to 5,000 watts. KVSE switched from 1340 to 1260 kc. and from 100 to 1,000 watts.

Ad Revenue Drops Below Year Ago But Still Heavy

WASHINGTON, May 17.—Receipts from radio advertising are slumping gradually from last year's level, a Commerce Department survey reveals. At the same time, figures show sponsors shelling out at a monthly rate almost equal to the average 1946 month.

Average monthly revenue last year was \$16,530,000 with the high point \$17,273,000, being reached in March. Commerce Department statistics for this year show January at \$16,587,000, February off to \$15,138,000.

Toilet-Medical Items Lead

Largest chunk of the radio-ad dollar is being contributed by toilet goods and medical supplies manufacturers—approximately one-third of the total coming from this source. The second largest buyer of air time, according to the report, is the food-drink-confection group. Following, in order of biggest spending, are the soap, tobacco, automobile, and petroleum companies.

In the first two months of 1947, the toilet goods firms put up \$10,054,000, the food group \$8,278,000. The slack July-August period last year brought radio a little better than \$14,000,000 each month. This year, the rate is expected to be about \$13,500,000. Figures run true to form.

Radio receipts compiled this year by Commerce Department, in round figures, follow:

	January	February
Automobile Accessories ..	\$ 670,000	\$ 629,000
Clothing	160,000	99,000
Electrical Appliances	273,000	224,000
Financial	444,000	458,000
Food-Drink-Confection ..	4,357,000	3,921,000
Petroleum Products	546,000	507,000
House Furnishings	169,000	153,000
Soap	1,507,000	1,432,000
Tobacco	1,355,000	1,257,000
Toilet Goods, Medical		
Supplies	5,324,000	4,730,000
All Other	1,842,000	1,726,000
TOTAL	\$16,587,000	\$15,138,000

Longhair a Wow On Cincy FM's

CINCINNATI, May 17.—Longhairs here set up such a clamor to local gazettes when two FM stations here began featuring symphonic music that the afternoon *Times-Star* started a daily question-answer column on FM. In addition, both WCTS and WLWA now are listed in the paper's program log, alongside the city's AM outlets.

WLWA this week inked its longest-term commercial contract, when it signed the Fourth Street area Merchants' Association for 30 months. The FM affiliate of WLW will broadcast a Sunday evening recorded symphonic show for the merchants' group between 8 and 9:30 (EST). Prestige commercial copy will stress quality of the area's department stores and shops.

Air-Minded Solon

WASHINGTON, May 17.—Rep. Alvin E. O'Konski (R., Wis.) evidently wants to go into the radio business in a big way. Already an applicant for a standard station in Merrill, Wis., the congressman also has filed application for an FM station. Meanwhile, the Federal Communications Commission yesterday refused to expedite O'Konski's standard application, denying his petition to set an early date for a hearing on his bid.

Wall St. Optimistic On CBS Earnings

NEW YORK, May 17.—Optimistic note on the prospects of Columbia Broadcasting System (CBS) in particular and radio in general was sounded recently in *Morning Stock Letter* prepared by L. O. Hooper, of the Wall Street firm of W. E. Hutton & Co.

"We think," says the Hutton analyst, "that Columbia will earn more in 1947 than in 1946, in which event the dividend easily may be larger rather than smaller, than the \$2.30 a share paid last year. The phonograph record subsidiary is doing very well, and there has been a very rapid improvement in recent months in the bookings of the broadcasting division. A seller's market in goods helps the radio broadcasting business."

ABC WOULD EXPAND

(Continued from page 3)

viciously by Camel Cigarettes and National Biscuit Company. Sale of the show adds \$5,200,000 gross billings to the ABC books annually, with the web netting \$3,465,446.40 from the four sponsors after discounts.

The show will be spotted in the 3:30-4:30 period, beginning June 30, with the National Biscuit seg leading off. Chronology of the other three sponsors has not yet been set. The deal with Nestle's was closed by a Paris phone call to the president of the Swiss firm, which has not been represented in U. S. radio recently. Wesson is switching to Whiteman from sponsorship of Edwin C. Hill, now heard between 3:30 and 3:45 over limited ABC facilities.

KATE A DISK JOCK?

(Continued from page 3)

in radio. Her noontime *Kate Smith Speaks* series shifts from CBS to MBS June 23 on a co-operative sponsor basis and Mutual already has sold about 185 sponsors, with another 100 being in the option state. The disk jockey show would be aired on WOR, MBS flagship in New York, originating from her Lake Placid summer home. Understood Miss Smith and Collins have told the station they would do the show, provided it can be sold commercially before it debuts.

5G for Co-Op Series

Miss Smith is said to be getting a \$5,000 weekly guarantee from Mutual on the co-op series, and this dough, coupled with the disk jockey and A. & P. income—should the latter materialize—would skyrocket her earnings terrifically.

Dorsey-Cowan deal runs for five years, and show is to be sold on a syndicated basis. It also provides for Dorsey's band to make personal appearances whenever possible over stations airing his wax show. Dorsey has a \$1,500,000 five-year guarantee.

UAW AIR PLANS

(Continued from page 5)

strikes and lay-offs, affected finances. Membership recovery is excellent, with national strength now near 700,000, and the union is getting set for reactivation of earlier plans. Present union radio programs are chiefly a health institute program on WWJ, and UAW *Radio Workshop* on WJBK. Latter tries out scripts, which are then circulated to other locals for use throughout the country.

Further development is likely tomorrow when the WJR program sponsored by the Automotive Manufacturers' Association, takes the air for the first time. UAW officials said they have been trying to get air time for themselves for two years without success, and, with management now getting theirs, are likely to make a strong bid for equal rights.

HEP EDUCATION PAYS OFF

FM Association In Net Push

WASHINGTON, May 17. — Plans for expansion of frequency modulation (FM) networks are being pushed by the FM Association, with a major part of the group's meeting in Cincinnati May 28 to be devoted to this topic.

FM Association headquarters in the nation's capital reports that 28 additional stations are applying for membership in the Continental Network, Eastern seaboard chain, which now links 15 stations. Association is hoping to get more regional FM webs under way soon. Building up of FM as an advertising medium will also be discussed in a panel of the Cincinnati confab.

Hoping to gain up-to-date information on FM policies of the Federal Communications Commission (FCC), the association has invited Vernon L. Wilkinson, FCC assistant general counsel, to speak.

Other items on the agenda include setting up an FM organization for the Ohio region, public relations and programing.

Neilsen Schedules European Biz Tour

CHICAGO, May 17.—A. C. Neilsen, president of the Neilsen research org, will make a European tour, leaving May 24 for London. Neilsen will also visit Ireland, France, Switzerland, Italy, the Netherlands, Belgium, Denmark, Norway and Sweden, where he will talk to present and potential clients of the Neilsen food and drug research services. He also will take part in an international management congress to be held in Stockholm early in July. At the Congress, Neilsen will deliver a paper entitled *The Advancement of Scientific Marketing Research*.

While in Europe Neilsen will inspect his company's British business, which is under the direction of Dr. Edward Lloyd. He will also make a study of business conditions on the Continent and in the Scandinavian countries. Need for this study is indicated by the interest of certain American and British clients in continental markets, which are beginning to move toward normal distribution.

Altho British Broadcasting Corporation execs in the past have met with Neilsen for the purpose of discussing feasibility of setting up in Great Britain a counterpart of the American NRI radio research, there is no likelihood of an NRI study being set up there or in any other European country at this time, a Neilsen spokesman said here.

FCC Pegs Denial of FM To WMEX on Hoss Programs; CBS, ILGWU, Yankee Okayed

WASHINGTON, May 17.—The Federal Communications Commission (FCC) is once again ready to strike at stations devoting much time to horse race results, it was indicated this week as the commission announced a proposed decision settling the Boston frequency modulation (FM) scramble.

With eight applicants vying for the seven channels now available in the Boston area, the FCC took a dim view of the prospective programing of one applicant, the Northern Corporation, which operates standard Station WMEX, Boston.

In proposing to deny Northern's bid, FCC cited the operation of WMEX, "which broadcasts as many as nine horse racing programs daily." Some of these programs, the FCC stated, "appear to be directed to the

limited audience interested in gambling." Commission also pointed to "meager earnings" of WMEX as a reason why Northern is "not financially qualified" to operate an FM station.

Boston FM applicants whose bids the FCC proposes to accept are Columbia Broadcasting System (CBS), Matheson Radio Company, Yankee Network, Unity Broadcasting Corporation (International Ladies Garment Workers' Union), Templeton Radio Manufacturing Corporation, Massachusetts Broadcasting Company and Harvey Radio Laboratories.

CAB Confab June 9 To Draw 89 Indies

TORONTO, May 17. — Delegates from Canada's 89 indie stations will gather at Jasper Park Lodge, Alberta, June 9 for the four-day annual confab of the Canadian Association of Broadcasters (CAB). Manager Harry Dawson has indicated the convention will stress open sessions, with panel-type discussions on radio research, post-war selling, frequency modulation, public relations and broadcast measurement. Open convention sessions will take up a proposed wax web and this summer's parliamentary committee meeting in Ottawa.

Delegates and guests, numbering about 350, will witness first Canadian FM broadcasts of a station airing its own programs, when 14 hours of entertainment will be broadcast daily for the conventioners. Skedded to speak during the convention is Justin Miller, president of the U. S. National Association of Broadcasters (NAB).

NBC Brass To Talk Policy at Chi Meet

CHICAGO, May 17.—NBC will have its central division brass as well as Eastern and affiliate execs on hand to discuss policies and techniques of radio programing at the second annual NBC Central Division Program and Production Manager's meeting here May 21-23. More than 50 representatives of the net's Midwest affiliated stations are expected to attend the conference.

Clarence Menser, net's v.-p. in charge of programs, will make the opening address, *What Can a Station Manager Expect from His Program Manager?*

Other speakers will include William Weddell, Leo Burnett Agency, who will discuss *What a Client Looks for in Local Programs*; Homer Heck, central division production-director, who will explain *The Production of Live Shows*; Lyle De Moss WOW, Omaha, who will open Thursday's meeting with a talk on *Live Programing on a Local Station*; Jack Ryan, press chief for the central division, who will speak on *Radio and the Press*; Bill Ray, central division news head, who will discuss *News and Special Events*, and Thomas C. McCray, administrative assistant to NBC v.-p. in charge of finance, whose subject will be *Broadcasting as Usual Is Out*.

New Juve Aid Seg Planned by WBBM

CHICAGO, May 17.—The recently formed policy of accentuated public service programing by WBBM, Chicago station of the Columbia Broadcasting System (CBS), will have a chance for additional expression in about two weeks when the station starts a new juvenile delinquency show, plans for which are still tentative.

The half-hour program, for which station has been seeking a format for a couple of months, will be aired sustaining once a week with the cooperation of civic and governmental bodies in this territory. The station already has sent production teams to Statesville Prison, the State Penitentiary and elsewhere in search of program material.

The show will be produced and written by Ben Parks, station staffer, and will be presented under the supervision of Don Kelly, WBBM's head of public relations, education and public service. Kelly, who originated the idea, has been behind the many other public service shows the station has undertaken in recent months. One of these, *Democracy, USA*, won a citation from President Truman.

Daytime Serial Mulled for Luckies

NEW YORK, May 17.—American Tobacco Company is considering a daytime radio show for Lucky Strike—in addition to the recently started spot campaign. Show under consideration is reported to be a serial.

However, Doug Coulter, Foote, Cone & Belding radio exec, indicated this week that nothing had been set. "It's in the conversation stage," he said.

Interest of cig companies in daytime radio is on the upbeat—Chessterfield having recently purchased time on the Arthur Godfrey daytime show on Columbia Broadcasting System, and Camels having bought time on the Paul Whiteman disk jock show over American Broadcasting Company. Philip Morris also is active on Mutual with *Heart's Desire*.

High-Brow Lowell Shows Click Solidly

University-of-Air Aim

By Bill Riley

BOSTON, May 17.—Radio seldom before has seen anything like the swift emergence into top flight popularity of the current programs aired locally under the auspices of Boston's, famed Lowell Institute and the six major Boston colleges. These are 15-minute programs, spotted thruout the week, devoted to discussions of literary and sociological matters on a college level and conducted by local university professors. Altho they have been on the air less than four months, their national recognition and acceptance by local listening audiences and the radio industry itself are highly promising for the future.

Radio industry has inevitably been slightly suspicious of anything which is non-commercial. Hence it is all the more remarkable that three important Boston stations, one of top network affiliation, in this highly concentrated market, should donate prize evening air time to an educational project which has no commercial possibilities.

Audience Acceptance

Audience acceptance of the programs is shown by the results of a recent survey; a single Monday night program, one of a series, is the fourth most popular program in Boston—a phenomenal rating for a purely educational program.

The Lowell Institute was founded more than 100 years ago by John Lowell, a wealthy Boston merchant. Each trustee in his time has inaugurated a new phase to extend the Institute's usefulness to the Boston community. The broadcasting council came via the present trustee, Ralph Lowell. Other participants are Harvard, Boston College, Massachusetts Institute of Technology, Northeastern University, Tufts and Boston University.

All last fall plans were worked over for the formation of the council. Parker Wheatley, one-time director of the University Radio Council in Chicago, was appointed director upon his release from the army, and George Slade, former WBZ (NBC) public relations and news chief and later educational director, became assistant director. Official organization began in October, 1946, and the Council had its first programs on the air last February.

3 Current Series

At present three 15-minute programs are broadcast several times weekly on various Boston stations, weekly total being two hours. Council hopes eventually to have an hour a day divided among all the Boston stations.

As the Council's activities expand and new radio time is acquired there will be programs devoted to a wide variety of subjects including astronomy, government human relations in industry and music. The three series now running are concerned with applied education, general education and the humanities.

So far the three weekly programs (See HEP EDUCATION on page 18)

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FCC Calls TV Huddle June 9 To Speed Nets

Awards 5 N. Y. Permits

WASHINGTON, May 17.—In view of the current lag in new television applications, the Federal Communications Commission (FCC) is going all out to aid present telecasters. At the same time, the FCC is rapidly clearing up its small backlog of unsettled video bids.

The first step is the FCC's attempt to expedite video networks. The commission announced this week an informal engineering confab to formulate a schedule for installing common carrier facilities to relay video programs. The meeting will be held in Washington June 9, with invitations extended to telecasters, common carriers and the manufacturers of video equipment.

Five Cities Picked

The commission has already tentatively picked New York, Chicago, Los Angeles, San Francisco and Washington as initial origination points for video networks. In addition, the FCC is hinting that it might require cities with three or more video stations to make available at least three networks programs simultaneously, once chain video is under way.

The FCC this week finished up the New York City area telecast picture, adopting its previously announced proposal to grant franchises to the Bremer Broadcasting Corporation, Bamberger Broadcasting System, American Broadcasting Company (ABC) and the News Syndicate Company. The Debs Memorial Radio Fund was turned down in the final decision, with Commissioner Clifford Durr voting to grant to Debs instead of the News Syndicate. Durr stated that evidences of racial bias on the part of the News Syndicate, as presented by the American Jewish Congress, should be held against the newspaper organization.

Philly Award Due

Awarding of the final available video channel in Philadelphia area is to be settled soon, the FCC indicated in designating for hearing the bids of the Daily News Television Company and the Pennsylvania Broadcasting Company.

Coast Tele Market Widens

HOLLYWOOD, May 17.—Area's tele set market potential is expected to be doubled when RCA Victor next month delivers its 50-cycle receivers. Numerous sections here use 50-cycle power, as opposed to 60-cycle, which has hampered potential set buyers in Beverly Hills, Santa Monica, Brentwood, Long Beach and other portions of Greater Los Angeles from being tele-minded.

ASCAP, NAB Ponder Whether TV Is Grand or Small Right

NEW YORK, May 17.—Altho negotiations between American Society of Composers, Authors and Publishers (ASCAP) and National Association of Broadcasters (NAB) over a renewal of their present contract, expiring in 1949, are progressing under completely amiable circumstances, a problem of enormous complexity has arisen. It deals with the use of music in television, of the telecasters' needs for music in TV programing, and just how ASCAP is going to be able to serve telecasters—if at all.

Settlement, on the other hand, of aspects of the purely radio elements of the new contract appears to be offering little trouble to the ASCAP-NAB conferees. ASCAP's principal objectives in this field are for an upward revision of per-program fees, and on fees for participating programs which bring in more station revenue than straight time sales. Since the existing contract, as both parties agree, was set up without prior experience, the broadcasters appear amenable to increases for such music use.

ASCAP, insofar as tele is concerned, has asked the radio men to set forth explicitly as possible just what they will need music-wise for video programing. This will enable ASCAP to determine whether video music would rate as a small right or a grand right. ASCAP can negotiate for small rights, but in many cases individual songwriters and publishers retain grand rights. If tele, when it presents music with an in-person type of performance similar to Broadway legit musicals, should be regarded as a grand right,

ASCAP would have to round up authority to represent grand rights owners. This would in itself be a monumental job.

Use of films in television also represents a problem. There are now two film music fees. Pic producers pay publishers directly for synchronization rights. In addition, exhibitors pay ASCAP a fee for the right to play ASCAP music in their houses, via sound tracks. Question now is just how would TV film stack up from the standpoint of music copy-right owners, and who would pay what fees. Would the original film producer pay, as is done now, and if so, would telecasters pay an additional fee, comparable to the movie exhibitors?

Radio reps sitting in on the ASCAP powwows say that they expect the new pact to be settled by September, when NAB holds its annual convention. This means that the explorations now going on will have to be determined by then. Involved situation also explains why ASCAP asked for a renewal before 1949, so that burgeoning tele would be clarified as to its music use aspects.

CBS and Garden Renew Video Deal

NEW YORK, May 17.—Columbia Broadcasting System (CBS) and Madison Square Garden Corporation have inked a renewal pact giving the web exclusive video coverage over WCBS-TV of all Garden events except pro boxing, until September, 1948. Agreement currently in effect does not expire until the fall.

Pact gives CBS such top events as the Rangers' hockey matches, college and pro basketball, track meets, circus, rodeo, hobby and Westminster Kennel Club shows, and boxing tournaments.

Agriculture Dept. Must Curtail TV Programing Aid

WASHINGTON, May 17.—The U. S. Department of Agriculture is getting a heavy rush of requests from commercial video folk who want to borrow film and programing, but the officials will have to limit future activity to lending of specialized motion film, whether or not projected Congressional cuts go thru, it was disclosed this week. Lack of funds and trained television personnel was given as the reason for the department's withdrawal of activity despite its avowed enthusiasm over use of video.

Numerous ideas for tele shows are floating around the agency's radio division, but officials say no money is available to carry them out. One pet idea is for a one-shot show for Thanksgiving issuance, demonstrating how husbands should carve the family turkey. The department's ideas are reportedly so good that one commercial video station recently asked help on a consumer show program, but the station had to be turned down. At the same time, tho, the agency is able to handle requests for motion picture film to be televised. Already used by two stations is the department's short, *Freezing Fruits and Vegetables*.

RCA's Hooper Tells TV How To Teach

ST. LOUIS, May 17.—Educational material by television must be delivered entertainingly by talent of professional caliber to avoid radio's early errors, according to Richard H. Hooper, promotion manager of the RCA-Victor Division, Radio Corporation of America. Hooper also says video must present such matter so it can compete with soap operas, movie comedies and vaudeville. He made his remarks yesterday (16) to the public relations directors of the American Association of Universities.

Hooper told the educators that new video outlets would start springing up at the rate of almost two a month. He pointed to the New York Board of Education's broadcasts as outstanding educational fare. Closed-circuit facilities, he said, are the answer to programs which would not interest a cross-section of the public.

Stowman Made Head Of Phila TV Ass'n

PHILADELPHIA, May 17.—Television Association of Philadelphia, organized last month by the industry to stimulate interest in television, has elected the following permanent officers: President, Kenneth W. Stowman, WFIL director of television; vice-president and chairman of the program committee, Rolland V. Tooke, exec of the Philco Television Broadcasting Corporation, which operates WPTZ; secretary, Roy A. Meredith, WPEN production manager; treasurer, Mrs. William A. Farren, radio and television director of Lamb, Smith & Keene Advertising Agency.

Membership is restricted to television representatives of radio stations planning video adjuncts, tele stations, ad agencies, manufacturers and distributors of tele receiving sets, educational institutions, public utilities, press and motion pictures.

Milwaukee Goes For Video Fare

CHICAGO, May 17.—The people of Milwaukee are greeting television program demonstrations with enthusiasm, execs of WTMJ-TV, Milwaukee Journal television station stated this week.

WTMJ-TV, altho it is not telecasting on a regular basis because of the few receivers in its area, has been putting on special demonstrations since March. At the Milwaukee Home Show that month, station execs say, more than 140,000 saw demonstrations at the Milwaukee Auditorium. Since then another 315,000 have watched television programs at department stores and WTMJ's Radio City. Programs have been transmitted via coaxial cable, but in few months station expects to get on air with regular schedule.

Diet of Sawdust Agrees With TV

NEW YORK, May 17.—That circuses and similar spectacular shows are sock program material for television was proved here during the run on the Big Show, according to tele program execs. Airing from the Garden by WCBS-TV turned out to be No. 1 eye material, they say.

Further indication came in the report that WNBT is paying \$1,000 for two telecasts from Thomas N. Pack's production of Roy Rogers's Thrill Circus at the Polo Grounds. Rogers opens June 15 for a week.

Birthday Party

Reviewed Thursday (15), 7:30-8 p.m. Style—Amateur show. Sustaining over WABD (DuMont), New York.

Concocted by Dave Alber and Lou Dahlman, *Birthday Party* is a kiddie package geared strictly for the moppet viewer. With veteran Bill Slater playing Uncle Bill to a precocious gang of juveniles at the DuMont studios, each show has as guest of honor some tyke who is celebrating a birthday. To make the viewers part of the party, youngsters who have birthdays are invited to send their names in to Slater, who reads them off during the program. Show itself consists of orthodox amateur stuff rendered by the guests at the studio party.

Best portions of the show were those where the kids were spotted doing their acts or sitting at the birthday table. Slater on his own was okay, and his sympathetic and fond handling of the four-year-old chief guest was well done. However, when Slater engaged the older performers in pre-performance chatter, they seemed wooden, ill at ease and acutely conscious of the cameras, at which the kids, without exception, stared.

There were some original touches to the production, with Slater making his entrance via a chimney, to plop on the floor for a camera close-up. However, while the 10 acts presented were capable enough, they offered little variety from the humdrum tap and song stuff. Moreover, excessive mugging and gesturing by most of the performers seem to indicate that, regardless of age, presence of a mike or a camera is sufficient to bring out the ham in a performer. School-agers may find *Birthday Party* satisfactory fare if greater variety can be instilled in it. Sam Chase.

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TAP Displays Low Cost Film for Tele

CHICAGO, May 17. — Television Advertising Productions, Chi video package and consulting company, last week displayed for *The Billboard* a new one-minute, low-cost television film spot for television. Spots are of a unique type. Uniqueness is not only in fact that by special process vocal commercial messages are put into mouths of animals and spring operated animal puppet figures, but especially in its low cost.

Quoted price in this part of the country for commercial one-minute film spots for television and other advertising uses, runs about \$400. TAP, by cutting costs, not taking a too high profit and using animal-vocal dubbed-in process has slashed charges so that it can use union movie craftsmen and still sell the spot for a minimum of about \$175 apiece.

Cheapness of this method of advertising for television is seen from the fact that it uses film at a much lower cost than heretofore quoted and also the fact that same film can be used over and over again or can be rotated around video stations thruout country by national advertisers.

Idea for spots and method of working them out were originated by Jack Gibney, producer for TAP. Already some sponsors in this territory, including beer accounts, are interested in using the spots for showing here and elsewhere, it has been reported.

Landlords Yield On Tele Antenna

NEW YORK, May 17.—The stalemate between apartment house landlords and Television Broadcasters' Association (TBA) on installation of antennae was broken this week when the City Investing Company accepted the TBA interim antenna plan for its 14 apartment houses in Greater New York and Washington. Previously, realty groups had turned thumbs down on the TBA proposal; City Investing is the first major group to okay it and it is expected others now will follow.

The TBA plan calls for tenants with video receivers to use a limited number of conventional dipoles until a master antenna system is installed to feed all receivers in the building. In approving the plan, Robert W. Dowling, of the landlord's firm said, "It would appear to be futile for anyone to blind himself to the fact that television is now a reality."

McClure, of Ayer, Heads TV Society

NEW YORK, May 17.—The American Television Society (ATS) this week elected Don McClure, of N. W. Ayer & Son, Inc., president for the coming year. Other new officers are Herbert E. Taylor Jr., of DuMont, vice-president; Miss Dian Dincin, of Pictorial Research, Inc., secretary, and Archibald U. Braunfeld, of the Braunfeld, Platto & Wolman accounting firm, treasurer.

Some 200 members also elected a board of directors consisting of George Shupert, Charles A. Alicoate, Charles J. Durban, Jack Levine, Paul Mowrey, Edward Sobol and Edward Stasheff.

Ray Mulderic, WPEN, Philadelphia, has returned to WILM, Wilmington, Del., where he started his announcing career.

Video Workmen—No. 7 of a Series

Road to Tele's Success Lies In Remotes, Special Events And Sports, Says Werrenrath

By Reinald Werrenrath

EVERY television station in the country that will open its doors to cash customers during the next year is planning a heavy schedule of remote, special and sporting events. There is ample reason for this.

Coverage of sporting events is just box-office sense. If the event itself draws a full house, then it will be as entertaining to a television audience. Coverage of special events is equally important. This fact has a singular charm in television that no other medium can offer. To bring an event of great public interest into people's homes for them to see and hear, while it is happening, comes close to the ultimate in serving the public interest, and its impact cannot be realized by means other than actual attendance.

No Easy Task

Television coverage of sports appears to the uninitiated to be as easy as rolling off a cathode ray tube. In reality, it is a back-breaking job for the engineers and a marathon for the programmers. Every location requires a new solution of recurrent problems. Line-of-sight relay, light source, power source, camera location, announcer location—each one must be worked out for every new location, and usually under the watchful eye of the sports promoter, who doesn't understand television and is beginning to wonder what it will do to his gate receipts.

It is sufficient to say here that so far no sports promoter has regretted television and there are indications that such coverage will be a tremendous factor in popularizing sports with an entirely new and untouched audience.

Reinald Werrenrath Jr. is now rounding out his 10th year in television. He started in 1937 with infant television studio of the National Broadcasting Company (NBC), as a lighting and special effects technician. He joined the television department of the Balaban & Katz Corporation in 1940, and continued as program manager for two years.

Signed up with the navy in 1942, he spent two years as a radar and fighter director officer on a carrier in the Central Pacific.

Werrenrath returned to Balaban & Katz's Station WBKB late in 1945 and has been, variously, program director, sales manager and special events director. At present he is both sales manager and special events director.

Pending solution of routine problems, including mollification of the promoter, it is essential to lay out, in advance, a general pattern of camera shots that will afford the best possible coverage of the game, match or event. There are several basic considerations, but the following three are decidedly the most important:

- (1) The camera's "eye" must follow what the spectator's eye would follow were he in the stands.
- (2) After the opening shots which normally serve to establish location, a maximum of close-ups must be used. The majority of home receivers afford a 10 to 12-inch viewing screen, and close-up shots will serve these receivers best.
- (3) Camera switches must be planned so they do not interrupt a continuity of action. The time required for the viewer to readjust himself to a new angle of coverage or a

different size shot will take the impact out of any action sequence. Cameras should not, without very good reason, be so separated as to make a decided difference in the angle of coverage. It takes a spectator several minutes to become adjusted to watching an event from a particular location. If the viewing point for the home viewer is changed rapidly and frequently, he will be utterly confused and will soon wish he had bought a ticket instead of a television set.

Another basic point of great importance concerns the announcer. His commentary should at all times be concerned with the picture that is on the air and viewed by his audience. If he describes a red hot play at second base, which for some reason the camera failed to cover, the home viewer feels he has been cheated. Contrarywise, if the sportscaster is discussing at length the pennant series of 1916 at a time when Hank Greenberg slams one into the left field bleachers, the audience will proclaim in unison that announcers on television are an unnecessary luxury. This sort of thing happens in the best of stations.

Pitfalls Abound

The hazards involved in television coverage of a special event are considerably greater than those in covering a spectator sport. There are hidden pitfalls in even the most carefully planned operation and a special event by its very nature can rarely be previewed. In a recent operation planned in conjunction with the army, we faced such a situation. A special flight of B-29's was scheduled to make several runs over Chicago at 1,500 feet. These runs were carefully mapped out and the target and time specified, so it was necessary only that we pick a good location for cameras. However, last-minute changes and a telephone strike left us with only a faint knowledge of what was really going to happen—two hours before the scheduled event.

Some nimble engineering minds filled the breach with a plan employing a completely independent mobile camera unit. This was put into operation one mile from the main station and was at the scene in ample time to put the homeviewer in the unique position of being the primary target for low-flying B-29's. The elapsed time from conception of the idea to its completion was less than two hours, which is something of a record for this type of operation.

Handicaps for Caster

A television broadcaster is under certain considerable handicaps in attempting an adequate job of special events coverage. (1) He is required by regulation to employ, wherever possible, a common carrier (telephone lines), for the audio part of a remote broadcast. (2) Television field equipment requires a sizable supply of AC power. In other words, it cannot be plugged into the nearest light socket. (3) The man hours consumed in setting up and operating a field unit are costly. A remote engineer needs both a strong back and an agile mind. The set-up is 90 per cent labor, yet the operation of the equipment requires highly skilled engineering personnel. The present "streamlined" remote operating crew consists of three engineers, a field director, an an-

DuMont Inks Pepsi, Sanka, Mouquin and Keystone Plating

NEW YORK, May 17.—First results of DuMont Television's sales drive started earlier this month became evident this week with announcement of several new spot sales for WABD, New York outlet. In addition, the station is said to be deep in negotiations for sale of two sustaining programs, *Small Fry* and *Cash & Carry*.

The Pepsi-Cola Company has signed to sponsor one-minute spots before daytime Yankee baseball games, and six-minute spots before each evening game. The agency is Newell-Emmett. Four-minute spots before afternoon games and eight-minute spots preceding night contests have been taken by the Austin Nichols Company for Mouquin Wines. These will be in the nature of brief quiz programs called *Faces To Remember*. Alfred Lilly Company is the agency.

One-minute weather broadcasts Monday thru Friday will be sponsored by Sanka Coffee thru Young & Rubicam, Inc. Keystone Plating Company has signed to sponsor a five-minute program of sports news daily immediately preceding the *Small Fry* show. This contract is renewable after 13 weeks.

Ex-G.I.'s Get B. R. For WABD Tele Seg

NEW YORK, May 17.—Mueller's Macaroni Products on May 28 at 8:30 p.m. on WABD will bankroll a half-hour dramatic show adapted and directed by ex-G.I. graduates of the American Theater Wing Professional School. Production, supervised by Harvey Marlowe, will be *All Men Are Created*—written by Bernard Karlen and Barbara Leondar.

Duane Jones is the agency.

nouncer, and as many camera men as there are cameras to operate.

Experiments with a completely independent rolling camera unit are important if television is going to be a medium of news coverage. A television station will eventually pride itself on a news beat, as does a newspaper or radio station now. It may be enough for a station to hire a motion picture unit to cover news material, but for local events this is an admission of weakness. Unquestionably, film will play an important part and may even be the backbone of television news coverage, but the pinnacle will be reached with "live" coverage—when people at home will know they are in on history as it is being made.

Look Into the Future

Let's take a long look into the future and try to see the time when a man sitting at his own fireside can be a part of any important event happening anywhere in the world. True, it will have to be mighty important to justify the expense involved as we see it today. Consider, (See *Road to Tele's* on page 18)

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WPEN Up for Sale, Solving Philly's Duopoly Problem

PHILADELPHIA, May 17.—Confusion as to the ownership status of WCAU and WPEN, since the former acquisition by *The Evening Bulletin* (*The Billboard*, May 17), was clarified this week. Info came from Alben M. Greenfield & Company, which stated it had been appointed by the *Bulletin* to handle the sale of WPEN. Several prospective buyers are in sight, it was declared.

Bulletin bought J. David Stern's *Courier and Post* (Camden, N. J.) papers recently, and with them acquired 50,000-watt WCAU. Under Federal Communications Commission (FCC) regulations, no station owner may own two outlets in one market. However, altho the *Bulletin* made its acquisitions some months ago, no formal advice had been filed with FCC. Greenfield's announcement now settles the *Bulletin* duopoly problem.

YOUR RIGHT

(Continued from page 13)

questions of this show are bona fide and no censoring is applied. Participants in the audience have to write their questions on cards, to be sure, before they can pop them before a mike, but once they get before the mike they can say just about what they please. This gives the show an aura of democratic expression similar to town meetings.

Thruout the show, and in its preparation, no censorship nor restraint of expression is exercised by the station. Each speaker, and there have been congressmen, business men, governmental officials, scientists and writers, ranging from reactionary to Red, is allowed to say what he will. Before show was reviewed, Paul Porter offered his script for what he expected would be blue-penciling. His offer was refused.

Low Hooper of this show is not due to a lack of promotional effort and publicity. Clippings about the program have been many. The station regularly, by phone, written and in-person contacts, promotes the show among various civic and cultural groups.

Program at the present is being offered for sale as a Mutual seg. Some sponsor interested in institutional advertising and in doing a public service job could do a lot worse than buy *Your Right To Say It*.

HINT HUNT

(Continued from page 12)

can better the intercollegiate mark of 99.44 claimed by Ivory.

Good Ole Box Tops

Beginning next week, listeners will be able to compete with studio participants by mailing in their hints—with a box top, of course. Whether this will add meat to the show is open to speculation.

After the sponsored 15-minute seg, the show has a 10-minute sustaining period with a slightly altered format. Here five contestants are asked to supply the answers to hints which had been submitted by participants on previous stanzas. While no regular commercials are delivered, of course, the giveaways continue unabated. Sam Chase.

Hep Education Pays Dividends

(Continued from page 15)

in applied education have been a study of juvenile problems, under the title *Our Children*. Program in general education, *We Human Beings*, has so far considered chiefly sociological matters, a recent example being the psychiatric care of veterans. Title for the humanities program is *Your Ideas*, a continuing, long-term series concerned with great books. This is the only program which so far has made use of a script, the others being round-table talks. Some soap opera techniques were employed to make the approach simple and graphic.

High Rating

These subjects sound like a formidable undertaking for radio but the interest of the public is proven by the fact that a single program of this series can even gain a rating in competition with programs of simple entertainment value. When tested a few weeks ago, *We Human Beings* was found to have the same number of listeners, to WGOP in the Boston area, as *Lum 'n' Abner*.

In speaking of the work of the Council, Ralph Lowell declared it is devoted only to educational values and hopes eventually to build its activities to the point where they can be called a university of the air.

TAPESTRIES OF LIFE

(Continued from page 13)

Capt. John Smith naming a cape in Virginia, Charitza. An aid asks him why so odd a name and Smith tells that at one time he had been captured by the Tartars in the Turkish wars and was sold and was presented as a slave to a Princess Charitza by her suitor. Learning of his noble birth, the princess falls in love with him, but realizing that he can escape, aids in smuggling him out of the country. In memory of his beloved princess, the Virginia cape bears her name. Hanna's writing here, as in the first episode, is well handled. A flaw in construction weakened the second yarn. Episode starts off with Smith relating the story in first person singular and suddenly switches to the princess telling her side of what transpired. Guest star Sondra Rogers (legit thesp) and the AFRA cast turned in a noteworthy performance. Lee Zhito.

THEATER GUILD

(Continued from page 12)

superb again in the sleep-walking scene. Evans has a tendency to over-force his voice, but this is to the good on the air, since it gives him an imagined stature over his physical limitations on the stage.

Others in Cast

The Guild picked such excellent players as Everett Sloane for Banquo, Thomas Chalmers for Macduff, Romney Brent for Malcolm and Wesley Addy for Duncan. James Monks, Chester Stratton, Ted De Corsia and Donald Macdonald contributed lesser assignments. Roger Pryor's narration and Harry Levy's incidental music added effectively to the proceedings.

However, it seems to this reporter that *Macbeth* airs best as a noble experiment. It must be seen to be appreciated. Bob Francis.

Talk of the Trade

WILLIAM S. HEDGES, vice-president of the National Broadcasting Company (NBC), was elected president of the Radio Executives' Club for 1947-'48 at the membership's final meeting of the season Thursday (15) at the Hotel Roosevelt, New York. . . . Paul Denis, radio columnist for *The New York Post*, goes before the mike on WNYC's *One More River* program Sunday (25) to receive an award for fighting intolerance. The station gives one such award monthly. . . . *Batter Up*, a radio baseball quiz presented in the interests of boys' clubs by WEBB, Buffalo, and the Buffalo Baseball Club, is being broadcast daily at 4:45 p.m. Winners get ball game tickets, autographed baseballs, an opportunity to be Bison bat boy, etc., and the grand prize winner gets a trip to Detroit to see major league teams in action and meet Detroit baseball biggies.

WTMV, East St. Louis, Ill. entered its 13th year of broadcasting Monday (19). . . . Keith J. Ackley, former chief radio and television inspector for Stromberg-Carlson Company, has joined the sales division and will cover New England and Northeastern New York. . . . Anthony Dakins, recently returned from six years' service with the U. S. Marine Corps, and Vernon Kilgour, three years in the navy, have been added to the sales staff of WNEB, Worcester, Mass.

WEST VIRGINIA UNIVERSITY

for the first time in its history will do an all-campus variety show Tuesday (20), 9-10 p.m., to be aired over a State-wide hookup. . . . WRUN, FM station, serving the Utica-Rome area in Central New York, is recognizing outstanding community service thru its monthly awards to the "citizen of the month" and the "organization of the month." Nominations for awards can be made by any listener in the station area, with a panel of three judges selecting the winners. *The Rome Daily Sentinel* ties in with the station in announcing winners. . . . Bill Bennett, commercial manager of KXYZ, American Broadcasting Company (ABC) affiliate in Houston, Tex., is in New York for confab with web execs. . . . Norah Donovan, manager of ABC's literary rights division, addressed the publishers lunch group in New York recently on the subject of copyright clearance.

Joseph B. Marker, who as a special attorney in the anti-trust division of the Department of Justice was engaged in investigation of the video anti-trust case against Paramount Pictures and others, has resigned to enter private law practice in New York. He is continuing active interest in video as a television consultant.

NELSON BROTHERS Furniture Store, one of the largest users of radio in Chicago, expanded its use of radio even more this week by buying two more shows on WGN, MBS outlet in the city. Nelson Brothers will sponsor the Dr. Crane transcribed psychology show and a nighttime news slot, 15 minutes, Monday thru Friday. . . . Dinning Sisters, singers who went from Chi local radio to national fame, will return to city's radio row when they come back to local WMAQ *Musical Milkwagon*, daytime show starting June 2.

Claire Carl-Carl, director of station relations for Gardner Advertising Advertising Agency, has been elected first president of newly formed St. Louis Chapter of the National Association

for Education by Radio. . . . Pierre Andre, one of Chicago's top radio announcers, has returned from Hollywood to staff of WGN, where he first started in Chicago radio in 1930.

Robert G. Hazelton, of Paris & Peart, account exec on the *Boston Blackie* show, is celebrating arrival of his third child, Helen Marie, born last week. . . . Marion Harper Jr., manager of McCann-Erickson's central research department, has been named assistant to the president of the agency, H. K. McCann. . . . Mrs. Frances A. Hines, formerly with the John A. Cairns Agency, has joined the copy department of William Esty & Company.

William E. Stauber Jr. has left WPTF, Raleigh, N. C. to join the Piedmont Advertising Agency of Salisbury, N. C. . . . KOOL, Phoenix, Ariz., and the new radio network of Arizona have appointed George P. Hollingberry Company exclusive national reps. . . . Tracy Moore, formerly of the National Broadcasting Company (NBC) and American Broadcasting Company (ABC), will take over as Western sales manager for Radio Advertising Company, station reps. . . . Paul Boles has been named account exec at International Advertisers' Agency, Grand Rapids, Mich. . . . Burn-Smith Company will act as ad reps for WKYW, Louisville.

Road to Tele's Success in Remotes

(Continued from page 17)

tho, the tremendous news interest of such an event as the Bikini tests. Few people realize that television was employed to give the observers there a front-row seat. It would have been technically feasible to pick up the purely local transmission of television at Bikini and send the pictures to this country for instantaneous home consumption by a system of aircraft relay now being field-tested by one of our electronic manufacturers.

Such things will happen in television's future, tho for many reasons they may never be commonplace. Anyone who knows the history of television has seen the camera develop from a great, cumbersome, projector-like object with a spinning disk, down to an all-electronic unit equipped with a four-lens turret and weighing about 55 pounds. The development by the Radio Corporation of America (RCA) of the image orthicon camera has been the greatest single factor in making television coverage of special and sporting events a practicality.

Portable Sets in Offing

At the present rate of progress we should have within five years a portable one-man system complete with transmitters and power unit that has the portability and flexibility of a "walkie talkie." Development along these lines is an absolute necessity if we are ever to solve present-day operating difficulties. In special events we must develop toward the independent unit rather than a unit that is tied to the nearest phone pole or the nearest power line.

In laying out a pattern of development for television, we are fortunate to have the history of radio to look back upon. Special events by radio once impressed the public with the importance of this strange new medium to the point where they began to take it seriously. Television is in exactly the same critical stage today, and the special event will be the keynote to its public acceptance.

SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$28.00	TICKETS	RESERVED SEAT — PAD — STRIP	STOCK
		COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLED FORMS	ROLL TICKETS
ELLIOTT TICKET CO.		409 LAFAYETTE ST., N. Y. C.	One Roll . . . \$ 1.35
		82 W. WASHINGTON ST., Chicago	Ten Rolls . . . 5.95
		615 CHESTNUT ST., Philadelphia	Fifty Rolls . . . 21.75
			Rolls 2,000 Each
			Double Coupons
			Double Price.
			No C.O.D. Orders
			Accepted.

WRITERS WARBLE ON WAX

Ink Spots Set For England At 15G Weekly

Six-Week Tour Booked

NEW YORK, May 17.—The Ink Spots this week were set for a six-week theater tour of England, confirming reports printed in *The Billboard* many months ago. Deal was closed by the William Morris Agency thru Foster's Agency in London for Harry Lenetska and International Artists, which handles the vocal group.

Group, which has built reputation in England on the strength of its recordings, is getting \$15,000 per week for the tour, which begins September 1 at the Casino Theater, London.

Jolson-Goodman Concert Tour Being Dickered

(Continued from page 3)

week, but is said to have okayed a concert trip where there's no six-day strain to contend with and where the loot, considering his tax bracket, would be just as tantalizing.

HOLLYWOOD, May 17. — West Coast William Morris office has been working for two months on a B.G. tour with Jolson, it is understood, but indications are that nothing has happened yet. Goodman says Jolson first suggested tour to him three years ago when both were traveling for USO, but claimed he had left all further discussions up to Hanna. Latter reportedly was trying to get a percentage deal for Benny, but the orkster reiterated that nothing had come up to date.

M'Kinney Heads Keynote Board

NEW YORK, May 17.—Keynote Records' first board of directors meeting since the firm's recent front office reshuffle resulted in the selection of Robert McKinney as chairman of the board, Cameron Mackenzie as secretary-treasurer and Max Lipin as executive veepee. John Hammond will preside as prexy.

Meanwhile the firm's initial long-hair release, Igor Stravinsky's *Dumbarton Oaks Concerto* album is skedded for June 20 release, with the firm currently busy cutting additional classical wax with which to follow the Stravinsky recording.

Diskery set Malvin distributes here as the firm's New York distrib outlet this week as well.

NEW YORK, May 17. — Ralph Hawkes, of Boosey & Hawkes, London, arrives in New York next week to attend the National Association of Music Merchants (NAMM) sessions in Chicago. The firm's Australian manager, George Cooper, is en route from Sydney to join Hawkes; George Winkler, general manager of the New York offices, and Irving Brown, production manager, at the convention.

Oh, Mr. Andrews!

NEW YORK, May 17.—Opening night music crowd at Vic Lombardo's Thursday (15) debut at the Hotel New Yorker missed all the excitement—in the men's room.

As music lads are wont to do, a bunch of the boys knelt in prayerful position on the hard tile floor and shot craps.

Some 50 to 80 bucks were surrounded by the dice strategy board when, with a crash and bluster, two hotel dicks bulled into the scene, shoved the "sportsmen" around, threatened to call police and barred the door which made it psychologically expedient for everyone to want out. One protested weakly that he was a friend of Frank L. Andrews, the New Yorker's manager; a prominent columnist told of his newspaper following and the other pluggers chorused that it was all an innocent and accidental fete d'ivoiries. Finally, after a few more burly words, the exit was made clear.

Well-shaken for a while, the boys later began to wonder about what had happened to the loot that lay on the floor. No one's quite sure but one lad suggested that they petition Frank Andrews to investigate.

WM Rumored Offering RCA Duke in Switch

NEW YORK, May 17.—Tradesters babbled at an unusual switch this week involving the William Morris Agency, Duke Ellington, Count Basie and RCA Victor. According to Victor's Eli Oberstein, William Morris submitted Duke Ellington to him this week and he turned down the bid. Cress Courtney, WM booker and Ellington intimate, denied knowledge of the submission.

A WM bid for Victor to take Ellington was deemed "unusual" by tradesters for a variety of reasons. In the first place, Ellington still is contracted to the Musicraft diskery, altho the independent waxworks goes thru its crucial period this week, after which it will be known whether the properties will stick or will drift away. Also, Ellington originally departed from the Victor stable and joined Musicraft at a period when there was known acrimonious feeling between The Duke and Oberstein of Victor.

Count Basie in Picture

Finally, Victor just recently signed the Count Basie ork, another William Morris property, and the idea of the same agency's peddling a similar-veined Negro attraction to the same major label is deemed somewhat precedental. Agencies, of course, will sell a Dinah Shore and a Claude Thornhill to the same wax label at the same time, but they usually shy away from offering such songbirds or orks who, on the same record label, would tap each other's production or release strength.

Despite Courtney's "don't know" comment, other WM spokesmen admitted that Ellington had been submitted to Victor—not officially, but in the possibility that Ellington might soon obtain a release from Musicraft. Negotiations for such re- (See WM, RCA Rumored on page 33)

GAC Considering Rehiring Art Frew

NEW YORK, May 17.—General Artists' Corporation (GAC) execs were reported "thinking" of taking Art Frew back into the agency's booking organization.

Frew, who recently split with the Chicago office of Associated Booking Corporation, had preceded that chore with a long stay at GAC's Cincinnati office as a location booker.

Warnow Claims MCA 20% Pact Was Illegal

HOLLYWOOD, May 17. — Mark Warnow, batoneer on *Hit Parade* and *Sound Off* airshows, says he has been huddling with attorneys in Hollywood and New York, preparatory to filing a claim against Music Corporation of America (MCA), in which he will seek return of allegedly excess commissions paid percentage from 1938 to present. Warnow told *The Billboard* that attorneys for both sides have been negotiating a possible settlement for nearly a year, but as yet have been unable to come to terms.

Warnow contends that MCA has taken a 20 per cent nick in his salary since 1938, which he claims is contrary to American Federation of Musicians (AFM) regulations governing agents' charges for regular engagements. He maintains that his seven-year stint on *Hit Parade* should be classed a steady date and, therefore, (See Warnow 20% Pact on page 20)

And Still They Come -- More Record Labels

DETROIT, May 17.—A new record label, slated to make its debut here July 1, will be released by the SBW Recording Company. The latest Detroit disk outfit was formed by Carl Sobie, music publisher, who will be secretary-treasurer. Other execs, none with a background in the music business, are Fred Bruland, president; Marcus Wilcox, vice-president, and Norman Harp, sales manager.

The Sun label will be used for their popular line, with 16 sides already cut for pressing. Artists include Jane Palmer, Madeline Wayne, George Ball, Rocky Sullivan, Glenn Moore's Society Four, and Buck Bassey's Royal Yorkers.

A new line of religious records, starting with old Catholic hymns, will be released here in September under the label of Cathedral Records. St. Dominic's Choir is now cutting initial four sides.

PHILADELPHIA, May 17.—The Herald Non-Breakable Record Com-

Loesser and Martin Join Singer Ranks

Lawrence Started Something

(Continued from page 3)

Evans, who has a last-year Decca-Charlie Barnet platter etched with his own vocal, said to be getting an MGM wax bid, it appears as if the penner trade has decided that if Johnny Mercer and Hoagy Carmichael can do it, move over, kids, we'll all have a go.

It has long been the trend for cleffers to set up their own publisher houses, but this is the first time that so many tunesmiths have attempted to pull a two-way hat trick of writing and waxing their songs. Loesser's MGM disk debut will be *Bloop-Bleep* and *Rumble Rumble Rumble*, both Paramount Music pub tunes from the *Perils of Pauline* score (penned by the writer).

Evans, who has whipped up things like *Frim Fram Sauce* and *There I've Said It Again*, and who is proprietor of the Jefferson & Valiant pubberies, cut his own *Surprise Party* with Charlie Barnet's ork on Decca some time back, is known to have received a number of waxing propositions recently—one of them an MGM offer—and is more than likely going to get his feet wet in the disk field in the near future.

Martin's wax efforts for Signature, too, will be strictly a writer crack at the performing field. The cleffer has the *Meet Me in St. Louis* score, which included *Trolley Song*, to his tunesmithing credit. Similar is the deal that Jack Lawrence, who gets writer credit for his current hit, *Linda*, and who also shared in credit for *Symphony*, worked out with the new Rainbow diskery. The latter has turned out single sides for Rainbow as well as an album on the market by Lawrence employing a how-to-write-a-hit-song gimmick. The Bennie Benjamin-Georgie Weiss combine wax effort was cut short by the collapse of Cosmo waxworks, with the duo having at least a couple of releases under their belts prior to the firm's crack-up. The latter pair won top writer honors in *The Billboard's* first annual Music-Record Poll with *Oh, What It Seemed To Be, Surrender* and *Rumors Are Flying*, and are currently responsible for *I Want To Thank Your Folks* and *I Can't Get Up the Nerve To Kiss You*.

How many other cleffer talents are going to be exposed to wax in the near future must remain a question mark at the moment, but it would be quaint if the music biz pulled a mass vamp on the 15th-century troubadours, who wrote and earned their way by singing their own ditties. That being the case, it might not be at all surprising if Victor's next great crooner turned out to be one Patrick Lewis, while the next Decca pairing with Bing Crosby featured the voice of Dave Kapp.

pany here marks still another new disk label setting up shop in Philadelphia. The wavery (first one in Philly to press non-breakables) is being launched by George S. Falkenstein, mid-town veteran retail disk dealer.

Famous-Para and Loesser Cancel Susan Pub Deal

NEW YORK, May 17.—Frank Loesser's recently announced publishing set-up within the Famous-Paramount (F-P) music group (Susan firm) has been discontinued. The writer continues in his Paramount Pix score contract—he's in the second year of a three-year paper—but instead of his copyrights going into Susan on a 50-50 ownership deal with F-P, the parent pub group will take all new Loesser pic tune copyrights, giving the tunesmith an open door for exploitation of any other songs he pens but taking him out of the "publisher" class. The Susan deal was called off by mutual consent of Loesser and F-P, with the latter feeling that in the light of bad business conditions today it would be unwise to take on added overhead. Loesser, under the original deal, would have shared liabilities as well as profits stemming from the Susan operation, and the current sheet sale slump apparently made him amenable to the pubbery cancellation. The feature of the Susan deal, which would have returned all Loesser copyrights to him after a 10-year period, has been dropped as well, but it is presumed that this might be restored with another publishing set-up once business picked up or possibly when Loesser's studio-writer pact expires.

Current Output Shifted

Meanwhile, F-P has shifted Loesser's current output into its own catalog. The tunesmith's two scores (he has four more to go for Paramount Pix under contract terms) from *Perils of Pauline* and *Variety Girl* flickers have been moved to Paramount and Famous pubs, respectively. Immediately after these are worked on, two Loesser pop tunes (non-pic) will command plugging—Famous to push *What Are You Doing New Year's Eve?* and Paramount moving behind *Bloop-Bleep*.

The erasure of Susan will mean a cut-down and shuffle in profession staff. Murray Luth moves over to Paramount to replace Mac Clark as pro manager and will supervise Irwin Garr, Bob Baumgart and Martin Poll. The Famous staff will stay as is, but Marvin Fischer, as well as Clark, has been given notice. In Chicago, Susan's Paul Salvatori has been dropped. Eddie Wolpin continues as general professional manager over the whole F-P shebang.

New England's Late Summer Hits Band B.O.

NEW YORK, May 17.—Cold weather in New England put a freeze on band box-office grosses this week. Freak cold streak struck hardest at some of the summer spots which opened early, with band bookers here pointing out that success of summer terperly engagements hinged predominantly on the prevailing weather conditions.

Stories drifting into town had some of the spots drawing a fast 200 or 250 patrons in the cold, with band bookers here hoping the freeze passes over in a hurry since a number of orks are due to start New England tours in the next couple of weeks. Orks currently in the territory include Jan Garber, Sam Donohue and Johnny Long.

RCA Victor Adds 3 Red Seal Artists

NEW YORK, May 17.—RCA Victor pacted three new artists for its Red Seal long-hair disks. Coloratura soprano Marilyn Cotlow and Metropolitan Opera tenor Thomas Hayward were the singers pacted.

American pianist Byron Janis will make his first recordings for the firm under a contract which was signed some time ago.

Whatcha Doin'?

NEW YORK, May 17.—Eddie Wolpin has been promoting a private "teaser" campaign of his own to help a forthcoming Loesser plug.

Wolpin has been buttonholing intimates with the sudden query: "What are you doing New Year's Eve?" Guys, still wondering what they did Mother's Day, do a quadruple-take before realizing that Wolpin's only planting a song title around.

Signature Buys Plant Location In Connecticut

NEW YORK, May 17.—Signature this week made first use of money firm realized in its recent stock issue sale when it purchased a location in Shelton, Conn., to house the diskery's Eastern plant. Building's 30,000 square feet of plant space will accommodate Signature's plating, compound and pressing facilities.

New factory will initially use 48 presses, altho it reportedly can hold more than 75 fabricating machines. Currently, Signature's New York factory uses 24 presses, with firm unable to find space for additional machines. Eventually the entire New York plant will be moved to Shelton location.

Bob Thiele, firm's prexy, said he is planning to open a second plant on the West Coast as soon as he can find suitable facilities. He added that when a Coast plant is purchased Signature may shift its front office headquarters from New York westward.

GAC Sells Orks to Summer Locations

NEW YORK, May 17.—General Artists Corporation (GAC) this week uncovered two new full-week summer locations in up-State New York, both near Syracuse.

Don Seat sold orks to Bennett Stadium, Frankfort, N. Y., setting Chuck Foster as June 3 opener, with Bob Chester, Ray Eberle and Ray McKinley due to follow.

Bobby Botwin sold Billy Butterfield's ork to Sylvan Beach, N. Y., May 30 for five days. The beach spot, only 40 miles from the stadium, will buy the same orks the stadium will feature.

Vox To Make 20 U.S. Albums From French Polydor Catalog

NEW YORK, May 17.—Henry Reichold's Vox diskery this week received a batch of masters imported from France which will be packaged into albums for distribution here. Matrices originally are from the French Polydor Catalog and will be issued in the new Vox Spotlight series.

Disks, which figure to make up about 20 separate albums, include recordings of French West Indian folk music and authentic Spanish ork cuttings made in France.

MacRae's Platters To Get NBC Bally

NEW YORK, May 17.—The Apollo diskery and the Young & Rubicam ad agency have worked out a co-op promotional effort to plug Gordon MacRae. The singer, who records for Apollo, will be featured in the coming Gulf Spray Oil broadcast, a Y&R account.

The campaign for MacRae will be highlighted by the shipment of a kit on the singer to 400 National Broadcasting System (NBC) stations. The kit will contain his initial Apollo platter and photos, biographical data and other literature.

Glen Island Sets Byrne for July 3; V. Lombardo (24)

NEW YORK, May 17.—Glen Island Casino, Worchester nitery which unshuttered this week with the Tex Beneke ork as preem attraction, has filled its ork sked up thru mid-August with the pacting of two more bands. The spot, which has Claude Thornhill due to follow Beneke May 29 for a five-week stand, has set Bobby Byrne's ork to share the stand with Noro Morales's rumba ork for a three-week engagement beginning July 3. Byrne will come to Glen Island from the Hotel Commodore, where he will open May 29 with the hotel's experimental name act-name ork policy.

Victor Lombardo's ork, which opened at the Hotel New Yorker this week for a 10-week stay, will follow that up with a Glen Island stand beginning July 24.

Blows at Petrillo Expected To Remain In U. S. Labor Bill

WASHINGTON, May 17.—A delay of two to three weeks in sending the omnibus labor bill to the President is expected in view of changes made in the House bill before the Senate passed it this week. The measure is now in the hands of a joint conference which will write the final version.

All anti-Petrillo features are expected to remain in the measure, since chief points of difference in the House and Senate versions relate to other provisions. The House has voted to ban industry-wide bargaining and jurisdictional disputes, while the Senate ignored these restrictions.

Chief anti-Petrillo provisions prohibit union control of welfare funds and ban use of "feather-bedding." The Senate passed the measure Tuesday (13), by a vote of 68-24, indicating the bill can be passed over a possible Truman veto.

Obie Collects 12G From Majestic

NEW YORK, May 17.—Lawyers for Eli Oberstein and Majestic Records this week settled out of court a salary dispute that dated from the old purchase of Oberstein's Hit-Classic Disk Company by Majestic.

Obie had claimed that Majestic owed him a sum of money as wages due for the period in which the sale occurred. Majestic entered a counter-suit denying the claim. Settlement reached reportedly totaled over \$12,000.

Sonora Price Rise to 50c Is Definite

CHICAGO, May 17.—Sonora Records, which startled competitors with its announcement of a hefty drop in price about six months ago to 39 cents for the special pop series and 50 cents for the specialized catalog, this week upped its products to a 50 cents for the special pop catalog and 60 cents for the specialized catalog. Increase in price, according to a company spokesman, was due to the fact that labor costs were increased last week when Sonora agreed to a 20 per cent wage hike, as demanded by workers in its Meriden, Conn., pressing plant (*The Billboard*, May 17.)

Even with the price hike, the 50 cent pop catalog of Sonora is still the least expensive platter on the market, being a dime under its nearest competitors.

Cap To Pass Out Promotional Disk At Chi NAMM Meet

HOLLYWOOD, May 17.—Capitol Records cut a special 10-inch promotional disk to be distributed to dealers at the Chicago convention of the National Association of Music Merchants (NAMM). Each dealer attending the confab will get a platter and Capitol will mail disks to merchants who were unable to make the Chicago jaunt.

Disk is in skit form, bearing messages from Johnny Mercer, prexy; Glenn E. Wallichs, exec veepee, and Floyd Bittaker, veepee and general sales manager. Worked as a make-believe trip to the convention by a dealer, skit gimmick intros Cap's talent stable, bringing in Buddy Cole, Jerry Colonna, Peggy Lee, Jo Stafford, Martha Tilton, Paul Weston, Margaret Whiting, Benny Goodman, King Cole Trio, Betty Hutton, Dinning Sisters, and Stan Kenton, plus the label's folk artists.

Beneke, B'port, Hot \$3,596

BRIDGEPORT, Conn., May 17.—Tex Beneke and the Glenn Miller ork jammed 'em in at the Ritz Ballroom here last Sunday (11), pulling 1,798 customers. With admish at \$2, highest so far this season, the gross was a fine \$3,596. Tomorrow (18): Sam Donahue. Harry James comes in for a one-nighter Thursday (22).

WARNOW 20% PACT

(Continued from page 19)

commissions above the usual 10 per cent would be illegal.

MCA's reported stand, however, is that Warnow is bound by a contract calling for a 20 per cent slice which was okayed by both Warnow and AFM. Orkster claims his pact was merely filed at AFM headquarters but was never ratified by the music union. He argues, too, that California labor laws prohibit more than 10 per cent commission payments even if okayed by the labor union.

Warnow says he offered to drop the suit at one time during negotiations if MCA would release him from the contract, but the proposal reportedly was turned down. While insisting that the dispute is an amicable one, Warnow indicated that unless an agreement was reached shortly, he would endeavor to call in Petrillo and have his charges aired before the California State Labor Board for arbitration.

Leon Decosta Drops Copyright Action Vs. AMP, Muzak

NEW YORK, May 17.—Songwriter Leon Decosta pulled a legal surprise this week in U. S. District Court when he decided against filing a fifth amendment to his original complaint against Associated Music Publishers (AMP) and Muzak Corporation and withdrew his case, which dealt with copyright infringement on the song *Valse Boheme*.

Decosta had charged AMP with infringing on transcription and broadcasting rights to his song, claiming he assigned the tune to AMP for publishing in 1919 only. Decosta sought \$100,000 damages in this case. Earlier, in 1946, Decosta filed a similar suit in Brooklyn court for \$200,000, but that case was dismissed.

Another unusual twist to the case had defense lawyer Arthur Garmaize helping plaintiff Decosta to prepare his charges—the attorney had the only true copy of the clef's pact with AMP.

BMI Doesn't Need Big Stick On West Coast

HOLLYWOOD, May 17.—Broadcast Music, Inc. (BMI), which recently debuted a "get tough" policy with cafes in the East may never have to use the big stick with Coast ops, judging by the progress scored here by the licensing org's Western rep, Richard L. Kirk. After a one-month drive in Hollywood only, Kirk has eased approximately 30 danceries and night spots (the cream of Hollywood's crop) into the BMI fold. Campaign strategy is to line up all Hollywood spots before invading the film city's surrounding territories.

Signed to standard BMI contracts are: Hollywood Palladium, Ciro's, Mocambo, Slapsy Maxie's, Tom Breneman's, Lindy's, Club Morocco, Billy Berg's, Bar of Music, Maxime's, Chanteclair Restaurant, Casa Blanca, Hangover, Greenwich Village, Kopper Kart, Chatterbox, Ace Cain's, Beverly Hills Tropics, Somerset House, Hal and Bills, Schroeder's, Judson's Restaurant, Spare Rib Cafe, Lucky Spot Cafe, Club Laurene, Club Zarape, Italian Village, Cliftons' Pacific Seas and Cliftons' Brookdale.

Under terms of the BMI pact, ops agree to pay licensing org "a sum equal to one-half of one per cent of the first \$50,000 of licensee's music pay roll and one fourth of one per cent of licensee's music payroll in excess of \$50,000 during each calendar year," providing that payment shall not be less than \$40 nor more than \$750 per year.

Gateway Casino Inks Mills - Jordon - Suns

PHILADELPHIA, May 17.—Arnold Orsatti, operator of Orsatti's Musical Bar here, is set for a second season at his Gateway Casino at Somers Point, N. J., near Atlantic City. Instead of the name bands featured last summer when Orsatti took over the large roadhouse, semi-name units will get the nod.

Figuring on a July 4 starting, Orsatti has already inked in short runs for the Mills Brothers, Louis Jordan and the Three Suns.

Junior-Sized Jazz Comeback

52d Street Back In Hot Groove

Cream of hip musickers holding forth in four spots along swing street

NEW YORK, May 17.—Cradle of jazz in New York, 52d Street, which in the past several months has played host to vaude acts, girlie shows and "closed for alteration" signs, appears to be getting back in the hot groove currently, with at least four of the spots sporting names from the cream of the hip musicker crop. Altho swing street ops still cry the blues, they've found that, if the jazz men couldn't pull, no other form of entertainment could attract payees to the street turnstiles.

Newest of the back-to-jazz spots is Dixon's Club 18 which opened and buckled under with Maxie Baer and Maxie Rosenbloom, then made a box-office comeback with six months of the subtle jazz of the Joe Mooney Quartet, made a stab at acts again with Charlie Drew and finally has returned again to the jazz idiom with thrush Billie Holiday and the Al Casey Trio as the features. A late starter at press time was the Hickory House, which will feature clarinetist (See *FOUR 52d ST.* on page 36)

More AFM Locals Launch Plans for Using Disk Dough In Public Relations Drive

Concerts in Philly, Minneapolis, Milwaukee, Ithaca

NEW YORK, May 17.—Spending plans of American Federation of Musicians (AFM) locals throuout the country still were piling into the union's national office here as the AFM branches hastened to live up to a Petrillo edict. The AFM prexy only recently had set a deadline for use of record-royalty funds allocated to each local (*The Billboard*, May 3) and the city orgs rushed to comply with the ordered public-welfare, public-relations drive.

Philly Negro Union Acts

PHILADELPHIA, May 17.—While Local 77 is still trying to figure out how to spend the \$39,000 granted it by the AFM, Local 274 here, representing the Negro musicians, has completed plans for making musical work with its cut of almost \$8,000. Negro union, with some 800 members, has built a 23-piece band under the baton of Dan McCune and booked two free jazz concerts this month at the Elate Ballroom. Other concerts will be given later at veterans and community centers during the summer.

Minneapolis Concerts

MINNEAPOLIS, May 17.—A series of six free symphonic concerts in Minneapolis Auditorium was launched Friday (16) by Minneapolis Musicians' Union with \$10,000 furnished by AFM.

Altho membership of Minneapolis Symphony ork is being used for concerts, with Dimitri Mitropolous, symph batoneer, conducting, union

Charlie Ventura, Eddie Heywood Set in Milwaukee

MILWAUKEE, May 17.—Bob Palfiato, of the Continental Theater-Bar, newest local bistro featuring name combos, has inked the Charlie Ventura crew to follow Georgie Auld, current attraction, on June 2. Ventura will be succeeded June 30 by the Eddie Heywood group, and Palfiato says it is possible that Sarah Vaughn will come in during July.

Publicizing his self-named "cradle of jazz" both in the newspapers and with air time, Palfiato reports a "10 to 15 per cent increase in biz" since he switched from local talent to name hipsters. His air spot from 4 to 4:15 daily over WFOX is a disk show on which jazz waxings of the current attraction are aired. He also features a Sunday afternoon bash session from 3 to 5 and reports a packed house for his 500-capacity bistro.

NEW YORK, May 17.—Harold A. Jacobs has been appointed new account executive for Robert Holley & Company Advertising Agency in the music biz. Jacobs formerly was advertising manager for Bugeleisen & Jacobson, Inc., instrument house, and prior to that was with the Sorbin Music firm and H. & A. Selmer Inc.

Midwest Turns To Jazz Again

Swing coming back, but in smaller doses than epidemic of recent years

CHICAGO, May 17.—Jazz and swing units, which dropped off as biz-getters about six months ago, are making a Midwest comeback, but this time it's in smaller doses than the epidemic of strictly hip units which swept this part of the country during the past four years.

Consensus of bookers and ops is that jazz dropped off about a year ago when the swing to pop music and novelty entertainment started in the lounges. Insiders further felt that jazz killed itself off when too many units started peddling the swing idiom. In most cases, it was a mediocre brand of jamming that they were dispensing.

Current revival of jazz as a hypo for lagging grosses is seen only in scattered locations and it's expected to remain just an aid to better biz in special locations. Boys who watch the tills and who have recently swung to jazz units and singles find that they are doing good biz only as long as they are the only spot in their vicinity which features jazz. The swing craze, they say, has dropped (See *JAZZ, SWING* on page 36)

Rogers, Majestic End Platter Pact; Firm Re-Inks Gibbs

NEW YORK, May 17.—Comedian Timmie Rogers's waxing pact with Majestic Records was canceled by Mutual consent this week. Rogers had cut four sides for the firm before the deal was severed. Majestic also re-signed chirp Georgia Gibbs, thus dispelling talk that the singer was going to leave the diskery.

Majestic, meanwhile, was laying plans for waxing the newly signed leader, Percy Faith, who will lead a 40-piece ork, with recordings to be made either in the World Transcription Studios or Carnegie Hall. Faith is guaranteed 12 sides for the first six months of his pact, and 18 annually thereafter, with all releases due to come out in album form. First package will be issued in August.

Library Bookworms, August 19, for children; a symphony concert for children on the South Side, to be conducted by Jerzy Bojanowski; a benefit symphony concert to raise funds for the new veterans memorial center, and concerts at the county home for dependent children, home for the aged and the county institutions, dates not yet decided.

Ithaca Pays 50% of Cost

ITHACA, N. Y., May 17.—With a small \$1,919.12 record-royalty slice, AFM Local 132 here has managed nevertheless to sponsor a considerable string of free band concerts and street and house dances for the summer. On the band concert series, Local 132 will split costs with the city 50-50. Union has used its disk-dough take to form a 38-piece band which will appear at the free public concerts—first time such concerts have been given here in 15 years.

adopted Minneapolis Civic Orchestra name for union not to conflict with other organization. Mitropolous will direct two of the concerts. Performances, in addition to opener, will include evenings of May 19, 24 and 28 and afternoons of May 18 and 25.

Minneapolis City Council voted to rent auditorium to union at cost and Mayor Hubert H. Humphrey has launched a campaign to raise funds to underwrite the \$2,000 rental nut.

Milwaukee Series

MILWAUKEE, May 17.—Local 8 of the Milwaukee Musicians' Association (AFM) has set up a plan for a series of free concerts to be financed by the \$21,000 Milwaukee cut of the record-royalty melon. Efforts were being made to spread the free concerts among as many of the city's unemployed union musicians as possible. All will receive regular pay scale. In addition to one Sunday concert already given at the Soldier's Home and a repeat date there tentatively scheduled plans call for a 12-piece orchestra at the Soldier's Home every Monday night until the end of June. From that time until Labor Day a 40-piece band will play at the home every Sunday and Monday night.

Other concerts throuout the city include a 60-piece symphony orchestra at the suburban Shorewood Auditorium May 23, with Julius Ehrlich conducting, and open to all school children; a symphony concert at the Washington Park bandshell, sponsored by the Milwaukee Public Li-

HEY OPERATORS—

HERE'S

Count BASIE



and

MEET ME AT NO SPECIAL PLACE

(AND I'LL BE THERE AT NO PARTICULAR TIME)

Just released!

ON
VICTOR
20-2262

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending May 16



HONOR ROLL OF HITS

(TRADEMARK)

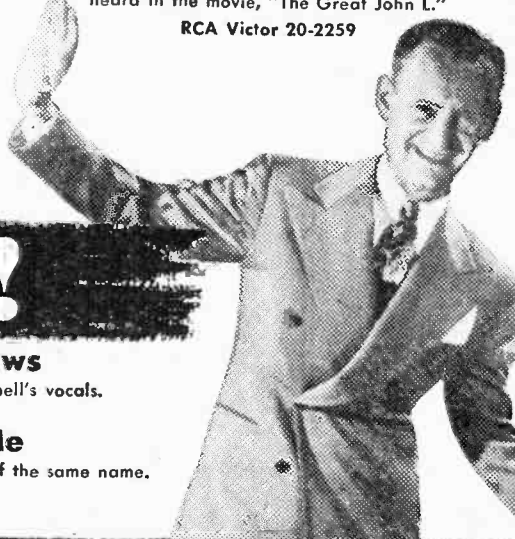
The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

Position This Week	Position Last Week	
1.		MAM'SELLE By Mack Gordon and Edmund Goulding Published by Feist (ASCAP) From the 20th Century-Fox film "The Razor's Edge." Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Falligant, Enterprise 257; Frankie Laine, Mercury 5048; The Pied Pipers, Capitol 396; George Towne Ork, Sonora 2023; Frank Sinatra, Columbia 37343; Jack Carroll, National 9032; Edo Lubich, International D-240. Electrical transcription libraries: Skitch Henderson, Capitol; Silver Strings, MacGregor; Jan Garber, Capitol; Freddy Martin, Standard; Frankie Masters, Lang-Worth; The Music of Manhattan Ork, NBC Thesaurus; Art Mooney Ork, Associated.
2.		HEARTACHES By Al Hoffman and Al Klenner Published by Leeds (ASCAP) Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Jimmy Dorsey, MGM 10001; Harry James, Columbia 37305; Monica Lewis, Signature 15065; Gordon MacRae, Apollo 1045; Ted Martin-The Airline Trio, De Luxe 1068; Red McKenzie, National 9026; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057; Eddie Howard, Majestic 1111. Electrical transcription libraries: Barclay Allen, MacGregor; Chuck Foster, Lang-Worth; Eddy Howard, World; Eddie Skrivanek, MacGregor; Leighton Noble, Standard; The Four Knights, Lang-Worth; Art Mooney Ork, Associated; Arthur Smith Quartet, World.
3.		LINDA 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; Art Mooney Ork, Associated.
4.		MY ADOBE HACIENDA 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 Kessel, Vogue R-785; Louise Massey-The Westerners, Columbia 37332; Jack McLean Ork, Coast 8001; Bobby True Trio, Mercury 3057; Billy Williams, Victor 20-2150; The Coffman Sisters, Enterprise 174; Dolly Good, Radio Artist Records 205. Electrical transcription libraries: Chuck Foster, Lang-Worth; Leighton Noble, Standard; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmy Wakely Ork, MacGregor; Barclay Allen, MacGregor; Mindy Carson-Hank D'Amico Sextet, Associated.
5.		ANNIVERSARY SONG By Al Jolson and Saul Chaplin Published by Mood (ASCAP) From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musicraft 428; Dinah Shore, Columbia 37234; Kate Smith, MGM 10003; George Towne Ork, Sonora 2004. Electrical transcription libraries: Barclay Allen, MacGregor; Hal Derwin, Capitol; Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; Silver Strings, MacGregor; George Towne, Associated.
6.		APRIL SHOWERS By Buddy De Sylva and Louis Silvers Published by Harms, Inc. (ASCAP) From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Larry Clinton, Cosmo SS-708; Dennis Day, Victor 20-1978; Guy Lombardo, Decca 23845. Electrical transcription libraries: John Gart Trio, World; Mel Torme-The Page Cavanaugh Trio, MacGregor; Norman Cloutier, NBC Thesaurus; Allen Roth Ork, NBC Thesaurus; Claude Sweeten, Standard; Galli Sisters-Jesse Crawford, Associated.
7.		I WONDER, I WONDER, I WONDER By Darryl Hutchins Published by Robbins (ASCAP) Records available: Louis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lombardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straeter Ork, Sonora 2024; Martha Tilton, Capitol 395. (No information on electrical transcription libraries available as The Billboard goes to press.)
8.		THAT'S MY DESIRE By Carroll Loveday and Helmy Kresa Published by Mills (ASCAP) Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395. Electrical transcription libraries: Barclay Allen, MacGregor; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World.
9.		I BELIEVE By Sammy Cahn and Jule Styne Published by Sinatra Songs (ASCAP) From the MGM film "It Happened in Brooklyn," sung by Frank Sinatra. Records available: Louis Armstrong Ork, Victor 20-2240; Artie Shaw, Musicraft 492; Frank Sinatra, Columbia 37300. Electrical transcription libraries: Ziggy Elman, Lang-Worth; Freddy Martin, Standard; The Sweetwood Serenaders, NBC Thesaurus; Les Brown, World.
10.		MANAGUA, NICARAGUA 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; Homer and Jethro, King 620. 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; Arthur Smith Quartet, World.



**RCA VICTOR'S
PERRY COMO!**

with The Satisfiers, Lloyd Shaffer and his Orchestra
Chi-Baba Chi-Baba
(My Bambino Go To Sleep)
A dreamy lullaby of Sorrento, with trick lyrics. Como sings it with terrific juke box appeal.
AND
When You Were Sweet Sixteen
Como makes it a hit again. An old familiar favorite recently heard in the movie, "The Great John L."
RCA Victor 20-2259



**RCA VICTOR'S
SAMMY KAYE!**

Ask Anyone Who Knows
Sweet and sentimental and sure-fire! Don Cornell's vocals.
AND
Would You Believe Me
Johnny Ryan sings this featured hit from the movie of the same name.
Good dance tempo.
RCA Victor 20-2239

**RCA VICTOR'S
PAGE CAVANAUGH TRIO!**



Their first waxing stirred up a storm. Here are those soft, vocal tones again . . . on the "A" they teach an old song some new tricks. "B" is a new one, full of neat touches all the way through.

**Walkin' My Baby
Back Home**
AND
Heartbreakin'
RCA Victor 20-2246

**RCA VICTOR'S
ZEKE MANNERS!**

and his Band
I'm a-Goin', Sue, I'm a-Goin'
A catchy tune that's apt to be another "Pistol Packin' Mama."
Watch it!
AND
You'll Get Used To It
The Singing Lariatiers, and an ear-catching bit of piano work.
RCA Victor 20-2247



BRIGADOON "ALBUM!"

with D. Anderson, David Brooks, Marion Bell, J. Warren, E. Redding, S. Robbins, H. Gordon, Pamela Britton, Lee Sullivan, Brigadoon Chorus and Orchestra conducted by Franz Allers. (RCA Victor Musical Smart Set, P-178)

- Overture;**
- Once In The Highlands;**
- Brigadoon**
- AND **From This Day On; Brigadoon**
RCA Victor 45-0028
- Down on MacConnachy Square**
- AND **My Mother's Wedding Day**
RCA Victor 45-0029
- Waitin' For My Dearie**
- AND **There But For You Go I**
RCA Victor 45-0030
- I'll Go Home With Bonnie Jean**
(Introducing "The Bonnie Jean" Ballet)
- AND **Almost Like Being In Love**
RCA Victor 45-0031
- The Heather On The Hill**
- AND **Come To Me, Bend To Me**
(Introducing "Come To Me" Ballet)
RCA Victor 45-0032

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

ESQUIRE'S ALL-AMERICAN HOT JAZZ
Vol. II Album HJ-10

- Rockabye River AND
Blow Me Down**
RCA Victor 40-0134
- Jivin' with Jarvis
AND Buckin' the Blues**
RCA Victor 40-0135
- Indian Summer
AND Sugar**
RCA Victor 40-0136
- Indiana Winter
AND I Cried for You**
RCA Victor 40-0137

CLIFF CARLISLE
and The Buckeye Boys
The Devil's Train
AND
Scars Upon My Heart
RCA Victor 20-2248

TAMPA RED
with Big Maceo, piano; and Chick Sanders, drums.
Play Proof Woman
AND
Please Be Careful
RCA Victor 20-2249

PLUS
RCA VICTOR'S
TONY MARTIN!
SEE ANNOUNCEMENT
ON PAGE 25

THE STARS WHO MAKE THE HITS ARE ON
RCA VICTOR RECORDS

★ HAL MCINTYRE CALLING ★
Helen Forrest
 IN HOLLYWOOD

"Helen Forrest, I think you're terrific!..."

Your wonderful new M-G-M Record—"All of Me" and "S'posin'"—should win every "Blues Ribbon" in sight. And that torchy voice of yours is bound to set off four-alarm glows down everybody's memory lane."



"Hal McIntyre, you flatterer, you!..."

Thanks for the swell compliments... But why so modest?... Your swing-and-mellow arrangements of "There's That Lonely Feeling Again" and "My Young and Foolish Heart" have all the folks out here dancing on Cloud 99!"



Helen Forrest
Sings Two Sure-Fire Hits

ALL OF ME S'POSIN'

HAROLD MOONEY'S ORCHESTRA
 M-G-M 10029

4 More Great Music triumphs!

THE KORN KOBBLERS
 LET'S GO BACK AND KISS
 THE GIRLS GOODNIGHT AGAIN
 I WISH I COULD SHIMMY
 LIKE MY SISTER KATE
 M-G-M 10022

SLIM GAILLARD
and His Trio
 TIP LIGHT
 ARABIAN BOOGIE
 M-G-M 10017

HAL MCINTYRE
and His Orchestra
 THERE'S THAT LONELY
 FEELING AGAIN
 MY YOUNG AND FOOLISH HEART
 M-G-M 10032

SY OLIVER
and His Orchestra
 I WANT TO BE LOVED
 (BUT ONLY BY YOU)
 DIT DOT DIT
 M-G-M 10030

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard
 MUSIC POPULARITY CHARTS
Sheet Music
 PART II
 Week Ending May 16

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	Last Week	This Week	POSITION	Publisher
11	2	1	LINDA (R)	E. H. Morris
8	1	2	MAM'SELLE (F) (R)	Feist
8	4	3	MY ADOBE HACIENDA (R)	Peer
18	3	4	ANNIVERSARY SONG (F) (R)	Mood
12	5	5	HEARTACHES (R)	Leeds
6	6	6	APRIL SHOWERS (F) (R)	Harms, Inc.
7	12	7	ROSES IN THE RAIN (R)	Barton
7	9	8	IF I HAD MY LIFE TO LIVE OVER (R)	General
1	—	9	I WONDER, I WONDER, I WONDER (R)	Robbins
3	13	10	I BELIEVE (F) (R)	Sinatra Songs
18	7	11	MANAGUA, NICARAGUA (R)	Encore
14	11	12	HOW ARE THINGS IN GLOCCA MORRA? (R)	Crawford
1	—	13	MIDNIGHT MASQUERADE (R)	Shapiro-Bernstein
9	8	14	IT'S A GOOD DAY (R)	Capitol Songs
2	14	15	THAT'S MY DESIRE (R)	Mills

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	POSITION	Publisher
18	1	1	ANNIVERSARY SONG	Campbell-Connelly . Mood
16	6	2	APRIL SHOWERS	Chappell . Harms, Inc.
11	2	3	HOW LUCKY YOU ARE	Kassner .
3	5	4	AMONG MY SOUVENIRS	Lawrence Wright . T. B. Harme
5	7	5	TELL ME, MARIANNE	Southern .
21	3	6	THE OLD LAMPLIGHTER	Irwin Dash . Shapiro-Bernstein
3	4	7	TRY A LITTLE TENDER-NESS	Campbell-Connelly . Robbins
44	3	8	YOU WENT AWAY AND LEFT ME	Box & Cox .
3	11	9	A GAL IN CALICO	Feldman . Remick
22	9	10	THE STARS WILL REMEMBER	Feldman .
15	8	11	MAY I CALL YOU SWEET-HEART?	Irwin Dash .
3	7	12	HARRIET	Keith Prowse . Broadway
10	10	13	DON'T FALL IN LOVE	Chappell .
5	16	14	HEAR MY SONG, VIOLETTA	Dix . Crawford
7	11	15	HI JIG A JIG	Box & Cox .
17	14	16	(I LOVE YOU) FOR SENTIMENTAL REASONS	Peter Maurice . Duchess
15	18	17	ZIP-A-DEE DOO-DAH	Sun . Santly-Joy
1	—	18	IT HAPPENS EVERY DAY	Yale .
13	19	19	THE RICKETY RICKSHAW MAN	Southern . Peer
9	17	20	WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies .

* Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

ALEXANDER'S RAGTIME BAND (Berlin), in 20th Century-Fox's "Alexander's Ragtime Band." Re-released April, 1947.

ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.

APRIL SHOWERS (Harms, Inc.), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.

I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.

IT'S THE SAME OLD DREAM (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.

IVY (Burke-Van Heusen), in Universal-International's "Ivy." National release date not set.

MAM'SELLE (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.

TIME AFTER TIME (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.

WOULD YOU BELIEVE ME? (Remick), sung by Trudi Erwin in Warner Bros.' "Love and Learn." National release date—May 8, 1947.

TONY MARTIN

now recording
for
RCA VICTOR

exclusively!

Here's his first
RCA Victor recording:

Passing By
and
**Oh, My Achin'
Heart**

RCA Victor 20-2252

For news of other new RCA Victor hits see page 23



Hear him on the
TEXACO STAR THEATER
Sunday nights—9:30 E.D.T. over C.B.S.



THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR
RECORDS





Signature

SPINS ON THE COAST WITH SAM ROWLAND

Sam's daily "Waxworks" show over KWKW, Pasadena, California specializes in top names for interviews. Sam knows every prominent music figure on the west coast, that's why his show packs plenty of listener appeal. Monica Lewis and the Whiffenpoof saga should draw many spins from Sam's turntable.



MONICA Lewis

SIG 15130

THE WHIFFENPOOF SONG
I HAVE BUT ONE HEART
WITH RAY BLOCH AND HIS ORCHESTRA

THE HOTTEST SELLER IN THE BUSINESS..

PEG O' MY HEART
DON'T CRY LITTLE GIRL,
DON'T CRY

FLOYD SHERMAN WITH THE CHICKERING FOUR

SIG 15119

Signature
records

DISTRIBUTED BY
GENERAL ELECTRIC
SUPPLY CORPORATION

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

The **Billboard** *MUSIC POPULARITY CHARTS*
Radio Popularity

PART III

Week Ending
May 16



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, May 9, 8 a.m., and ending Friday, May 16, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in

the case of ties) tunes alphabetically. The music checked is preponderately (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) Indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date		PUB.	LIC.
5	A Sunday Kind of Love (R)	Peter Maurice	ASCAP
1	Across the Alley From the Alamo (R)	Leslie	ASCAP
3	Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
19	Anniversary Song (F) (R)	Mood	ASCAP
9	April Showers (F) (R)	Harms, Inc.	ASCAP
1	Do You Love Me Just as Much as Ever?	Goldmine	ASCAP
2	Dream, Dream, Dream (R)	Thomas	ASCAP
18	Guilty (R)	Feist	ASCAP
11	Heartaches (R)	Leeds	ASCAP
16	How Are Things in Glocca Morra? (M) (R)	Crawford	ASCAP
5	I Believe (F) (R)	Sinatra Songs	ASCAP
2	I Do Do Do Like You (R)	Harms, Inc.	ASCAP
2	I Wonder, I Wonder, I Wonder (R)	Robbins	ASCAP
8	If This Isn't Love (M) (R)	Crawford	ASCAP
3	Illusion (R)	Pemora	BMI
3	It's the Same Old Dream (F) (R)	Sinatra Songs	ASCAP
1	Ivy (F) (R)	Burke-Van Heusen	ASCAP
10	Linda (R)	E. H. Morris	ASCAP
7	Mam'selle (F) (R)	Feist	ASCAP
18	Managua, Nicaragua (R)	Encore	BMI
5	Midnight Masquerade (R)	Shapiro-Bernstein	ASCAP
9	My Adobe Hacienda (R)	Peer	BMI
12	There Is No Greater Love (R)	World	ASCAP
4	Roses in the Rain (R)	Barton	ASCAP
2	That's How Much I Love You (R)	Vogue	BMI
8	That's Where I Came In (R)	Robbins	ASCAP
3	Time After Time (F) (R)	Sinatra Songs	ASCAP
1	We Knew It All the Time (R)	Melrose	ASCAP
2	Would You Believe Me? (F) (R)	Remick	ASCAP
12	You Can't See the Sun When You're Crying (R)	George Simon	ASCAP
2	You Should Have Told Me (R)	Jefferson	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 thruout 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.

Weeks to date	Last Week	POSITION	Record	Lic.	Re
13	1	1.	HEARTACHES Ted Weems-Elmo Tanner	Decca 25017	ASCAP
		 Victor 20-2175	ASCAP	
15	2	2.	LINDA Ray Noble Ork-Buddy Clark	Columbia 37215	ASCAP
7	3	3.	MY ADOBE HACI- Eddy Howard (Eddy Howard-Trio)	Majestic 1117	BMI
5	4	4.	MAM'SELLE (F) . Art Lund	MGM 10011	ASCAP
3	6	5.	MAM'SELLE (F) . Pied Pipers (Paul Weston Ork)	Capitol 396	ASCAP
3	7	6.	MAM'SELLE (F) . Frank Sinatra	Columbia 37343	ASCAP
4	8	7.	MAM'SELLE (F) . Ray Dorey (Paul Barron Ork)	Majestic 7217	ASCAP
4	5	8.	MAM'SELLE (F) . Dick Haymes (Gordon Jenkins Ork)	Decca 23861	ASCAP
4	13	9.	I BELIEVE (F) .. Frank Sinatra (Axel Stordahl Ork)	Columbia 37300	ASCAP
5	—	10.	LINDA Charlie Spivak	Victor 20-2047	ASCAP
3	10	10.	I NEVER KNEW .. Sam Donahue	Capitol 403	ASCAP
5	9	10.	MY MELANCHOLY BABY .. Sam Donahue	Capitol 357	ASCAP
			(Jan August and the Rhythm Stylists, Diamond 2030; Jack Carroll (Dave Rhodes Ork), National 9022; Sam Donahue Ork, Capitol 357; Derry Falligant, Enterprise 255; Jack McLean Ork (Wayne Gregg), Coast 8001)		
6	12	11.	THAT'S MY DE-SIRE .. Frankie Laine	Mercury 5007	ASCAP
3	15	12.	MY ADOBE HACI- ENDA .. Dinning Sisters	Capitol 389	BMI
8	11	13.	HEARTACHES Harry James	Columbia 37305	ASCAP
16	14	14.	GUILTY Margaret Whiting (Jerry Gray Ork)	Capitol 324	ASCAP
			(Nick De Lano (Al Sack Ork), Black & White BW 821; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Ella Fitzgerald-Eddie Heywood Ork, Decca 23844; Monica Lewis (The Chelsea Three), Signature 15079; Tony Martin, Mercury 3042; Tony Mottola Four, Majestic 1106; Artie Shaw-Mel Torme and the Mel-Tones, Musicraft 428)		
5	—	15.	HEARTACHES Eddy Howard	Majestic 1111	ASCAP
1	—	15.	THE RED SILK STOCKINGS AND GREEN PERFUME .. Sammy Kaye (Don Cornell-Chorus)	Victor 20-2251	ASCAP
1	—	15.	CHI-BABA BABA . Perry Como (The Satisfiers) (Lloyd Shaffer Ork)	Victor 20-2259	ASCAP
			(Blue Barron, MGM 10027; Connee Boswell (Jerry Jerome Ork), Apollo 1064; Ted Martin (Mac Ceppos Ork), De Luxe 1080; Louis Prima, Majestic 1133; George Towne Ork (Mary Ann Wayne-Ensemble), Sonora 2023; Lawrence Welk, Decca 23878)		
1	—	15.	CHI-BABA BABA . Blue Barron	MGM 10027	ASCAP
			(See No. 15-A)		

Coming Up

PEG O' MY HEART The Harmonicats-Sid Fisher, Vitacoustic 1

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending May 16



BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
12	1	1.	HEARTACHES <i>Oh, Monah</i> <i>Piccolo Pete</i>	Ted Weems (Elmo Tanner)	Decca 25017
6	2	2.	MAM'SELLE (F) <i>Sleepy Time Gal</i>	Art Lund (Johnny Tompson Ork)	MGM 10011
9	3	3.	LINDA <i>Love Is a Random Thing</i>	Ray Noble Ork-Buddy Clark	Columbia 37215
4	4	4.	MAM'SELLE (F) <i>Stella by Starlight</i>	Dick Haymes (Gordon Jenkins Ork)	Decca 23861
7	5	5.	MY ADOBE HACIENDA <i>Midnight Masquerade</i>	Eddy Howard (Eddy Howard-Trio)	Majestic 1117
9	6	6.	LINDA <i>So They Tell Me</i>	Charlie Spivak	Victor 20-2047
1	—	7.	PEG 'O MY HEART <i>Fantasy Impromptu</i>	The Harmonicats-Sid Fisher	Vitacoustic 1
4	8	8.	MAM'SELLE (F) <i>Stella by Starlight</i>	Dennis Day (Charles Dant Ork)	Victor 20-2211
1	—	9.	CROSS THE ALLEY FROM THE ALAMO <i>Dream, Dream, Dream</i>	Mills Brothers	Decca 23863
3	9	10.	MAM'SELLE (F) <i>It's the Same Old Dream</i>	Pied Pipers-Paul Weston Ork	Capitol 396

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		Album	Label
	Last Week	This Week		
19	1	1.	Al Jolson Album <i>Al Jolson</i>	Decca 469
3	3	2.	Wayne King Waltzes, Volume 2 <i>Wayne King</i>	Victor P-171
5	4	3.	Dorothy Shay (The Park Avenue Hillbilly) Sings Album <i>Dorothy Shay (Mischa Russell Ork)</i>	Columbia C-119
5	—	4.	Will Bradley Ork-Ray McKinley Album <i>Will Bradley Ork-Ray McKinley</i>	Columbia C-123
9	—	5.	Concerto Album <i>Freddy Martin</i>	Victor P-169

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

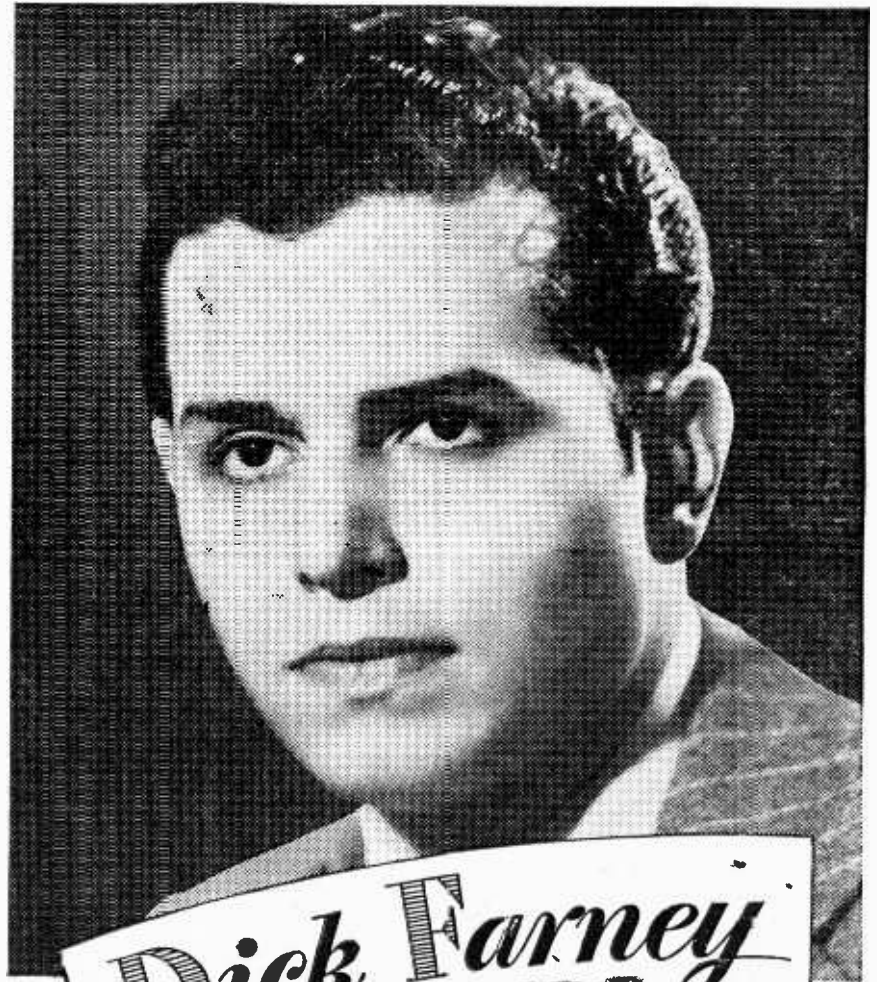
Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
100	3	1.	Chopin's Polonaise <i>Jose Iturbi</i>	Victor 11-8848
58	2	2.	Jalousie <i>Boston Pops</i>	Victor 12160
85	1	3.	Clair de Lune <i>Jose Iturbi</i>	Victor 11-8851
74	4	4.	Warsaw Concerto <i>Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops</i>	Victor 11-8863
2	—	5.	Prelude in C Sharp Minor <i>Jose Iturbi</i>	Victor 11-9514
1	—	5.	The Whiffenpoof Song <i>Robert Merrill</i>	Victor 10-1313

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		Album	Label
	Last Week	This Week		
36	1	1.	Rachmaninoff Concerto No. 2 in C Minor <i>Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor</i>	Victor 1075
91	5	2.	Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor</i>	Columbia X-251
6	2	3.	Rhapsody in Blue <i>Paul Whiteman</i>	Signature GP-1
4	3	3.	Beethoven: Sonata in C Sharp Minor, Op. 27, No. 2 (Moonlight) Album <i>Vladimir Horowitz</i>	Victor DM-1115
3	4	4.	Isaac Stern in Violin Selections from Humoresque Album <i>Isaac Stern (Piano Solo by Oscar Levant in Tristan and Isolde) (Franz Waxman Ork)</i>	Columbia M-MM-657
1	—	5.	A Night at Carnegie Hall Album <i>Rise Stevens, Lily Pons, Ezio Pinza</i>	Columbia M-MM-676



Dick Farney

Here's your chance to get a ground-floor "in" on something really good. Farney is a new and sensational baritone "find." A slow, easy baritone with a sprinkle of his native Brazil in the voice. And here are two numbers that just fit him—and "fit" your juke box.

"FINE THING" and "IF MY HEART HAD A WINDOW"

Majestic No. 7226

SLIM BRYANT AND HIS WILDCATS

with Harmonies Hot from the Hills



A juke-box can go places with the right selections. No news to you of course. And you know there's nothing like a good GUIT-tar to help it git thar!


Slim's Gang is tops in its class. It's hillbilly as a houn'-dawg, with authentic drawl and toe-tickling row-de-dow. It's the kind of stuff that makes the patrons come back for a second helping. Get these platters in your box and watch receipts perk up.

"BESSIE JAMES" and "I LOVE YOU TRUE LOU"

Majestic No. 11010

Majestic RECORDS

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



Eddy Howard
and his orchestra
Singing and Playing
**I WONDER, I WONDER,
I WONDER**
MAJESTIC RECORD No. 1124

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

MOON MULLICAN

KING OF THE HILLBILLY PIANO PLAYERS and His Showboys

EXCLUSIVE KING RECORDING ARTIST



578 NEW PRETTY BLOND (NEW JOLE BLON)
WHEN A SOLDIER KNOCKS AND FINDS NOBODY HOME
12 CONSECUTIVE WEEKS ON BILLBOARD'S "MOST PLAYED JUKE BOX FOLK RECORDS".

607 NEW MILK COW BLUES
MOONSHINE POLKA

613 FOGGY RIVER
WORRIES ON MY MIND

565 THE LONESOME HEARTED BLUES
IT'S A SIN TO LOVE YOU LIKE I DO

WRITE, WIRE OR PHONE
KING RECORD DIST. CO.

1540 Brewster Ave. Cincinnati 7, O. 845 Grandview St. L.A. 6, Calif. 911 Camp St. Dallas 2, Tex. 1317 N. Bdw. Okla. City 3, Okla.

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V
Week Ending May 16

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
12	1	1	HEARTACHES ... Ted Weems (Elmo Tanner)	Decca 25017
12	3	2	LINDA ... Ray Noble-Buddy Clark	Victor 20-2127
8	2	3	MY ADOBE HACL-Eddy Howard (Eddy Howard-Trio)	Columbia 37215
5	4	4	MAM'SELLE (F) ... Art Lund	Majestic 1117
4	5	5	MAM'SELLE (F) ... Dick Haymes (Gordon Jenkins Ork)	MGM 10011
9	6	6	LINDA ... Charlie Spivak	Decca 23861
3	7	7	ACROSS THE ALLEY FROM THE ALAMO ... Mills Brothers (Earle Hagen Ork, Mercury 3060; Woody Herman (The Four Chips), Columbia 37289; Stan Kenton (June Christy), Capitol 387)	Decca 23863
4	8	8	PEG O' MY HEART ... The Harmonicats-Sid Fisher (Clark Dennis, Capitol 346; Red McKenzie-Dave Rhodes Rhythm, National 9027; Ted Martin (Mike Chlimes' Harmonicks) (Mac Ceppos Ork), De Luxe 1080; Ted Weems (Bob Edwards) Mercury 5052)	Vitacoustic 1
3	10	9	APRIL SHOWERS (F) ... Guy Lombardo	Decca 23845
6	12	9	LINDA ... Paul Weston Ork (Matt Dennis)	Capitol 362
1	—	9	I WONDER, I WONDER, I WONDER ... Guy Lombardo	Decca 23865
1	—	10	MAM'SELLE (F) ... Frank Sinatra	Columbia 37343
2	15	11	MAM'SELLE (F) ... Pied Pipers (Paul Weston Ork)	Capitol 396
5	13	11	THAT'S MY DESIRE ... Frankie Laine	Mercury 5007
12	—	13	ANNIVERSARY SONG (F) ... Guy Lombardo (Kenny Gardner)	Decca 23799
6	9	13	HEARTACHES ... Harry James	Columbia 37305
2	14	14	MAM'SELLE (F) ... Frankie Laine	Mercury 5048
1	—	15	THAT'S MY DESIRE ... Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251
1	—	15	THE RED SILK STOCKINGS AND GREEN PERFUME ... Sammy Kaye (Don Cornell-Chorus) (Tony Pastor, Columbia 37330; Ray McKinley Ork (Ray McKinley), Majestic 7216; Smiley Wilson (Crossroads Gang), Apollo 141)	Victor 20-2251

Coming Up

MY ADOBE HACIENDA ... Kenny Baker-Russ Morgan ... Decca 23846
I WONDER, I WONDER, I WONDER ... Eddy Howard ... Majestic 1124

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
13	2	1	WHAT IS LIFE WITHOUT LOVE? ... Eddy Arnold	Victor 20-2058
18	3	2	SO ROUND, SO FIRM, SO FULLY PACKED ... Merle Travis	Capitol 349
8	1	2	NEW JOLIE BLONDE ... Red Foley (The Cumberland Valley Boys)	Decca 46034
2	4	3	SUGAR MOON ... Bob Wills and His Texas Playboys	Columbia 37313
3	5	4	DOWN AT THE ROADSIDE INN ... Al Dexter	Columbia 37303
13	—	4	NEW PRETTY BLONDE (JOLE BLON) ... Moon Mullican and the Showboys	King 578
5	—	5	JOLE BLONDE ... Roy Acuff and His Smoky Mountain Boys (Roy Acuff)	Columbia 37287
1	—	5	THREE TIMES SEVEN ... Merle Travis	Capitol 384
2	5	5	DON'T LOOK NOW (BUT YOUR BROKEN HEART IS SHOWING) ... Ernest Tubbs	Decca 46040

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
8	1	1	I WANT TO BE LOVED ... Savannah Churchill	Manor 1046
10	2	1	OLD MAID BOOGIE ... Eddie Vinson Ork (Eddie Vinson)	Mercury 8028
23	4	2	AIN'T NOBODY HERE BUT US CHICKENS ... Louis Jordan	Decca 23741
12	3	3	TEXAS AND PACIFIC ... Louis Jordan (Louis Jordan)	Decca 23810
2	4	4	THAT'S MY DESIRE ... Frankie Laine	Mercury 5007
1	—	4	THAT'S MY DESIRE ... Hadda Brooks, Modern Music 147	
4	3	5	HAWK'S BOOGIE ... Erskine Hawkins	Victor 20-2169
22	5	5	LET THE GOOD TIMES ROLL ... Louis Jordan	Decca 23741
1	—	5	BLOW TOP BLUES ... Lionel Hampton (Dinah Washington)	Decca 23792
1	—	5	I'LL GET ALONG SOMEHOW ... Julia Lee and Her Boy Friends	Capitol 379

The Billboard MUSIC POPULARITY CHARTS

PART VI



Record Reviews and Possibilities

Week Ending May 16

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.

PASSING BY..... Tony Martin with Victor Young Orchestra and Chorus..... Victor 20-2252

It's Martin's first release for Victor, and a distinguished initiation to the major label it is. Tony leans ultra-dramatic on the Jack Lawrence lyric which complements a very-French melody, and the offering sounds like a special delight for the ladies. Tune is marked for No. 1 plugging by the Chappell publishing group, and abetted by this full-bodied, slightly hamboed rendition, the song should catch attention. Flip gives out with more ballad emotionalizing on "Oh! My Achin' Heart." Not bad, but "Passing" is the side to make a vocal pass at customers.

JACK, YOU'RE DEAD..... Louis Jordan and His Tympany Five with vocal by Louis Jordan..... Decca 23901

A five and jump ditty that's tailor made for Louis Jordan's vocal talents. The maestro makes the dish spin bright and breezy as he cautions that "Jack, You're Dead" if you don't respond to romance. Matching the lyrical appeal are the maestro's musical licks on the alto sax. Mated is a slow race blues, "I Know What You're Puttin' Down," which Jordan also takes in good stride.

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.

Record Possibilities, The Billboard, May 3, incorrectly listed the number of Frank Sinatra's "I Believe" disk as Columbia 37343. Should have been Columbia 37300. In the same issue a review of Savoy 560 credits Billy Eckstine for making the record. Should have been Tiny Bradshaw's ork.

LOUIS JORDAN (Decca 23901)

I Know What You're Puttin' Down -FT; VC.

Jack, You're Dead-FT; VC.

With two Harlemese ditties tailored to his talents, Louis Jordan wraps up the wax in dandy fashion. Tops is the jivey "Jack, You're Dead," which Jordan explains lyrically is your physical state if you fail to respond to romance, and polishes it all out in bright jump fashion with a lick of his alto sax ravings added. For the flip, Jordan dips into the who-ee race blues singing style for "I Know What You're Puttin' Down," telling his gal in no uncertain words that he's hep to her two-timin'. Instrumentally, his Tympany Five flips up a steady jump beat with Jordan blowing his alto blue.

"Jack, You're Dead" spins solid for music machine jack.

COUNT BASIE (Victor 20-2262)

One o'Clock Boogie-FT.

Meet Me at No Special Place-FT; VC.

Count Basie cuts a rhythmic rhapsody for this couplet with the rockin' rhythms jam-packed in his "One o'Clock Boogie." The Basie keyboarding knuckling eight to the bar only to kick off the spin; it's a solid instrumental spin with the maestro and the trombonist demonstrating their individual jazz artistry. It's the same fine band dynamics for "Meet Me at No Special Place" with Ann Baker's low-pitched blues piping adding another rhythmic touch lyrically.

Basie fans will find "One o'Clock Boogie" coin-contagious.

JACK CARROLL (National 9032)

Mam'selle-FT; V.

I Wonder, I Wonder, I Wonder-FT; V.

The baritone of Jack Carroll, soft and intimate and with romantic feeling, pleases for both of these slow ballads, already attaining wide popularity in song circles. Pipes it pleasantly for "Mam'selle" and with greater ease for "I Wonder, I Wonder, I Wonder." David Rhodes' music provides the singer with an attractive string setting.

Song popularity will attract the phonofans to the sides.

KAY KYSER (Columbia 37338)

If My Heart Had a Window-FT; VC.

Boin-n-n-ng-FT; VC.

It's when keeping his own company that Kay Kyser carries greater weight on this wax. And with turning to Harry Babbitt for the sugar-coated chant, makes it smooth and sweet spinning for the ballad side, "If My Heart Had a Window." For the flip, Kyser puts Jane (The Outlaw) Russell in the song spotlight for a rhythmic ditty, "Boin-n-n-ng," which refers to

the zing of the strings of her heart. Band provides a toe-tapping beat in the background, and while the two-fisted Jane phrases the wordage, there's no voice registering on the wax.

Harry Babbitt's singing and the song's increasing popularity make for "Heart Had a Window" play.

VAUGHN MONROE (Victor 20-2275)

Say No More-FT; VC.

Ivy-FT; VC.

Maestro Monroe, flanked by the soft fiddles and saxes, gives good vocal reading to both of these romantic ballads. No soft murmuring as Monroe gives full dramatic force to a smooth-spinning "Say No More," and with the band providing a beguine beat, sings it even more expressively for the more attractive "Ivy."

Coins will cling to "Ivy."

WOODY HERMAN (Decca 25079)

Woodchopper's Ball-FT.

Indian Boogie Woogie-FT.

There are plenty of extra dividends in the Woody Herman diskings of a decade ago when the band beat out the righteous blues beat. Both standard spins which show off ensemble and solo proficiency for the jazz figures, the label brings back the rocking rhythms that Herman fashioned for his "Woodchopper's Ball," and exciting eight-beat frames for his "Indian Boogie Woogie."

"Indian Boogie Woogie" will make the buffalo heads pop.

TED STRAETER (Sonora 2022)

Mahzel-FT; VC.

My Pretty Girl-FT; VC.

The polished dance rhythms fashioned by Ted Straeter, his pianology setting the pace in tune-tinkling style, brings plenty of ear and hoof appeal to the platter. Setting a lively beat for "Mahzel," the maestro parlays his instrumental efforts in an eight-beat pattern with an effective chant, singing it softly and intimately with all the rhythmic feeling required by the song. It's the same breezy supper club syncos for "My Pretty Girl," the band rhythms providing the body to fill in for Kitty Crawford's thin voice and the maestro's music box tinkling at the 88's making the side all the more tasty.

For the smarter spots favoring such fine and refined rhythms with "Mahzel" the money-maker.

(Continued on page 30)

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 35. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.

A great GAL A great GUY Going Great Guns



DORIS DAY Singing

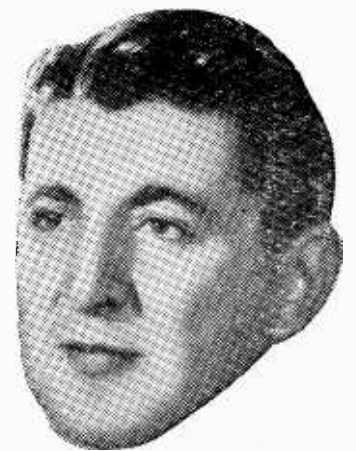
PETE



IT TAKES TIME

Orchestra under the direction of Mitchell Ayres

Columbia 37324



TONY PASTOR

Playing

GET UP THOSE STAIRS, MADEMOISELLE

RED SILK STOCKINGS AND GREEN PERFUME

Columbia 37330

I WONDER, I WONDER, I WONDER

MEET ME AT NO SPECIAL PLACE

(And I'll be there at no particular time)

Vocals by Tony Pastor and his orchestra Columbia 37353

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



NEW SONG HIT SENSATION
SWEEPING THE COUNTRY

"SWISS BOY"

RECORDED BY



LAWRENCE DUCHOW

AND HIS
RED RAVEN
ORCHESTRA

VICTOR RECORDS

COUPLED WITH

"PEPPER POT POLKA"

VICTOR NO. 25-1079

"RED RAVEN POLKA"

"RAVINO WALTZ"

VICTOR NO. 1072

GOING
STRONG

RED RAVEN
ENTERPRISES

BOX 259
APPLETON, WISCONSIN

MORIN-SCHWARTZ
AGENCY

ALHAMBRA THEATRE BLDG.
MILWAUKEE, WISCONSIN

(Continued from page 29)

TED MARTIN (De Luxe 1080)

Peg o' My Heart—FT; V.
Chi-Baba Chi-Baba—FT; V.

The sweet and tender tenor singing of Ted Martin makes for forthright lullabying for these song favorites, heightened by the silky string setting provided by Mac Ceppos. It's sweet serenading for the everlasting "Peg o' My Heart," with Mike Chines' harmonica choir adding to the nostalgic appeal of the needling; and Martin sings it just as tenderly in the slow tempo for the "Chi-Baba Chi-Baba" slumber song.

Song popularity will make for phono play at the intimate locations.

TEX BENEKE (Victor 20-2273)

My Young and Foolish Heart—FT; VC.
Moonlight Serenade—FT.

The Tex Beneke band, after a unison fiddle and sax choir starting, goes under to play it softly and subdued behind the romantic baritone voice of Garry Stevens for "My Young and Foolish Heart," a highly melodic ballad which spins here in velvety style. For the flip, the Beneke band and tenor sax brings back Glenn Miller's "Moonlight Serenade." Same arrangement but the same playing.

"My Young and Foolish Heart" will count if the song does while sentimentalists will favor "Serenade."

COOTIE WILLIAMS (Majestic 1136)

I Want to Be Loved—FT; VC.
I Can't Get Started—FT.

For Savannah Churchill's "I Want to Be Loved," Cootie Williams turns it over to the soft bary voice of Billy Mathews, who pipes it slowly and expressively but without its sultry nuances. For the flip, the Williams trumpet blows it meticulously and in good tone for "I Can't Get Started," but without the earthy qualities and jazz feeling found in Bunny Berigan's famous solo.

Popularity of "I Want to Be Loved" will bring some phono attention to the side.

JOHNNY LONG

(Signature 15110-15115-15120)

Heartbreaking—FT; VC.
I Can't Get Up the Nerve To Kiss You—FT; VC.
An Evening In Paris—FT; VC.
It's the Same Old Dream—FT; VC.
My Love for You—FT; VC.
Hawaiian War Chant—FT; VC.

The band body full and rhythmic, and the singing all in high order, Johnny Long spins out forthright foxrotology for these sides. And while the playing may be without distinction, it's entirely danceable with song texture in the selections to make the tripping of the light fantastic all the more desirable. Using the sax-clary blend to mark the music making, Long provides a bright tempo for four of the ballads, with the best effort in "Nerve to Kiss You," to which the bouncy beats are applied and songbird Natalie sings with full and expressive voice. In the same tempo, Francey Lane provides the lyrical lift for "My Love for You," with vocal assists from The Beachcombers for "It's the Same Old Dream" and a less familiar "Evening in Paris" which gets a beguine rhythm setting. The slow ballad tempo spins for "Heartbreaking" with Miss Natalie carrying the vocal torch while the tempo is stepped up considerably as The Long Beachcombers carry the spin for the familiar "Hawaiian War Chant."

Where the music machines make for the dance music, the familiar songs will get the spin.

INK SPOTS (Decca 23900)

Ask Anyone Who Knows—FT; V.
Can You Look Me in the Eyes?—FT; V.

It's the pat pattern, and wearing thin on wax, that has Bill Kenny carrying the chant for both of these slow ballads. It's the talking interlude sandwiched in for "Ask Anyone Who Knows," while the tempo is picked up for solo rather than harmony singing that spaces Kenny's slow and soulful singing for the more tuneful "Can You Look Me in the Eyes?" Accompanying piano and guitar rhythms as thin as the singing.

"Ask" is the side to rate phono attention.

CHARLIE BARNET (Apollo 1065)

Bunny—FT.
Atlantic Jump—FT.

Two riff-fashioned instrumentals by the Charlie Barnet blowing away on all cylinders with a jump kick. Ensemble has full sway for "Bunny," whipping up a frenzy for the faster "Atlantic Jump" that gives the maestro a chance to steam with his tenor sax and the trumpet to sear the roof with peanut whistle notes. However, the playing and the solos are without any particular distinction.

Jump fans will find "Atlantic Jump" more joyous for their nickel.

MAURICE CHEVALIER (Victor 25-0093)

Louise—FT; V.
Just a Bum—FT; V.

Making a strong come-back in theatrical circles, Maurice Chevalier's influence is bound to be marked in the disk marts. For his first wax cuttings, the boue-

vardier projects his personality singing with all its Parisian flavor for "Louise," the gay girlie ditty identified with him in the earlier years. And for the flip, talks and laughs his way thru an attractive character song, "Just a Bum," which he brought back with him. It's the Chevalier of old, making the needling of rich nostalgic significance. Henri Rene conducts the orchestra which provides full show support.

For the more intimate confines of the homes.

MILDRED BAILEY (Majestic 1140)

Almost Like Being In Love—FT; V.
All of Me—FT; V.

La Bailey sings it warm and expressively for both of these slow ballads, with Julian Work's music providing string gloss to frame her lyrical expressions. However, Miss Mildred sells stronger when projecting a jazz feeling in her phrasings as she does for the "All of Me" evergreen than when singing it in straightforward fashion for "Almost Like Being In Love" from the "Brigadoon" musical hit.

Mildred Bailey fans will show their loyalty for "All of Me."

CONNIE BOSWELL (Apollo 1064-1066)

Chi-Baba Chi-Baba—FT; V.
Passing By—FT; V.

There's That Lonely Feeling Again—FT; V.
After You Get What You Want You Don't Want It—FT; V.

There's still plenty of lyrical charm in the singing and phrasing of the wordage by Connie Boswell. But for her first sides on this label, gal doesn't put her heart into any of the songs and spins 'em all out carelessly. None of the class or polish that used to mark her song selling in an obvious attempt to ape the band canaries.

As a result, her song interpretations are for the most part lacking in taste, as is the musical accompaniment provided by Jerry Jerome. Band plays it boogie as la belle Connie tries to sing it swing for "Chi-Baba Chi-Baba," faring far better when she concerns herself with lyrical projection for the sentimental "Lonely Feeling" ballad, but without that well of loneliness that Miss Boswell used to give to a lyric. And she lacks as much in tender feeling for the expressive and moody "Passing By" feeling, mated with a rhythmic run-of-the-mill run for Irving Berlin's "After You Get What You Want."

Not enough here to woo the music machine crowds.

DENNIS DAY (Victor 20-2261)

With This Ring—FT; V.
S'posin'—FT; V.

The lyrical tenoring of Dennis Day rings warm and expressively for "With This Ring," a wedding song presented in classical song style. Sticks to the slow ballad tempo for the "S'posin'" oldie which he sings with as much sincerity. Charlie Dant's music gives full backing and always in good taste. However, singer deserves better song material.

Fans will favor these for their homes.

ALEXANDER BRAILOWSKY

(Victor 11-9260)

Ravel's Ondine—Part I & II

Concert pianist Alexander Brailowsky gives an intelligent and skillful reading for Ravel's "Ondine," No. 1, from "Gaspard de la Nuit," taking both sides of a 12-incher. His artful Steinwaying captures the mood of the lovely and esoteric musical poem, and the recording makes for a welcome addition to the music lover's home library.

For the classical shelf at home.

NORO MORALES (Majestic 1118-1130)

Alo Alo—FT.
Temptation—FT.
You Better Mind Your Mama—FT; VC.
Cucha—FT.

The maestro's piano sparkle providing the instrumental gloss for the band's Latin rhythms, Noro Morales makes all the spinning inviting for the hoof. Makes it a slow rumba for the familiar "Temptation" and for livelier hip-swaying as his piano holds full sway with only rhythm support for his own "Cucha." It's another instrumental, this time in the samba setting, for "Alo Alo," with the rumba rhythms for the rhythmic "You Better Mind Your Mama" for which Nita del Campo provides the English lyrics.

Disking for rumba dancers.

NESTOR CHAYRES (Victor 90-0595)

Princesita—FT; V.
Todo Mi Ser—FT; V.

It's sweet serenading for the Latin lullaby that Nestor Chayres' tenor voice turns in for both of these sides which were originally recorded in Chile. With plenty of warmth and tenderness in his expressions, taking liberty with the moderately paced tempo, Chayres gives the lyrics a persuasive lilt for both "Princesita," song of the beautiful little princess, and "Todo Mi Ser," which tells of a lover's deep devotion. Isador Handler's music adds effective support.

For the Spanish set which will take these home.

(Continued on page 112)

The Billboard MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending May 16



ADVANCE RECORD RELEASES

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

POPULAR

- AIN'TCHA EVER COMIN' BACK?... Tony Martin (Victor Young Ork & Chorus) (TOO MARVELOUS)... Victor 20-2293
ALMOST LIKE BEING IN LOVE... Larry Green Ork (Lee Rand) (THE HEATHER)... Victor 20-2250
AN APPLE BLOSSOM WEDDING... Jerry Cooper (WHEN I)... Diamond 2081
ANOTHER NIGHT, ANOTHER DREAM... Jerry Cooper (I WONDER)... Diamond 2082
AS LONG AS YOU THINK OF ME... The Dardanelle Trio (Dardanelle) (YOU'VE GOTTA)... Victor 20-2254
BABALU... Desi Arnaz Ork (Desi Arnaz) (BRAZIL)... Victor 20-2280
BACIAGALOO... Tony Gillard-His 2 Cats & a Kitten (I HAVEN'T)... Sapphire 709
BECAUSE... Hal Winters (Jerry Jerome Ork) (YOU'LL NEVER)... Apollo 1068
BETTER TO LOVE YOU... Sherman Hayes Ork (Sherman Hayes) (CHI-BABA)... Aristocrat 1001
BRAZIL... Desi Arnaz Ork (BABALU)... Victor 20-2280
CHI-BABA, CHI-BABA... Sherman Hayes Ork (Sherman Hayes) (BETTER TO)... Aristocrat 1001
COME TO THE MARDI GRAS (Nao Teuho Lagrimas)... Freddy Martin (Stuart Wade Ensemble) (LILITA LOPEZ)... Victor 20-2288
DEAR OLD GIRL... Fred Meadows (ONCE UPON)... Sonora 2020
FOURTH OF JULY ALBUM... Continental Military Band... Continental C-21
GO WEST, YOUNG MAN... Bing Crosby-Andrews Sisters (Vic Schoen Ork) (TALLAHASSEE)... Decca 23885
GREEN EYES... Desi Arnaz Ork (SIBONEY)... Victor 20-2282
I HAVEN'T CHANGED, HAVE YOU?... Tony Gillard-His 2 Cats & a Kitten (BACIAGALOO)... Sapphire 709
I WISH I DIDN'T LOVE YOU... Vaughn Monroe (Vaughn Monroe-The Moon Maids) (TALLAHASSEE)... Victor 20-2294
I WONDER WHO'S KISSING HER NOW... Jerry Cooper (ANOTHER NIGHT)... Diamond 2082
I WOULDN'T TRADE THE SILVER IN MY MOTHER'S HAIR... Buddy Raymond (Sula Musette Ork) (WHEN YOUR)... Continental C-1159
IT'S MY LAZY DAY... Dolly Good (MISSOURI WALTZ)... Radio Artist Records 206
JE VOUS AIME... Wayne King (Billy Leach) (THE CHURCH)... Victor 20-2289
JERSEY CITY, N. J... Joel Herron Ork (Bob Houston-Toni Arden) (MY GIRL)... Lissen LR 102
LA CUMPARSITA... Desi Arnaz Ork (TABU)... Victor 20-2279
LOLITA LOPEZ (The Belle of El Salvador)... Freddy Martin (Stuart Wade Ensemble) (COME TO)... Victor 20-2288
MEET MOREY AMSTERDAM ALBUM... Morey Amsterdam... Lissen LR 201
MISSOURI WALTZ... Dolly Good (IT'S MY)... Radio Artist Records 206
MY ADOBE HACIENDA... Dolly Good (WHY)... Radio Artist Records 205
MY GIRL... Joel Herron Ork (Bob Houston-Toni Arden) (JERSEY CITY)... Lissen LR 102
OH, MARIE... Bob Houston (YOU'RE PRICELESS)... Lissen LR 103
ONCE UPON A TIME... Fred Meadows (DEAR OLD)... Sonora 2020
PEANUT VENDOR... Desi Arnaz Ork (TICO TICO)... Victor 20-2281
RED HEAD... Larry Lane and the Melo-Men (SAN ANTONIO)... Sapphire 710
SAN ANTONIO ROSE... Larry Lane and the Melo-Men (RED HEAD)... Sapphire 710
SAY NO MORE... Sherman Hayes Ork (Wyona) (YOU DON'T)... Aristocrat 1002
SHARKIES' BOOGIE... Bill Johnson and His Musical Notes (THAT NIGHT)... Victor 20-2298
SIBONEY... Desi Arnaz Ork (GREEN EYES)... Victor 20-2282
TABU... Desi Arnaz Ork (Desi Arnaz) (LA CUMPARSITA)... Victor 20-2279
TALLAHASSEE... Bing Crosby-Andrews Sisters (Vic Schoen Ork) (GO WEST)... Decca 23885
TALLAHASSEE... Vaughn Monroe (Vaughn Monroe-The Moon Maids) (I WISH)... Victor 20-2294

(Continued on page 32)



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JIM EANES... NATIONAL
TOMMY SOSEBEE... APOLLO

ROCKIN' CHAIR MONEY

- RED FOLEY... DECCA
JOHNNY TYLER... VICTOR

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(HEAR THE SINGING DUCK)

- JOHNNY & JACK... APOLLO
with Eddie Hill and Ray (Duck) Atkins

DEATH BY THE ROADSIDE

- CLIFF CARLISLE... VICTOR
TOMMY SOSEBEE... APOLLO

LOVE IN THE FIRST DEGREE

- JOHNNY & JACK... APOLLO

A MEAN MAMA DON'T WORRY ME

- JIM EANES... NATIONAL
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- 5 MORENA LA CAUSA FUISTE - 2509
- 6 NOCHECITA - - - - - 2230
- 7 ME DICES QUE TE VAS - - 2174
- 8 EL GALLO TUERTO - - - - - 2495
- 9 CONFESION - - - - - 2303
- 10 AUNQUE TENGAS RAZON - 2481
- 11 CONOZCO A LOS DOS - - - 2235
- 12 HUMO EN LOS OJOS - - - - 2239
- 13 DIEZ MINUTOS MAS - - - - 2196
- 14 CORRIDO DE RAFAELITA - - 2470
- 15 FALSA - - - - - 2244

Coast RECORDS

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

- THAT NIGHT WE SAID GOODBYE.. Bill Johnson and Mis Musical Notes (Gus Gordon-Quartet) (SHARKIES' BOOGIE) Victor 20-2298
- THE CHURCH IN THE VALLEY Wayne King (Nancy Evans) (JE VOUS) Victor 20-2289
- THE HEATHER ON THE HILL Larry Green Ork (Gil Phelan) (ALMOST LIKE) Victor 20-2250
- TICO TICO Desi Arnaz Ork (PEANUT VENDOR).. Victor 20-2281
- TOMORROW Charlie Spivak (Rusty Nichols) (THERE'S THAT) Victor 20-2287
- TOO MARVELOUS FOR WORDS Tony Martin (Victor Young Ork & chorus) (AIN'TCHA EVER) Victor 20-2293
- WHEN I MEDITATE Jerry Cooper (AN APPLE)... Diamond 2081
- WHEN YOUR OLD WEDDING RING WAS NEW Buddy Raymond (Sula Musette Ork) (I WOULDN'T) Continental C-1159
- WHY Dolly Good (MY ADOBE) Radio Artist Records 205
- YOU DIDN'T LEARN THAT IN SCHOOL Sherman Hayes Ork (Sherman Hayes) Aristocrat 1002
- YOU'LL NEVER WALK ALONE Hal Winters (Jerry Jerome Ork) (BECAUSE) Apollo 1068
- YOU'RE PRICELESS Bob Houston (OH, MARIE) Lissen LR 103
- YOU'VE GOTTA CRAWL BEFORE YOU WALK The Dardanelle Trio (Dardanelle) (AS LONG) Victor 20-2254

FOLK

- AUTOGRAPH YOUR PHOTOGRAPH. Billy Briggs and His XIT Boys (Jess Williams) (X.I.T. SONG) Time 103
- BEFORE YOU BREAK MY HEART .. Big Slim of WWVA (JOLE BLON) Dixie 112
- BIG BALL'S IN TOWN J. E. Mainer's Mountaineers (JOHNSON COUNTY) King 622
- BILLY VENERO Big Slim of WWVA (WHAT IS) Dixie 114
- BLUEFIELD BLUES Budge and Fudge-The Mayse Bros. (DON'T SPOIL) Dixie 108
- BOGGS BOOGIE Spade Cooley Band (RED HAIR) Victor 20-2295
- COLORADO The Plainsmen (UNION PACIFIC) Coast 256
- COO-SEE-COO Billy Briggs and XIT Boys (Trio) (GO TO) Time 102
- CORENE CORENA Turner Bros. (ARE YOU) Radio Artist Records 203
- DON'T HAND ME THAT LINE Ed Moody and His Blue Bonnet Boys (I'LL REMEMBER) Coast 257
- DON'T SPOIL YOUR PRETTY EYES WITH TEARS Budge and Fudge-The Mayse Bros. (BLUE-FIELD BLUES) Dixie 108
- FOGGY RIVER Big Slim of WWVA (HANNAH) Dixie 113
- FOLK SONGS AND BALLADS, VOLUME II ALBUM Susan Reed Victor M-1107
- Black Is the Color of My True Love's Hair Lord Randal
- Danny Boy Mother, I Would Marry
- Greensleeves The Three Gulls
- I Know My Love The Widow Malone
- I'm Sad and I'm Lonely
- GO TO SLEEP OUR BABY BOY Billy Briggs and His XIT Boys (J. R. Chatwell) (COO-SEE-COO) Time 102
- HANNAH Big Slim of WWVA (FOGGY RIVER) Dixie 113
- I CAN'T FORGIVE MYSELF Red Egner (I'M A) King 617
- I WONDER Boots Woodall (RATTLE SNAKIN') King 616
- I'LL REMEMBER YOU LOVE, IN MY PRAYER Ed Moody and His Blue Bonnet Boys (DON'T HAND) Coast 257
- I'M A FOOL TO CARE Red Egner (I CAN'T) King 617
- I'M GOING TO WRITE TO HEAVEN (For I Know My Daddy's There) The Blue Sky Boys (KENTUCKY) Victor 20-2296
- JOHNSON COUNTY BLUES J. E. Mainer's Mountaineers (BIG BALL'S) King 622
- JOLE BLON Big Slim of WWVA (BEFORE YOU) Dixie 112
- JUST A LITTLE HOMESICK Mac and Bob (WHAT A) Dixie 110
- KENTUCKY The Blue Sky Boys (I'M GOING) Victor 20-2296
- KENTUCKY Turner Bros. (A MOTHER'S) Radio Artist Records 201
- LOCKED OUT Hank Penny (PENNY BLOWS) King 621
- OAKIE BOOGIE Johnny Tyler (Riders of the Rio Grande) (TEXAS KID) Victor 20-2291
- OLD SHEP Doye O'Dell (TWO EYES) Exclusive 15
- PANTANIO Big Slim of WWVA (THREE TIMES) Dixie 111

RACE

- BLUES FOR A DAY Dinah Washington (Lucky Thompson & His All Stars) (MY VOOT) Apollo 388
- CLARA-'N-EDDIE Eddie Barefield Quintet (RIGHT OFF) Sonora 114
- COAST TO COAST Erskine Hawkins (Laura Washington) (MY BABY) Victor 20-2292
- DADDY, FEEL IT Bill Campbell Ork (Baby Dee) (LOOK WHAT) Apollo 386
- GAYTEN'S BOOGIE Paul Gayten Trio (LAURA) De Luxe 1076
- GOING BACK TO CLEVELAND O .. Bull Moose Jackson (SHORT MAN) Queen 4165
- I GOTTA LYIN' WOMAN Wynonie Harris (Oscar Pettiford & His All Stars) (REBECCA'S BLUES) Apollo 387
- I JUST COULDN'T HELP IT Washboard Sam and His Washboard Band (YOU CAN'T) Victor 20-2297
- I'M STUCK WITH YOU Austin Powell (The Cats & the Fiddle) (THEY DON'T) Manor 1067
- (I Need Ya') LIKE I NEED A HOLE The Aristo-Kats (THE SPIDER) Victor 20-2299
- IN THE HEAD "Baby Dee" and Ork (LIKE HE'S) Sonora 113
- IT FEELS SO DOGGONE GOOD Paul Gayten Trio (GAYTEN'S BOOGIE) De Luxe 1076
- LAURA "Baby Dee" and Ork (IT FEELS) Sonora 113
- LIKE HE'S NEVER LOVED ME BEFORE Bill Campbell Ork (Baby Dee) (DADDY FEEL) Apollo 386
- LOOK WHAT BABY'S GOT FOR YOU. Erskine Hawkins (Laura Washington) (COAST TO) Victor 20-2292
- MY BABY DIDN'T EVEN SAY GOODBYE Dinah Washington (Lucky Thompson & His All Stars) (BLUES FOR) Apollo 388
- MY VOOT IS REALLY VOUT Wynonie Harris (Oscar Pettiford & His All Stars) (I GOTTA) Apollo 387
- REBECCA'S BLUES Eddie Barefield Quintet (CLARA-'N) Sonora 114
- RIGHT OFF THE ICE Charlie White (GOING BACK) Queen 4165
- SHORT MAN Snub Mosley and Ork (YOU WENT) Sonora 111
- SOCIAL DRAG Paul Gayten Trio (TRUST IN) De Luxe 1078
- THAT AIN'T NO LIE The Aristo-Kats (LIKE I) Victor 20-2299
- THE SPIDER AND THE FLY Austin Powell (The Cats & the Fiddle) (I'M STUCK) Manor 1067
- THEY DON'T UNDERSTAND TRUST IN ME Paul Gayten Trio (THAT AIN'T) De Luxe 1078
- YOU CAN'T HAVE NONE OF THAT. Washboard Sam and His Washboard Band (I JUST) Victor 20-2297
- YOU WENT TOO FAR AND STAYED TOO LONG Snub Mosley and Ork (SOCIAL DRAG) Sonora 111

(Continued on page 113)

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WM, RCA Rumored In Ellington Switch

(Continued from page 19)

lease were said to be taking place. The agency's position was that Ellington was offered with pre-assurance that Victor, with Count Basie on its roster, would turn the invite down. It's said the reason the submission was made was that when Ellington left RCA Victor, WM promised James W. Murray, veepee in charge of RCA Victor's record division, that should the Duke ever leave Musicraft, he, Murray, would get first crack at him. To keep its commitment, according to this version, WM made the unofficial offer direct to Murray and not to Oberstein.

Murray, when queried, said an Ellington offer had been received, but disclaimed knowing of any commitment for WM to make the bid.

BANDS LURE STUDENTS

(Continued from page 3)

jestic Recording ork will do a concert and two dances. At the concert Friday (16), 7,000 students attended, of which about 3,500 were visiting high school kids. Week-end fete is expected to bring 10,000 visitors to the campus.

School is already advertising over this week-end the appearances of Stan Kenton's ork and Tex Beneke's band, both of whom are set for two days of October week-ends.

WM EYES HAWAII

(Continued from page 3)

June, with crew holding forth for a minimum 12-week period. Understand switch to mainland orks is prompted partly by expected increase in tourist trade this summer, plus fact that Honolulu's local band product has failed to excite customers in the past.

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Music---As Written

NEW YORK:

Danny (not Sammy) Kaye's initial waxing venture for Decca will be *Tubby the Tuba*. . . Majestic recording exec Dave Shelley is back in town after nine weeks on the West Coast. . . Sam Donahue's ork may go into the Click, Philadelphia, pending cancellation of a one-nighter during the week of June 2. . . The National diskery is angling for a dairy firm tie-in on its new Enric Madriquera platter, *Cowbell Song (Tolon, Tolon)*. . . Canadian music columnist Dillon O'Leary left *The Toronto Globe and Mail* to go with *Toronto Daily Tribune*, a new morning tabloid.

Charlotte, N. C., disk jockey Kurt Webster, who started the ball rolling for Ted Weems's diskings of *Heartaches*, is sponsoring, with the station, a *Heartaches Ball* to be held at the Armory Auditorium, Charlotte, June 6, featuring, of course, Ted Weems's ork. . . Norman Granz will talk on *Jazz and Its Democratic Aspects* to the students of Roberts Vaux Junior High School, Philadelphia, Monday (26).

The Apollo diskery transferred its Baltimore branch to Washington last week, with John F. Delaney named new head of the Baltimore branch, replacing Jack Berman. The firm also appointed a new distrib for Southwestern U. S., the Blue Bonnet Music Company, Dallas. . . Duke Ellington's trumpeter-vocalist Ray Nance has opened his own record shop here bearing his name. . . Disk jockey Alan Courtney goes off the air in Denver this week to return to New York.

Trying a television angle akin to RCA-Victor's attempted build-up for Betty Rhodes, *Hit Parade* mag is mulling a promotion plan behind pretty model, Joyce Swift, with accent on telegenic appeal and a band and record deal hoped to boost circulation among combined tele-disk fans.

CHICAGO:

Jack Downey, promotion and advertising manager for Majestic Records, has resigned to go with Roy Knipschild Company, premium and promotion firm, with no successor named as yet. . . Ray Anthony's ork will cut a set of disks for Sonora here June 2. . . Jack Teagarden Jr., also a trombonist, heads his new 12-piece ork into the Midwest, with McConkey Music setting the dates. . . Tony Pastor's band to do a week of flicker shooting for Universal, starting May 26. . . The Iroquois Gardens, Louisville, resumes a semi-name band policy in June, with Art Jarrett, Russ Carlyle and Frankie Masters set.

Maurer Sisters, harmony combo, replaced Marty, Kay, Pat and Jo with Frankie Masters. . . Hal Devine has joined the Jimmy Barnett Agency, Sioux Falls, S. D. . . Charlie Schuber,

ex of the Gotham GAC office, is now comptroller of the Chi GAC headquarters. . . Aristocrat Records have inked Jackie Cain, promising swing chirp, and the Blazers, Negro cocktail combo, thru Joe Callan, of Frederick Bros.

HOLLYWOOD:

American Federation of Musicians, Local 47, has decided to use bulk of its disk royalty fund cut for concerts in veterans' hospitals, with first concert skedded this month at Pasadena's McCormack Hospital. . . MGM pix signed guitarist Vincent Gomez for recordings in *Kissing Bandit*, new Sinatra pic. . . MGM Records mulling over possibility of a Van Johnson album of tunes from flicker, *The Romance of Rosy Ridge*. . . Paul Neighbors closed a 53-week run at Billy Gray's Band Box. Crew will open May 23 at Catalina Island's Chi Chi.

Jose Iturbi off to Mexico City for concert date, then to Galveston for Texas City disaster relief benefit. . . Danny Kaye waxed first session for Decca last week. . . Tunes cut included *Got a Song*, Harold Arlen-Yip Harburg ditty from *Bloomer Girl*. . . Dinah Shore will introduce Arlen-Ted Koehler song, *After All*, this month with proceeds to go to Jerome Kern Memorial Hall of Braille Institute.

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ALBUM REVIEWS

THE TWELVE DANCING PRINCESSES • (Victor Y-330)

With the success of *Finian's Rainbow* and *Brigadoon*, this juvenile fairy tale told in musical operetta style should evoke enthusiastic response from adults as well. Adapted from a Grimm tale by Michael Martin and Lee Rogow, this fantasy of the soldier who found the playground of the king's dozen dancing daughters is provided with an attractive and tuneful musical score by William Provost. Dramatic cast includes J. Scott Smart, Ella Mae Gordon and Michael Artist, and the musical cast, of operetta caliber, calls in Mary Martha Briney, Earl Wrightson and Floyd Sherman, with Russ Case's musical direction fit for any theater pit. Three vinylite disks to the set. Fanciful figures of the king and his dancing daughters on the front cover and the two inside pages are illustrated profusely and include the story synopsis.

ALICE IN WONDERLAND • (Adventure ARC-4)

Uncle Henry, of New York radio fame, threads the fanciful story of *Alice in Wonderland* with Alice played by Vicki Russell. Story adapted by Sol Goodman takes in all the highlights of the familiar tale on four non-breakable sides. Ray Carter at the organ provides the incidental music. Easy for the kids to follow and just as easy for them to take. Figure of Alice and the rabbit makes for the cover design, with pictures of the story characters on the inside page.

SONGS OF LOVE—(Continental 35)

This is the salon music of a string ensemble conducted by S. Levitch, playing excerpts from classical scores. For the six sides, Levitch gives easy and restful reading for familiar melodies which include *A Dream of Love* (Liszt), *Dreams*

(Wagner), *None But the Lonely Heart* (Tchiakovsky), *On the Wings of Song* (Mendelssohn), *Serenade* (Schubert) and *Calm as the Night* (Carl Boehm). While hardly songs of love, the light renditions of the classical melodies fall easy on the ears. Neither does the cover page tie in with the love theme, showing a prosaic woodland scene with notes on the maestro filling up the inside flap.
(Continued on page 114)

ARA Case Resuming With Pitch for 52G From Prexy M. Leff

HOLLYWOOD, May 17.—Litigation over defunct ARA Records will be resumed in Los Angeles Referee's Court May 22, when Cy Levinthal, attorney for Trustee Francis Quittner, will introduce objections to claims made by ARA Prexy Mark Leff and his father, Samuel Leff.

Levinthal seeks to recover approximately \$52,000 from Mark Leff, claiming preferential payment on the grounds that Leff allegedly transferred funds from ARA to other Leff holdings within four months of firm's bankruptcy. Moreover, attorney for bankruptcy will charge that Samuel Leff took \$101,000 of corporation's assets as part of indebtedness due him by ARA.

New action against both Leffs, if upheld by Bankruptcy Referee Hugh Dickson, probably would mean a healthy dividend hike for other ARA creditors.

Ziggy Elman Tooting In Tom Dorsey Ork

HOLLYWOOD, May 17.—Trumpeter Ziggy Elman, who fronted his own band for a while, was a definite sideman starter in the new Tommy Dorsey ork when it opened Thursday (15) at Casino Gardens here.

Elman, who holds an MGM waxing pact, is said to be working with TD only for this date and is planning to return to ork-fronting afterward.

Continental Ups Return Privilege

NEW YORK, May 17.—Continental diskery this week upped its semi-annual return privilege from 5 per cent to 6 per cent, based on dealers' gross purchases for a six-month period.

Firm also is instituting a new quarterly allowance for dealer breakage privileges.

New Signature Sales Mgr.

NEW YORK, May 17.—Herbert Allen, former field sales manager for RCA Victor Record Division, leaves the major waxery and joins the Signature disk firm as national sales manager May 31.

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Jazz Revival in Clubs

Four 52d St. Spots Feature Hip Musickers

Big Spots Stick to Sweet

(Continued from page 21)

Abe Most's Quartet, beginning Tuesday (20).

The Famous Door, once called Club Downbeat, recently unshuttered after a temporary fold with a unit topped by hot tram and blues-singing specialist Jack Teagarden sharing the stand with the Vivian Garry Trio. Spot tried flesh policy when the hot music died at the box office some months ago, but that didn't score either.

Others include Jimmy Ryan's, which has been featuring Sidney Bechet for a long run, and the Three Deuces, which for a while was the only street spot featuring jazz. Latter nitery has been using modern jazz units, including the Georgie Auld Sextet, Teddy Walters Trio and Charlie Ventura Quintet, which is the spot's current tenant.

Regular Greenwich Village jazz spots are still hanging on, tho biz is lagging. New York's Dixieland jazz hangouts, Nick's and Club Condon, and in addition, the Village Vanguard and Cafe Society Downtown, all are dispensing hot music, with such sterling improvisers as Muggsy Spanier, Pee Wee Russell, Max Kaminsky, Mary Lou Williams, Buck Clayton and the Three Flames among those featured in lower Manhattan's bistros.

But jazz still is confined to just these few select areas in town and the likelihood that it will spread elsewhere is slim. Local big band locations still want the saccharine-dispensing orks.

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In Short

New York:

Candy Stevens, working in *Forever Glamorous* on the Tivoli Circuit in Australia, writes that things are swell down that way. . . . Lillian Roth starts on the Tivoli Circuit there August 2. . . . Vickee Richards goes into the Bachelor Club, Pittsburgh, May 21. . . . Peggy Ryan starts an eight-week date on the Casino Theaters Circuit in England June 9.

Phyllis and Rodriguez open at the Chez Paree, Chicago, June 6. . . . Chico Marx goes on the Casino Circuit, England, starting June 9. . . . And Leo Fuld's *Fun for Your Money* unit goes abroad soon to play *Stoll's Circuit* in England. . . . The Clover Club, Miami, gets a Wally Wanger line, starting June 4, in a Carlyle Roche production.

Bertica Serrano starts at the Havana-Madrid May 29. . . . Bob Broder, Artists Representative Association (ARA) executive-secretary, has started an office at 1650 Broadway. . . . Georgette is the new thrush at the Bamboo Cafe. . . . G. Ray Terrell goes into Loew's State June 5. . . . Elaine Barrett bows at Casa Seville May 22.

Shepard Henking has resigned as the Hotel New Yorker's flack chief, effective June 1, to devote his full time to his own publicity office. . . . Kenneth Mac Saren, ex-Vanity Fair stage manager, is working at The Flamingo. . . . Monte Carlo is inaugurating a midsummer dinner-without-dancing policy May 29, avoiding the 20 per cent cabaret tax.

Chicago:

Sid Blake, ex-comic and writer, now assisting June Darling in the act department of Frederick Bros. . . . Mary Flascher Shevlin, long associated with various Chi cocktail agencies as secretary, has returned from L. A. and is working for McConkey Music—George Lucas, former actor and new doorman at the Chicago Theater, sold his old Weber and Fields' derby and suit to Rochester for use on public appearances which the Benny troupe will make.

The Joe Mooney Quartet goes into the College Inn of the Sherman Hotel June 16. . . . Charley Chaney goes into the Tic-Toc, Milwaukee, for a quick return July 14 for four weeks. . . . Dick Stevens, of MCA's cocktail department, reports biz looks good for resort spots in Wisconsin and Michigan. . . . Jack Irving, AGVA's Midwest chief, suffered a relapse, following his quick return to work because of the Copa strike, and is back in Osteopathic Hospital and should be back at his desk next week.

Billy De Wolfe and Jeanne Shirley set for the Chicago Theater June 6. . . . Andy and Gus Mavros, ops of the Kentucky Lounge, Chi, are fighting poor biz by offering record budget talent with Bill Rudd's Quartet, Charley Chaney and Billy Turner's Dead-End Kids currently headlining, and the Nov-Elites. Correy Lynn's eight piecer, set for June 13.

West Coast:

Manuel Viera and His Musical Pets returned to Slapsy Maxie's for second time in several months. . . . Mabel Scott will go into L. A.'s Toddle House July 1. . . . Edgar Hayes and His Stardusters, who returned recently for a six-month stay at Riverside's Somerset House, completed first recording session this

Jazz, Swing Coming Back In Midwest

Revival on Limited Scale

(Continued from page 21)

off plenty, and there are just enough hepcats left in each region to keep one spot operating with a strictly music diet.

Ops are finding, too, that the biggest names among the boys who blow the weird variations are the pullers. Jumptown, South Side spot, has done good biz with local names and will bring in major names starting May 20 when Teddy Walters's combo, featuring tenor man Allan Eager, opens a two-weeker, to be followed by Georgie Auld's combo, June 3 for four weeks, with Charlie Ventura taking over July 1 for a month. Dick Stern, of McConkey Music, is exclusive booker for the spot. The Club Continental, Milwaukee, which started a major swing name policy late last month, reports overflow biz, especially on week-ends, with biz good during the week.

The swing policy is also advantageous, for with straight music owners can knock the 20 per cent tariff which they've been paying to vocal and novelty groups. The additional 20 per cent clip on checks has been cutting trade down plenty the last couple months, especially with a long siege of bad weather and the biz recession hitting Midwest lounges at the same time.

Spots which have been using jazz names are able to work out good promotional gimmicks with disk jocks in their areas, owners report. Plenty of platters are still available by most every sideman in the major jazz combos currently touring. Jocks are hot to plug local spots, especially those which have been using jocks to emcee Sunday afternoon concerts pointed to the upper bracket teen-agers who aren't supposed to stay out late at night. Resultant promotion for both jock and op has proven worth-while. Extra Sunday afternoon cash is also a good assist to the weekly gross, drawing a segment of the population which otherwise couldn't make the lounge.

week for Modern Records. . . . Charlie Whitfield combo, which has been working in and around San Francisco, set for the Bank Club, Ely, Nev. . . . Ink Spots tentatively set for a West Coast theater tour beginning June 1, when they swing down from Canada for dates in Washington, Oregon, hitting Southern California early in July.

Red Thompson comedy combo set for Eddie's Cafe, San Diego, beginning June 6. . . . Kay Cotten's five-piece gal combo going into same club for matinees, also on June 6. . . . Silhouettes, currently rounding out second month at Las Vegas's Last Frontier Hotel, drew another hold-over at the swank spot. . . . Betty Sharpe opens at Chapman Park Hotel, Los Angeles, June 1. . . . Ali Bab Trio set for Embassy Club, Ocean Park, Calif., end of month. . . . Merry Macs to Cloud Room, Portland, Ore., for two weeks. . . . Les and Poppy Lamarr back in Hollywood after working in Aleutians, and recently closed at Hob and Nob, Ventura, Calif.

Chi Group Mulling Negro "Y" Benefit

CHICAGO, May 17.—A move is underway by a group of leading Negro businessmen and show people to produce a yearly revue, similar to the Y Circus, staged annually in St. Louis, as a benefit to aid YMCA work in that city. Ken Blewett, manager of the Regal Theater, South Side vander; Joe (Ziggy) Johnson, local producer who handles the St. Louis event, and Luther Hill, scribe for *The Pittsburgh Courier* here, have interested the producers of the annual *Artists' and Models' Sketches*, a South Side community affair, and they may turn the show into a mixture of Negro name talent and local entertainers, as the St. Louis show has become. Marl Young, local orkster and op of the Sunbeam Record label, is currently writing a libretto for the show.

If plans work out, group intends to book acts, such as King Cole Trio, Stump and Stumpy, and Willie Bryant, all of whom have worked the St. Louis civic venture. Revue would go a six-day week, as in St. Louis and would play a Loop theater or stadium.

Benny Fields Wins Battle Over Billing

NEW YORK, May 17.—A squabble about billing had Harry Altman, operator of Town Casino, Buffalo, in the middle last week. Bill had Benny Fields and Molly Picon due to open Tuesday (13). Miss Picon was billed as the headliner and Fields was given the extra added handle.

When Fields got to town and saw the billing he refused to go on. In the meantime Blossom Seely (Field's wife) sent all his trunks back to New York. Tangle finally was straightened out, but with his wardrobe on the way back to New York, Fields couldn't open. He went to work the next day (Wednesday). Understanding is he will get full salary despite the one-day lag.

Josh White for Concert Tour

NEW YORK, May 17.—Josh White is being set for an English concert tour starting possibly in July for the Harold Fielding Concert Bureau. The singer also is arranging a Parisian nitery date for several weeks to be followed by a Belgian concert series in June.

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N. Y. Capitol And Strand Set Acts Into Aug.

NEW YORK, May 17.—Trade worries that the temporary straight-picture policy at the Capitol, currently, and at the Strand for two weeks starting May 23, might be the beginning of a permanent thing at both houses were eased with confirmed reports that both theaters were booked with stage bills as far ahead as August. Capitol, playing *Duel In the Sun*, on a 60-40 percentage deal with Selznick, grossed \$83,500 for pic's first week. The figure reads like a healthy take for an opening week, the house raised its minimum admission from 70 cents to \$1, while lodges went from \$1.80 to \$1.90. House will restore vaude shows after *Duel* run with Guy Lombardo's ork, and will follow Lombardo with Lena Horne.

Strand's fleshers start again June 6 with Ted Lewis' ork, followed by Vaughn Monroe June 27 and Freddie Martin, July 18, all in for three weeks. Temporary straight-film policy will present two re-issues, *Sea Hawk* and *Sea Wolf*.

Kaye Commish In Legal Tangle

NEW YORK, May 17.—The William Morris office is in a legal tangle over the Danny Kaye commissions involving a claim by Kaye's ex-personal manager, Lou Mandel, for 25 per cent of the Morris office cut.

Suit was brought about two months ago when the Morris office collected its commissions after putting Kaye into the Miami Copa. The Morris bite of Kaye's salary was \$4,571. Mandel, thru his lawyer, Milton Paulson, claims that thru an agreement dating back to April 11, 1941, he was to get 25 per cent of Kaye's commissions paid the Morris office. For the Copa job, according to the suit, this amounts to \$1,142.

The Morris office retaliated by asking for a refund of \$21,584 paid to Mandel since 1941 claiming the original contract was not valid or binding. Talent office further charged that Mandel had collected from two sources, Kaye and the Morris office.

Suit also brought out that Kaye and Mandel had split in 1946. Mandel's lawyer, Paulson, said the split had nothing to do with the agreement between Mandel and the Morris office. According to this contract, Paulson said, the Morris office was to pay Mandel whenever it booked Kaye.

Neither Nat Lefkowitz nor Lou Mandel would comment on the suit.

La Bailey Blows Whistle for \$750

NEW YORK, May 17.—Mildred Bailey called in the American Guild of Variety Artists (AGVA) when she allegedly didn't get her dough for her Town Hall concert Sunday (10).

The singer was hired by Ernest Anderson, promoter, for \$750. When pay-off time came, AGVA says, the promoter didn't come thru, because of short business. After the union came into the picture, according to Dave Fox, AGVA New York head, Anderson promised to pay off by the end of the week.

Orsatti's on \$4,000 Budget

NEW YORK, May 17.—Orsatti's, at Somers Point, N. J., has set a \$4,000 talent budget for the season which starts July 3. Spot will open with the Mills Brothers and will follow with Louis Jordan's Tympany Five, Eddie Heywood's ork and the King Cole Trio will come in later.

Bird's 'Help!' Traps 2 Robbing Troupers

DALLAS, May 17.—Yvette Dare, currently at the Sky Vu Room, stopped overnight at an Indiana hotel on her way here from New York. She locked her two macaws, which work in the act, in her car and turned in for the night. Later she was awakened by screams of "help!" from one of the macaws and hopped out in time to see a car dash out of the motel court and crash into another.

When police arrived they nabbed two men in the fleeing car. It developed that they had been trying to loot Miss Dare's car, but had been unlucky enough to grab the case containing the birds. Miss Dare learned that there was a reward out for the men, who were wanted on a number of other charges. She has put in a claim for the reward money in the name of the screaming macaw—Lipstick Einstein.

RKO Boston To Drop Acts for 8 Weeks; First Time in Years

BOSTON, May 17.—At the end of the run of its current stage show May 21, the RKO Boston Theater will dispense with live shows and go on an all-film policy for eight weeks. This will be the first time in five years that the theater has not continued thru the summer with a combined stage and screen policy.

The current show offers one of the season's few strictly vaude bills: The Six Marvelettes, the Pitchmen, Kitty Kallen, Joe Besser, and George M. Cohan Jr. When they close, the theater will bring in *The Best Years of Our Lives* for a second run of as many weeks as business warrants.

Acts Scarce, Costs Up

All during the war years the theater found it highly profitable to run stage shows thruout the summer despite the high nut. Now the managers claim the high cost of acts, their scarcity and the general downward trend of business force the temporary change in policy. Except when a big name attraction is certain to draw heavily, grosses generally are sliding back toward pre-war levels. At the same time, variety acts continue to ask high wartime prices.

Furthermore, the theater claims it is almost impossible to get enough acts to fill out a summer bill. The breaking up of a number of big name bands aggravates the problem. The theater hopes to build up a backlog of top acts so that it can reopen its stage and screen policy with a bang about the first of August.

Walters (Anti), Corelli (Pro), Swap Cuffings Over Cuffo

NEW YORK, May 17.—It has now become a knock-down and drag-out battle between Lou Walters, Latin Quarter op, and Allan Corelli, of the Theater Authority.

Walters, in an open letter before a meeting with the Theater Authority, charged that Corelli was, in effect, ruining the nitery biz by his okaying of cuffo shows. "He is the worst offender in giving permission, for the few hundred dollars the Theater Authority will get out of this kind of benefit," said Walters, who remarked that the people who attended such benefits and saw name attractions wouldn't patronize niteries to see them over again.

New York:

Most Stem Takes Knocked for Loop; MH 117G, Roxy 51G

NEW YORK, May 17.—Holdover bills at four of the six Stem picture houses last week knocked grosses below the previous week's figure to bring in a weak \$378,000 against the preceding frame's \$408,500. This also was the first week of the Capitol's temporary straight film policy with *Duel in the Sun*, which played simultaneously in all Loew neighborhood houses and thereby probably kept quite a few customers from coming to the Times Square area. The Capitol grossed \$83,500 for *Sun's* initial frame.

Radio City Music Hall (6,200 seats; average, \$110,000) got \$117,000 for the third week with Paul Remos, Boy Foy and *The Egg and I*, compared with the preceding stanza's \$127,000. Preemed with \$136,000.

Roxy's (6,000 seats; average, \$85,000) collected \$51,000 for the third frame with Henny Youngman, Hazel Scott, Carl Ravazza and *Home stretch*, as against the previous week's \$65,500. Kicked off with \$82,000.

Paramount (3,654 seats; average, \$75,000) got \$70,000 for the third week with Duke Ellington's ork, Buck and Bubbles, Coke and Poke, the Golden Gate Quartet and *Calcutta*, against \$85,500 the week before. Opened with \$100,000.

Loew's State (3,500 seats; average, \$25,000) brought in \$23,500 with Wally Brown, Chuchu Martinez, Salici's Puppets, The Mulcays and *The Red House*, compared with \$28,000 the week before with Jerry Wayne, Mario and Florio, Fred Lowery, The Reddingtons and *It Happened in Brooklyn*. New bill,

Fort Worth Shuts Casino; Op Pays Up Rent; May Open

FORT WORTH, May 17.—The Casino, dine and dance spot at nearby Lake Worth, padlocked by the city of Fort Worth April 29 for rental arrears of \$15,690, got the money up this week and now faces a questionable future. Op George T. Smith, who owns the building (the city owns the land), may move the Casino to a new site or sell it to the city and build a new nitery elsewhere. City is asking bids for the lease on the present site.

Padlocking came about after the city took its rent case to the Texas Supreme Court. Smith, who has run the Casino 15 years, requested that he be allowed to keep it open until private party engagements and band contracts had been fulfilled, but it was no go.

reviewed this issue, has Charles Trenet; Low, Hite and Stanley; Dorothy Donegan, Milton Douglas and *Blaze of Noon*.

Strand (2,700 seats; average, \$40,000) tabbed \$33,000 for its second week with Ina Ray Hutton's ork, Phil Brito, Lenny Kent and *Love and Learn*, against the preem's \$45,000.

Chicago:

Benny's 113G Vs. Andrews Gals Shatters Chi

CHICAGO, May 17.—The \$113,400 gross with which Jack Benny shattered all Chicago Theater records this week—was particularly outstanding not only because it was an all-time high for the house but because it was racked up with the Andrews Sisters playing against Benny at the nearby Oriental. The Andrews Sisters package, with the Step Brothers, the Les Paul Trio, Bob Evans, Vic Schoen's ork and *The Michigan Kid*, dribbled in a weak \$38,000 as a sad contrast to the \$90,000 record set by the gal trio at the Chicago around Labor Day, 1946, the same record shattered by Benny's troupe, with Rochester, Phil Harris, Marjorie Reynolds, the Sportsmen's Quartet and *Easy Come, Easy Go*. The shows at both houses (Chicago, 3,900—Oriental 3,300 seats) played to a 95-cent straight admission.

Benny, who did a total of 50 shows, seven daily and eight Saturday, is reported to have taken out between \$52,000 and \$56,000. The latter figure is probably the correct one as he was said to be in for a 50-50 split over \$90,000.

Boston:

Pic Bally Hits Hub; Boston Sinks to 24G

BOSTON, May 17.—Heavy ad promotion for *Duel In the Sun*, playing opposition in two theaters, plus lack of stage name attraction, skimmed the usual healthy grosses away from the RKO Boston Theater for the week ending Wednesday (14). House took in \$24,000, \$7,000 below average. Bill had the Lecuona Cuban Boys ork. Pic, *Smash-Up*, got the plugging.

New bill spots one headline name sure to make Hub audiences happy—George M. Cohan Jr. Added acts are Kitty Kallen and Joe Besser. Pic, *Born to Kill*.

Minneapolis:

Guy Lombardo's 36G Radio City's 3d High

MINNEAPOLIS, May 17.—Guy Lombardo's ork grossed a hefty \$36,121 for the 4,000-seat Radio City Theater here for the week ended May 8. Pic, *That Way About Women*.

While Lombardo finished third high in record gross figures for the house, trailing Tex Beneke's top \$43,000 of last year and Phil Spitalny's \$40,000 earlier this year, he did set a new all-time single-day mark of \$8,868 Sunday (4).

Frankie Carle's ork came in for a one-weeker yesterday (16).

Corelli came back with his own open letter. He charged Walters with "knowing less about the structure of the theatrical profession than anyone I have known. . . ." Corelli also denied being a dictator. He said he was only carrying out the orders of the Theater Authority. "Besides," added Corelli, "Mr. Geist (Irving Geist, for whom a testimonial dinner was planned) has as much right to help charity as Walters has to play gin rummy."

"Walters," Corelli wound up, "has a clause in his contracts that actors cannot work outside of the Latin Quarters. Let him enforce it."

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(Thursday, May 15)

Capacity, 3,300. Prices, 95 cents straight. Five shows daily, six on Saturday. House booker, Charley Hogan.

Bill Kenny and his Ink Spots cohorts have whipped up a neat package for their current cross-country junket. While all the Ink Spot efforts have been above average, this one stands out as the best. Show even carries a specially-made backdrop, emblazoned with a huge ink bottle from which the liquid is flying, and band music stands also carry the same motif. Oriental has worked up a gimmick to break the transition from screen to vaude by shooting on a 15-second flicker filler announcing that the stage show follows.

Johnny Otis, white drummer, and his all-Negro ultra-swing band handle the musical chores, acquitting themselves well in the solo spots with some knocked-out flagwavers and providing able accompaniment for the rest of the show. Otis plays a lot of drums and has a fine sense of syncopation. While guy plays loud tubs that may injure ear drums, it causes payees to sit up and take notice, judging from the big mitts his work garnered. Band is heavy (five saxes, four trumpets, three trom and four rhythm), but tunes the volume down on ballad work.

Supporting acts are competent, with each nabbing better-than-average mitts. Coles and Atkins, a clean-cut pair of cleaters, offer interesting precision eccentric dancing. They are unusual because they don't have to resort to trite leaps and splits to get a hand. Hefty June Richmond, once with Andy Kirk, has changed her style from a blues singing chirp to a smart comedienne. Gal uses her bulk and some provocative eyes to win solid response. Her stint in *Are You With It*, the legit production, seems to have paid dividends. Lewis and White reached way back into Joe Miller's grab bag for the old gimmick of starting off the act with one guy on the stage and the other heckling from a balcony seat. Tho hoary, it's not seen often these days and gets the act off to a fast start, a pace which was maintained thruout. Tho they get off lots of chestnuts, they had some new stuff which carried them off to good response.

The Ink Spots haven't changed their style one bit and evidently shouldn't, judging from the huge mitts given their oldies and more current Decca releases. Kenny's soaring tenor holds the spot and the spot is well deserved. Even after

Loew's State, New York

(Thursday, May 15)

Capacity, 3,500 seats. Prices, 50 cents to \$1.10. Number of shows, four daily; five, Saturday. House booker, Sidney Piermont. Show played by Louis Basil's house band (13).

Charles Trenet walked off with this show, his first U. S. vaude date. After a slow start in two numbers, he caught on to turn in a job that stopped the show. Slightly nervous at first, he soon had the customers in the palm of his hand and then really went to town. Many fems scattered thruout the house apparently were Trenet followers, as indicated by their calls for several of his w.k. numbers. The French singer is a top performer and should do well here.

Dorothy Donegan's piano work was solid but lacked showmanship. Rhythm technique and tonal phrasings were good, with a top selling job on *Tea for Two*.

Low, Hite and Stanley ably held up the bill's laugh department. The trio's best bit was their record pantomime of the Andrews Sisters, and Ella Fitzgerald with the Ink Spots.

Material Handicaps Douglas

Milton Douglas might have sold better with the right material. The lad's timing and delivery were okay, but some of his patter was too familiar, i.e., the item about the two rabbits that got on a plane in New York and two rabbits getting off in Los Angeles—they were brothers! He worked with Mary Douglas, a capable foil.

Duresco Trio built up their con-tortion tricks well. Stunts were okay.

Unicycle act, Le Brac and Bernice, scored for healthy returns. The lad, who works on the high bike all thru the act, reaped strong mitts for his trick of twirling a dozen hoops in different directions simultaneously.

Show's running time was an hour and 20 minutes. Pic, *Blaze of Noon*.
Don Marshall.

**Hat-Check Bill Dies
In Pa. Senate, 36-11**

HARRISBURG, Pa., May 17. — The State Senate has defeated by 36-11 vote the Beech Bill that would have required management of hotels, restaurants and places of amusement to post notices advising the public that tips given to concession employees go to the concessionaire, not the hat checkers.

The bill passed the House 134 to 330, on April 23. Senate opposition was bi-partisan.

a quartet of ditties, the boys were forced to do two encores.
Johnny Sippel.

**Acts Returning
To Chi Bistros**

CHICAGO, May 17.—The cloudy local bistro horizon was broken by several rays of sun this week, with two club ops showing a renewed interest in live entertainment, while a third new spot was reported as ready to open.

The Blackhawk, Loop estaminet, which pared talent costs about two months ago by dropping its two-act show policy, re-instated floorshows today (17), with Mel Cardo, comedy pitchman, and Vera Love, dancer, heading the first show. Don Roth, op of the nitery, who previously had told *The Billboard* that he felt the 20 per cent tax was stifling biz, said that he had surveyed his payees and found that they demanded a show. Roth's return to floorshow policy is also reassuring, for rumor has been rampant locally that the Blackhawk was ready to slice even its band policy at the end of Phil Levant's closing. Roth said that he had definitely decided to continue orks and show and has Ray Pearl's ork coming in June 28.

The Rio Cabana, near-Loop nitery, was reported this week to have decided on a definite show policy after several vacillating moves in the past four months. The freres Jacobson, Burt and Chuck, who operate the spot, have decided upon a medium nut floorshow which will spot new up-and-coming names and medium-priced veteran acts instead of top salaried names. Pair have found after four-week stay of Georgia Tapps, Monica Lewis and the Martin Bros., their lowest-priced revue in over 18 months, that biz remained at same level and even improved a bit over the last six months, while they were stowing away cabbage on the smaller cash outlay for talent.

The Loop will get another entertainment room about July 1 if present plans of the Hotel LaSalle, Loop hotelery which was ravaged by fire last June, to reopen about June 15, work out. The old main room, the Pan-American Room, was at the basement level, while the new room, to be called the Lotus Room, will be on the main floor off the lobby. New hotel bistro will seat 275, while the old room held 375. The hotel's managing director, Roy Steffen, said a definite entertainment budget and policy has not yet been arrived at, but admitted that the room would have a live show.

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—N. Y. Mirror

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—N. Y. Daily News



VARIETY

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

—Bernie Wood

The Billboard

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

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

—Bill Smith

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

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Terrace Room, Hotel New Yorker, New York

(Thursday, May 15)

Capacity, 450. Price policy, \$1 supper cover after 10 p.m. weekdays, \$1.50 Saturday and holiday eves. Shows at 7:45 and 11:45 nightly; afternoon show at 1:15 Saturdays. Owner, Hotel New Yorker Corporation. Booking policy, non-exclusive. Publicity, Shepard Henkin. Estimated budget this show, \$1,700.

The new icer, *Summer Promenade*, doesn't stack up to standard. It lacks the continuity and pacing, rises and falls intermittently, and the routines in the three production numbers aren't outstanding. The only one showing any possibility is the finale, a beach fantasy. Bladework of the skaters, however, is good, with spins and whirls skillfully executed.

The second production number shows a strong closer, with the team of Norena and Norris. The gal passes herself thru a tennis racquet while both do a fast spin. This was the

sole good bit in the show caught, and it won hearty mitts.

Arnold Shoda showed some skillful stag jumps during a solo routine done to Grieg's *Concerto*. A nice looking boy, he won hands for an exhausting bit. Patrick Kazda did a competent job in a solo spot. Line gals were Lillian Byers; Lynn Clare, Connie Conn and Peggy Martin. Sole non-skater in the cast was Marian Spelman in the vocal spot. She turned in one of the best jobs, altho acoustics sounded muffled.

The room was packed for the opening, which also marked the Victor Lombardo ork's New York bow. Trade and celebs were out in full force, with table space at a premium.

The show was cut by Victor Lombardo's ork. Don Marshall.

NIGHT CLUB REVIEWS

Bill Miller's Riviera, Fort Lee, N. J.

(Tuesday, May 13)

Capacity, 1025. Price policy, \$3.50-\$4.50 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking policy, non-exclusive. Publicity, Howie Horwitz. Estimated budget this show, \$5,500.

An ideal combo of midsummer weather and the only preem in town packed the room opening night. If debut biz holds up, the club should make a buck. The show is elaborate, tho opening-night jitters and yockety-yock customers gave headliner Jackie Miles a tough time. The comic, on next to closing, seemed lost in the big room, tho his new opening material had something to do with it. That Miles knew he wasn't doing well was apparent in his over-anxiety. It took him about 20 minutes to get started, and by that time the crowd wasn't interested. In an effort to get them back he sang three songs. Still nothing happened. It wasn't till he went into his old routine—Miami Beach and the movie bit—that he got a couple of yocks.

Gracie Barrie sold mostly on her cute bits. As a singer the gal meant little and part of the fault was that her routine was all jumbled up. She opened okay with *Good Day* and followed with *Mam'selle*. From then on she was in trouble. Her Yiddish, *I Want To Play*, got a few titters when it's usually good for a sock result. Her biggest, apparently a special job, a blue *Let's Say We Didn't*, didn't mean a thing. As a finisher it was badly placed. Winding up with the *I Want To Play* and slotting the blue number lower down might give her better results.

Morgan Dancers Go Over

The Stuart Morgan Dancers (three guys and a gal) were terrific. The gal, a slight, pretty blonde, was tossed around like a feather by three understanders. Practically every trick was breath-taking. Particularly outstanding were the one-armed catches, fall-aways and single-handed tosses. The mitts the act got were wholehearted and enthusiastic.

Beatrice Kraft, working with two lads, looked plenty okay. The East Indian routines (everybody barefoot) were skillful. The gal's single flirting bit with the boy production singer was delightful.

Production numbers by Donn Arden were quite effective. Costumes and routines showed kids (12 ponies; six showgirls) to advantage. The line kids, chosen by Wally Wanger, were as attractive as any line in town. In fact, the line's work and its appearance were one of the best things in the show.

Navarro Ringer

Tony Bavaar, production boy singer, is a ringer for Ramon Navarro. A dark, good-looking kid, he showed a pleasant bary. With sufficient experience, he might go places. Ray Malone, boy dancer, found the floor too slippery at the start, but managed to register in good style with some nice cleating.

The tune, *On the Jersey Side*, music and lyrics by Joel Herron, has a catchy beat and with sufficient plugging might make the grade. Joel Herron, who played the show, did an outstanding job.

Bill Smith.

Circus Room, Santa Monica Ambassador Hotel, Santa Monica, Calif.

(Thursday, May 15)

Capacity, 100. Price policy, no cover or minimum. Shows from 8:30 to midnight. Owned by Santa Monica Ambassador Hotel. Operated by Ralph Murphy. Booking policy, non-exclusive. Publicity, Rosalee Geller. Estimated budget this show, \$750. Estimated budget last show, not available.

Now that this ocean-side spot has gone to a name talent policy, it looks like a biz natural, especially with the summer months around the corner. It's an intimate room, tastefully decorated along a circus motif with Ringling Bros.' billings covering the walls.

The Page Cavanaugh Trio, which holds the sole spot on the bill, packed the room opening night and pulled top responses with each number. Threesome's whispered vocals, its fine instrumental (piano-bass-guitar) work, polished phrasing and refreshing arrangements make for an evening of musical treats. Group retains a relaxed, easy-going stage manner that emphasizes its flawless music making with an air of effortless instrument wielding.

Customers favored the trio's recorded items, such as *Three Bears*, etc. Lee Zhitto.

St. Moritz Sky Gardens, New York

(Thursday, May 15)

Capacity, 100 (plus another 50 on terrace). Price policy, minimum Saturdays, \$2. Shows at 9:30 and 12. Operator, S. Gregory Taylor, president of St. Moritz Hotel. Booking policy, non-exclusive. Publicity, Harry Klemfuss-Jack-Crowley. Estimated budget this show, \$750.

This small room on the 31st floor, shuttered for the past five years, doesn't have the formula for a show, or the know-how to put it on. Lighting is dreary and unimaginative, with emphasis put on a revolving ball in the center of the ceiling, with its reflected lights.

The show started with Alfred Menconi, band fronter, emseing in nervous fashion and blaring in a Latin number with his band. First on was Nemios, accordion and whistle act. The lad did three numbers well enough to get some polite mitts, might have done better with a hypoed routine. The three ballads, all standards, were too much to raise anybody's blood pressure.

Terters Headliners

The headlined act was the dancing pair, Ramos and Nanette. The girl was beautifully costumed and the boy looked good. As ballroomologists, however, the kids showed little except ordinary ballroom steps ending with a laborious spin. What they need is an act with a routine and a couple of tricks.

Alfred Menconi's ork played what show there was in fair enough fashion. Bill Smith.

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**Helsing's Vodvil Lounge,
Chicago**

(Tuesday, May 13)

Capacity, 350. Price policy, no cover or minimum, with drinks starting at 50 cents. Owners, Frank and Bill Helsing. Publicity, Betty Rogers. Booking policy, exclusive thru Frank J. Hogan. Estimated budget this show, \$1,000.

With capable acts in the lower-priced bracket hard to find these days, this spot has a smooth-running show, especially when it is considered that the budget is well under 2G. Whole show is spearheaded by raucous Andy Rice, a comic whose hard work could well be emulated by a lot of much higher-priced acts currently working. A husky Wallace Beery type, Rice knocked himself out, selling gags by using every visual trick in the bag, playing bass and even doing a bit of eccentric dancing on the small stage here. He is an excellent act for a spot which has only a couple of acts in a show, for he worked between acts and in his own spot and had enough material to keep the crowd interested.

Chirp Patti Page is a fine blues singer, but gal's repertoire is limited, for she consistently sticks to the blues groove, even when doing pop tunes. A little work on a wider selection of pops and novelties would make her an easier act to spot in a night club.

King and Zorita are the first mental act to work here since the spot opened five years ago. Despite the handicap of an overhanging balcony, which makes it impossible to see King as he works the audience for articles and questions for Zorita to identify and answer, their work went over big because King wisely worked fast, skipping all over, so that everybody saw him once in a while. Gal is a smart saleswoman, constantly working in cute comedy innuendoes which kept the chuckle register busy.

Sid Fisher's New Yorkers (4) played a smart show as usual, with Denny Mills tenoring the intermission requests to his own piano accompaniment.

Johnny Sippel.

Rio Cabana, New York

(Thursday, May 15)

Capacity, 250. Price policy, \$2.50 minimum. Shows at 8:30, 12:30 and 2:30. Operator, Hugo Harris. Booker, exclusive, Val Irving. Publicity, Fred White. Estimated budget this show, \$3,800; previous show, \$5,700.

This now is strictly a tumult joint with Pat Harrington, Frankie Hyers and Mickey Alpert pulling plenty of yocks per minute. The only thing missing was their old blackouts. They do them here as running gags on the floor. The Harrington-Hyers pattern is too familiar to need explanation. Because it's so familiar, it's about time the two lads got themselves some new material. Mickey Alpert is an ingratiating

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**Billingsley's Bocage,
Hollywood**

(Tuesday, May 13)

Capacity, 150. Price policy, \$1 cover. Shows at 9:30 and midnight. Owner-manager, Glenn Billingsley. Publicity, Maury Foladare. Estimated budget this show, \$1,200. Estimated budget last show, \$1,500.

When Stan Kenton's heavy road sked became too much for orkster to bear and band was temporarily dissolved, personal manager, Carlos Gastel, did some fast scouting on behalf of Kenton thrush June Christy and came up with Bocage as a showcase for singer's solo flight. In the spotlight (and without the Kenton crew to back her up) gal stands out as a different and interesting vocal stylist, reflecting much of the modernity and cleverness of the Kenton school of music. Ringsiders who half-filled the intimate room came away well pleased.

Sock Arrangements

Miss Christy takes on difficult chores, with the accent heavy on intricate phrasing, so easily adaptable to her husky, but exceedingly well-controlled pipes. Not content with a mere run-thru of tunes, gal has cooked up some sock arrangements which accent difficult vocal runs, all adding up to a unique, easy-to-listen-to style. Thrush shone brightly on such ditties as *Don't Worry About Me*, *How High the Moon*, *Lonely House* and *Willow Weep for Me*. Her low-down version of Duke Ellington's *The Blues* was a standout. Gal could include a few more ballads to round out library now top-heavy with blues.

Tri-Tones provide top instrumental backing for thrush and also stand out in solo spot. Group's instrumentation is novel, with conventional piano and bass coupled with clary-flute for a rare effect. Most ear-catching arrangements are those featuring flute-piano running duels, with melody line sustained thruout. Vocally, threesome shells out a generous helping of novelties with pianist Buddy Worth okay on solo tunes.

Brown-skinned pianist - thrush Nellie Lutchter rounds out show. While customers were satisfied in general bill is top heavy on music and strongly in need of more variety.

Alan Fischler.

emsee and straight man—at times a little too ingratiating to be working with a couple of fast guys like Harrington and Hyers. His introductions were loaded with sugar and honey, spread so thick that, by the time the act came on, customers lost interest. Alpert's big trouble seemed to be opening night jitters. Once he gets a couple of shows under his belt he'll do okay.

Juve Starts Show

First act on was Dick White, a thin, scared kid (about 18), with a capable pair of bary pipes. He scored handily in three ballads. Next was Tila Marsh, exotic dancer, who did a series of wriggles, bumps and grinds around some kind of a fruit basket. She showed a good chassis and sold her act capably. Her biggest hand came later in a rumba with Pupi Campo because of an accident that had nothing to do with the routine. Gal's bra slipped—and she wasn't wearing falsies.

Peggy O'Neil, a pretty slim redhead who since has left the show, did a bang-up singing job. She showed a delightful coloratura soprano which sounded made to order for a Stern musical. Her pops were lovely, tho her novelty was poor. She should be able to handle folk songs with unusual competence.

Show was cut well by Val Olman band. Pupi Campo's rumba outfit did the Latin sessions. Bill Smith.

**Blue Room, Roosevelt Hotel,
New Orleans**

(Wednesday, May 14)

Capacity, 450. Price policy, \$1.50-\$2.50 minimum. Shows at 7:30 and 12:15. Operator, Roosevelt Hotel, Seymour Weiss, president. Booking policy, non-exclusive. Publicity, Al Bourgeois. Estimated budget this show, \$2,200; last show, \$3,500.

Hal McIntyre's ork and four acts offered top entertainment from almost every angle. Everything seemed to strike the crowd's fancy, with the performers consequently getting better and better, to add up to one of the room's most successful productions.

Top billing was given to Marjorie Knapp, a Shreveport, La., girl who evidently has gone places in her absence from the Deep South. She has plenty of savoir faire, and payees couldn't get enough of her singing which matched her sparkling personality. Her variety of styles and enthusiasm kept the applause coming until she begged off. The gal opened appropriately with *Waiting for the Robert E. Lee*, did a sock job on *The Lamplighter*, and followed with *Rainy Night in Rio* with good rumba motions. She wound up with a medley of oldies which paid off with young and old.

Nancy Reed in Opener

The show opened with ork canary Nancy Reed, who did no mean job herself and scored much heavier mitts than other ork singers here recently. One reason might have been that she used the mike on the center of the floor rather than on the bandstand, where the ork sometimes drowned out the singer's voice. The cute gal, who has plenty of audience appeal, went all the way with *Sunny Side of the Street* and other numbers. She and Marjorie Knapp were wisely separated by two acts, so the fem vocaling did not seem overdone.

Marc Ballero, comic and imitator, presented some fairly well-worn stuff as well as some fresher, but it all took hold and the customers were loath to let him go. He opened "a little nervous," so he didn't get Victor Mature's name just right, but even this was good for belly laughs. He closed with a pantomime of a baseball pitcher that was excellent, but would have been better if not dragged out.

Maxwell, Harpist, Scores

Robert Maxwell presented superb entertainment on the harp. His versatility was amazing. His jazz playing, something new down here, got a terrific mitt. Tops was his *Tribute to Jerome Kern*.

Winding up the show were Cappella and Patricia, terpers, who were so energetic their steps in straight dancing appeared somewhat jerky on the small floor. That is a small matter, however, and the pair's acro routines top anything done here in some time. He whirled her around at amazing speed and then held her with one hand above his head. It didn't seem they could come back to do as many encores as they did. Their chatter, with Cappella announcing numbers in suave French and Patricia interpreting, was casual and charming. Ork cut the show well thruout. Dick Hartshorn.

**N. Y. Embassy Club
May Reopen in Week**

NEW YORK, May 17.—The Embassy, which closed Monday (12), may reopen within a week, according to operator Joe Schwartz, who also said the spot had been closed because "of a slight misunderstanding with the people running the place." He also denied rumors that Embassy would change hands.

Schwartz stated that the show and bands had all been taken care of. The club closed with Larry Marvin, Galante and Leonardo, and the orks of Jose Curbelo and Ernie Stewart.

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Ballots Ready For Donaldson Awards of '47

Equity Again Backs Project

By Robert Francis

NEW YORK, May 17.—With the wind-up of another Broadway legit season only two weeks off, preparations are already in the works for the balloting on the theater's own laurels for its seasonal "best"

—the Fourth Annual Donaldson Awards, sponsored by *The Billboard*. For a fourth time Actors' Equity Council has enthusiastically indorsed a project which has come to be the legitimate theater's annual high-water mark in the bestowal of accolades for individual achievement, and outstanding representatives of all branches of show business have again agreed to serve on the 1946-1947 Donaldson Awards Committee.

Previously, *The Billboard* reckoned a Stem season as beginning May 1 and ending the following April 30. This year, however, it has been decided to set the legit season's official close as of May 31. Consequently, eligible candidates will include plays, players and technicians in Stem unveilings over the past 13 months. Hereafter, a season will be tabbed as a 12-month span beginning June 1. The change will obviously set back the tabulation of the winners until later in the summer than heretofore, but it is hoped by advance preparation of details to speed up the machinery so that the least possible time will be lost.

Ballots Being Printed

The eligibility list booklet, which will contain the casts and credits of approximately 86 legit productions preeming during 1946-'47, is being set up in print and the ballots covering 27 categories for top achievements both in straight plays and musicals are being run off. It should be possible to have both in the voters' hands within a couple of weeks after the season's close. The awards committee comprising Ralph Bellamy and Judy Holliday, representing the actors and actresses; Brock Pemberton, for the producers; Anita Alvarez and Michael Kidd, for the dancers; Clarence Derwent and Ruth Richmond, for Actors' and Chorus Equity, respectively; Edward Dimond, for the stage managers; Morrie Seamon, for the treasurers; John McDowell, for the stage hands; Oliver Saylor, for the press agents and managers; Robert Coleman, for the critics, and Joseph Csida and Robert Francis, *The Billboard's* editor-in-chief and drama editor, respectively will get together before the end of the month to arrange final details.

This year's Donaldson Awards will follow the pattern of their predecessors, with the ballot divided into two sections—play and musical. In the play division voters will be asked to mark their choices for the best play, the best first play by a new author, best fem and male performance, best ditto supporting performances, best ditto debut performances, best direction, best scenic design and best costume design. In the song-and-dance division balloters will have an opportunity to pick the best musical, best staging, best performance, best supporting and debut performance (male and fem), ditto best dancing; best book, score and lyrics; best dance direction, and best scenic designs and costumes. The ballots will



BROADWAY SHOWLOG

Performances Thru
May 17, 1947

New Dramas

	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	28
All My Sons... (Coronet)	1-29, '47	125
Born Yesterday... (Lyceum)	2- 4, '46	545
Happy Birthday... (Broadhurst)	10-31, '46	224
Harvey... (48th Street)	11- 1, '44	1,078
Heads or Tails... (Cort)	5- 2, '47	19
John Loves Mary... (Music Box)	2- 4, '47	119
Life With Father... (Bijou)	11- 8, '39	3,153
O' Mistress Mine... (Empire)	1-23, '46	446
State of the Union... (Hudson)	11-15, '45	631
Voice of the Turtle, The... (Morosco)	12- 3, '43	1,292
Whole World Over, The... (Biltmore)	3-27, '47	52
Years Ago... (Mansfield)	12- 3, '46	182

REVIVALS

Alice in Wonderland... (International)	4- 5, '47	49
Burlesque... (Belasco)	12-25, '46	166

Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	410
Barefoot Boy With Check... (Martin Beck)	4- 3, '47	52
Brigadoon... (Ziegfeld)	3-13, '47	76
Call Me Mister... (National)	4-18, '46	455
Carousel... (Majestic)	4-19, '45	871
Finian's Rainbow... (46th Street Theater)	1-10, '47	147
Oklahoma... (St. James)	3-31, '43	1,772
Street Scene... (Adelphi)	1- 9, '47	148
The Telephone and The Medium... (Barrymore)	5- 1, '47	20

REVIVALS

Sweethearts... (Shubert)	1-21, '47	135
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OPENED

Portrait in Black... (Booth)	5-14, '47	5
Took an eight-to-one thumbs-down from critic. No: Robert Garland (Journal-American), John Chapman (News), Brooks Atkinson (Times), Howard Barnes (Herald-Tribune), William Hawkins (World-Telegram), Richard Watts Jr. (Post), Ward Morehouse (Sun), Louis Kronenberger (PM). Yes: Lee Mortimer (Mirror).		

CLOSED

Tenting Tonight... (Booth)	4- 2, '47	45
Saturday (10).		

COMING UP

Up in Central Park... (City Center)	5-19, '47	
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be postage-free as usual and self-addressed to Benson & Benson, Inc., Princeton, N. J., independent research agents, who will make the final tabulation. All that the voter will have to do is fill in his selections via reference to the eligibility list, seal his ballot and drop it in the nearest mailbox.

Who Does the Voting

For some few who may still be unfamiliar with the purpose of the Donaldson Awards perhaps a bit of recapitulation may be in order. Three years ago, *The Billboard* got the notion that the legitimate theater should give annual accolades to its own—not stemming from some small or selected group, but from the theater as a whole, for everyone who has a part in the making of legit. Everyone has a vote, actors, producers, managers, press agents, stagehands—even critics. The idea was received enthusiastically by members of the theatrical trades and *The Billboard* decided to sponsor the project annually, naming it for William H. Donaldson, the paper's founder, who put in a lifetime as a beloved friend of show business.

The awards, a gold key and a citation (See Awards Ballots Ready, page 45)

All But Two LA Officers Re-Elected

Louis Yaeger New Bus. Mgr.

NEW YORK, May 17.—Election of the 1947 slate of officers for the International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators of the United States and Canada (IATSE) this week resulted in re-election of all but two incumbents. Newly-elected are Louis Yaeger, as business manager, replacing John Goodson, and John Brousseau, chairman of the board of trustees, succeeding Thomas F. Fitzgerald.

Re-elected officers are Joseph Dwyer, president; George Fitzgerald, vice-president; John C. McDowell, secretary, and John J. Garvey, treasurer. Co-board manager with Yaeger is Solly Pernick, and board of trustee members serving with Brousseau are Bernie Quatrochi and William Noon. Edward Mortimer continues as sergeant-at-arms and the replacement committee retains Patrick Harvey and Joseph P. McCarthy.

Canadian Guild

Expands Fall Tour

TORONTO, May 17.—A fall tour with repertoire expanded from two to four plays, and covering every city in Ontario, is planned by the Canadian Theater Guild, according to Bill Steer, manager for Norman Harris Artists, agents of the Toronto-formed legit group. Last season Guild took out two shows, *The Philadelphia Story* and *Meet the Wife* (*The Billboard*, May 17), playing Peterborough, Kingston, Belleville, Guelph, Woodstock, Owen Sound, Sudbury, Kirkland Lake and Noranda.

Fall plans call for the four shows to be performed on a series plan, sponsored mostly by service clubs. Opening attraction will feature a headliner from either New York or Hollywood. The other three shows will have only the Guild's permanent cast.

Louis Bergen Quits Showbiz Eatery

NEW YORK, May 17.—For the second time this year a noted Stem restaurateur is bowing out after several decades of catering to showbiz people. Louis Bergen, proprietor of the Theater Bar and Restaurant, 263 West 45th Street, a haven for actors, musicians, writers, etc., has sold his interest in his place to his cook, Carl Cassini. He made his present bartender, Pat Sapienza, a partner some years ago.

Early this year Vincent Sardi retired from his famed restaurant-bar on 44th Street (*The Billboard*, January 11).

Bergen, who came to this country from Germany in 1894 at the age of 17, has always worked in or owned restaurants in the showbiz district. He bought his Theater Bar and Restaurant 26 years ago and made it the favorite meeting place of the less affluent legit workers, many of whom he staked to meals and loans. His spot never achieved the glamour of Sardi's among visitors to the Stem, but many headliners of today can recall when they received aid from Louis Bergen in their struggling days.

Broadway Opening

PORTRAIT IN BLACK

(Opened Wednesday, May 14, 1947)

BOOTH THEATER

A drama by Ivan Goff and Ben Roberts. Staged by Reginald Denham. Set and lighting by Donald Oenslager. Costumes supervised by Helene Pons. Company manager, Edgar Runkle. Stage manager, Harry Altner. Press representative, Karl Bernstein. Presented by David Lowe and Edgar F. Luckenbach.

Tanis Talbot... Claire Luce
Gracie McPhee... Mary Michael
Peter Talbot... David Anderson
Winifred Talbot... Dorothea Jackson
Cob O'Brien... Barry Kelley
Rupert Marlowe... Sidney Blackmer
Dr. Philip Graham... Donald Cook
Blake Ritchie... Thomas Coley

Somewhat over a year ago Leland Hayward presented *Portrait in Black* for a faltering two-week road break-in and then abandoned the notion. Now David Lowe and Edgar Luckenbach have given the matter a face-lifting with a new cast and direction by Reginald Denham and brought it in to the Booth Theater. Production-wise, the latest sponsors have given it a fine send-off, but as the suspenseful thriller that it is intended to be, *Portrait* doesn't pack enough wallop to be better than a middle-of-the-roader.

Portrait, a study of a completely unmoral lady with the predatory tendencies of a black widow spider, should be, and frequently is, right up the Denham directional alley. Denham paces and builds it logically to its conclusion of guilty frustration, making the most of the moments of dramatic impact along the way. Unfortunately, such moments in *Portrait* are all too few, since the audience knows practically all the answers by the end of the first act and the suspense is too thin to stand up for an additional two stanzas.

Plot Outline

Briefly, the tale concerns a lady who murders her husband with the help of a doctor who is her current lover. Then she sparks the medico into knocking off the family attorney, with whom she has had a previous affair resulting in an illegitimate child. She is not a nice person. Letters arrive, congratulating her on her successful murder ventures. These disturb the doctor to end. And when he discovers in the last act that she has been writing them to herself in order to scare him into sticking to her, he is disturbed to a point of deciding to drive himself and her off a cliff. Of course, there is a small subplot to all this; it concerns the young love of a nice step-daughter and her labor-leader boy friend, who gets himself suspected of the last of the murders.

Lowe and Luckenbach have hand-picked an able cast, with Claire Luce, Donald Cook and Sidney Blackmer in the top slots. Miss Luce registers happily on the eye in streamlined widow's weeds by Bergdoff-Goodman, and equally so on the ear when her lines don't slow the proceedings down to a walk. Cook is fine as the bewitched medico who is really far from a bad guy at heart, and Blackmer is more than satisfactorily suave as the lawyer. Dorothea Jackson and Thomas Coley furnish the young love interest, and there are other good contributions from Barry Kelley, young David Anderson and Mary Michael.

Good Production

In sum, there is nothing at all the matter with *Portrait* as to cast, staging or production. It just lacks the punch to stand up with predecessors in the thrill and chill category. It may get a moderate b.-o. play, but any hope of a protracted Stem run is highly doubtful. However, as reports credit a fat pic rights sale already consummated, Messrs. Lowe and Luckenbach shouldn't be worrying. Bob Francis.

Off-Broadway

RESPECTFULLY YOURS

(Opened Tuesday, May 13, 1947)

BLACKFRIARS' THEATER

A comedy by Peggy Lamson. Staged by Marjorie Hildreth. Setting, David Reppa. Lighting, Rebecca Jennings. Producer, Dennis Gurney. Stage manager, Edward Gibbons. Presented by the Blackfriars' Guild.

Lydia Greenleaf Anne Follmann
Alex Greenleaf Kevin McCloskey
Doris Mary Morgan
Carl Greenleaf Clifford West
Connie Greenleaf Doris Sward
Alan Walker Henry Hart
Mrs. McClain Ethel Kenney
Mr. McClain Owen Dickson
Photographer Allen Stapleton
Miss Riggs May Burkan
William Van Ness Alfred Reilly
Miss Vinson Jean Emslie

For their seasonal off-Broadway wind-up the Blackfriars' Guild presents *Respectfully Yours*, which skeds to run thru May 28. A while back this domestic, slightly comic opus by Peggy Lamson had a showcasing at Charleston's (S. C.) Dock Theater under the title of *Bee in Her Bonnet*, with Lillian Gish and John Cecil Holm. Subsequently, the Theater Guild and Oscar Serlin both temporarily took its Stern potential seriously. It was then called *Her Lord and Master*. However, such notions seeming to have died aborning, it remains for the Blackfriars to bring it to the Stern's doorstep under its final retitling, *Respectfully Yours*. It is respectfully submitted that the Lamson opus won't get over the Broadway sill.

While this reporter has no desire to be a tearer-downer of Blackfriar efforts, it seems that recently the org's experimental program—so well begun and built over the past five years—is slipping. Their productions have seasawed, but their director, Dennis Gurney, has frequently given them an atomic staging touch that has made the bad ones seem better, and in one or two instances at least has turned out jobs which passed on to the big time. Of late Gurney has been relegated to the production department and it is one reviewer's feeling that the Blackfriars' presentations have suffered accordingly. Gurney knows the limitations of the tiny stage of the Blackfriars' Theater thoroly and paces his productions to suit.

Corny Nonsense

Be that as it may, it isn't likely that any director could make *Respectfully Yours* look other than it is—an obviously corny, tailored bit of domestic nonsense which makes one wonder how any canny producer could take it seriously as commercial bait. Marjorie Hildreth has been imported to put it on the Blackfriars' stage and presumably she has done as well as could be expected on the basis of the material and her knowledge of the org's technical scope. The result isn't happy.

The Lamson comic obsession concerns the old set-up of a stuffed-shirt, pompous husband and a fluttery wife who puts him in his place. This time the locale is Harvard—Circa 1912—and the head of the house is a professor. The housewife writes a book which makes him look like the dope that everybody knows he is from the moment of curtain rise. He sees the light at the finale—and that is that. What goes on in between isn't important and, most of the time, has a leaning toward customer yawns.

Anne Follmann in Lead

Respectfully Yours, being what it is, sets the wife's role in the top bracket and Anne Follmann, Hedge-row Theater grad, does better than all right by the assignment, effectively underplaying what could easily be overplayed most of the time. Unfortunately, Clifford West's husband doesn't stick in a similar groove. West seems under the impression that he is playing John Wilkes Booth thruout most of the three acts, and comes up with astonishing double-

Acorn Doffs Arden Strawhat June 23

ARDEN, Del., May 17. — Acorn Theater Company, selected as the stock company to produce shows at the Robin Hood Theater here this summer, will open its season June 23. The Acorn group, organized this year in New York, was chosen from 10 companies which sought to lease the Arden strawhat house, H. D. Ware, a trustee of Arden and Ardentown, said last night. The group will run a theater school and will present children's plays on Saturday afternoons in addition to a regular stock schedule five nights a week.

The company, which consists of 20 professionals and 10 apprentices, is headed by James Walsh, managing producer; Iza Itkin Caden, director, and Benne Franklin, director of the apprentices.

The tentative sked of early productions includes *You Can't Take It With You*, *Angel Street*, *The Beautiful People*, *The Importance of Being Earnest* and *Beyond the Horizon*.

Children's matinees will be selected from such juve items as *Aladdin and His Wonderful Lamp*, *Heidi* and *The Emperor's New Clothes*.

2d Stock Company Set Up for Detroit

DETROIT, May 17.—Plans for a second permanent repertory company in Detroit—after a dozen years of no stock at all—were disclosed this week by William W. Merrill, head of the new Detroit Stage, Inc. The project has headquarters in the Detroit Music Hall.

The new company has Richard Charlton, radio producer, as vice-president; Ross R. Calloway as public relations head, and Kenneth E. Turner Jr., as business manager. Celia Merrill, sister of William Merrill and author of *The Clock Struck the Ninth Hour*, musical comedy premiered at the Will-O-Way Theater at Birmingham, Mich., before the war, is musical director.

Production plans call for a permanent professional company, with repertory including only proved hits at the start.

Equity Fines Actor \$300 Agency Fee

NEW YORK, May 17. — Danny School, a member of the *Call Me Mister* cast, was fined \$300 and was reprimanded Tuesday by Actors' Equity for paying Frederick Steele, of the John Darrow Agency, a 10 per cent commission instead of the Equity-ruled 5 per cent. The 10 per cent bite was in the contract signed by School with the Darrow agency. Equity, because of this, suspended Darrow's agency permit for six months. At the end of that time, Darrow may apply to Equity for reinstatement, but first must forfeit the over-payment, turning over the money to the union.

takes which are delightful, if amazingly out of character. Mary Morgan contris a solid bit of comedy as a dumb maid and Henry Hart is pleasantly convincing as a representative of mama's publisher. The rest of the cast do about what the script and the director allow them to do.

This reporter wouldn't presume to say that matters would have been better under Gurney's directional baton. Nevertheless, he would like to see Mr. G. back at his old job.

Bob Francis.

OUT-OF-TOWN OPENINGS

BEST OF FRIENDS

(Opened Thursday, May 15, 1947)

NAVY RECREATION PARK, NORFOLK, VA.

A musical comedy, with book, music and lyrics by Andrew Rosenthal. Directed by Red O'Malley. Choreography, Eric Victor. Musical direction, Arnold New. Settings, Barry Mansfield; Stage manager, Thomas Hume. Produced by Douglas Gregory.

Joe Eric Victor
Marianne Brooks Constance Brigham
Mother Cramm Viola Roache
Lincoln Brooks Donald Burr
Sallylee Polk Leila Ernst
Octavia Brooks Libby Holman
Wally Packard Vincent Carbone
Inez Packard Margaret Bannerman
Mrs. Schwetzkbaum Lou McGuire
Lady Parsley Ruth Webb
Miss Hole Crystal Ames
Premiere Danseuse Nina Popova
Premier Dancer James Starbuck
Girls: Lillian Day, Pat Donnelly, Paula Sharp, Evelyn Ward, Anita Worth.
Men: George J. Cooper, Gene Mille.

Opening a two-week swing around naval establishments in this area, *Best of Friends* preems to potentialities. Andrew Rosenthal has written a story that is lively and entertaining. His dialogue is crisp and his humor effervescent. His music, however, is little better than so-so, with fair tunes and some good lyrics. The principals are people who know their business.

Libby Holman, the wife of a criminal lawyer (Donald Burr) who specializes in "springing" female murderers, finds out that her best friend (Margaret Bannerman) has been having an affair with her husband off and on thru the last dozen years. About the time she makes this discovery, hubby announces he wants a divorce.

Jealous Libby, thinking he is jilting her for her friend, decides to foil the latter by putting poison in her champagne during a farewell party for her husband. But the best friend comes to the party with the same idea and a piece of cyanide-flavored cake for Libby. Hubby crosses both up by choosing for his new bride a little gone-with-the-wind college chum (Leila Ernst) of his daughter (Constance Brigham). His discarded wife and mistress unite in showering the bride with their deadly refreshments at the finale.

Libby Holman is a "capable and dominant lead; her torchy voice is effective in several songs, notably *Saturday Song*, one of those "my-man-done-me-wrong" things that are her meat. Viola Roache, as her mother, has some magnificent lines, and Constance Brigham, as the cute daughter whose boy friend is almost stolen by Miss Ernst, shows good voice with *The First Time*, best tune in the show. Crystal Ames, veteran burly stripper, gets solid laughs with a bit as one of a trio of murderesses Burr has saved from the chair in a very funny number, *Innocent As Hell*.

The show needs production, more flash and spectacle in the settings. The girls are ornamental, but don't know what to do. Some of the dialogue can be cut without injury. There is work to be done, but the makings of a good show are here.

Warner Twyford.

Plantation Players Open

Minn. Barn on June 18

ST. PAUL, May 17. — Plantation Playhouse will open its strawhat season at its White Bear Lake, Minn., barn June 18. David Raskin, Allen F. Livers and Kenneth Raskin, producers, plan an eight-week session, with a new play each week. Kendrick A. Wilson, director of the Omaha Community Playhouse, and Clement Ramsland, director of the Minneapolis North Star Drama Guild, have been named directors.

The barn season will not affect the group's run of *Adrift in New York*, now in its 30th week at Alverdes Restaurant, St. Paul.

LOVE FOR LOVE

(Opened Tuesday, May 13, 1947)

NATIONAL, WASHINGTON

A comedy in two acts by William Congreve. Directed by John Gielgud. Presented by the Theater Guild and John C. Wilson in association with H. M. Tennent, Ltd., of London. Settings, Rex Whistler. Lighting, William Conway. Costumes, Jeannetta Cochrane. Incidental music, Leslie Bridgewater.

Valentine John Gielgud
Jeremy Richard Wordsworth
Scandal George Hayes
Tattle Cyril Ritchard
Mrs. Frail Adrienne Allen
Foresight John Kidd
Robin Donald Bain
Nurse Philippa Gill
Angelica Pamela Brown
Sir Sampson Legend Malcolm Keen
Mrs. Foresight Marian Spencer
Miss Prue Jessie Evans
Ben Robert Fleming
Buckram Sebastian Cabot
Jenny Mary Lynn

John Gielgud and his repertory company romp thru the revival of this 17th-Century Restoration comedy with a verve that indicates they enjoy the show quite as much as the audience does. The production is good for a solid evening of chuckles after a dull 10 minutes at the opening.

The plot, tho thin, has enough complexities and sub-plots to provide a framework for innumerable epigrams and good acting. The witty dialogue comes so fast that at times the audience is still laughing at previous lines. The main plot pursues an attempt by Valentine to wrest a fortune from his father and to win the love of Angelica. John Gielgud makes the most of his opportunity to go dramatic when as the lovesick Valentine he feigns madness in an effort to win the girl.

Eight Fat Roles

Certainly not tailored for a single star, the play has fat parts for no fewer than eight leading players. Cyril Ritchard as the foppish Tattle, who makes love to Miss Prue, plays his role with perhaps a shade too much laciness, but the scene where he instructs a country lass in the art of love is easily the best bit in the show. Pamela Brown as Angelica is excellent in a part that could have been badly horsed up by an ordinary ingenue. Other members of the cast do jobs that might rate raves in the absence of less stellar competition.

Gielgud's production is aided greatly by outstanding direction—to say nothing of the star's splendid acting. But the versatile Englishman still has a job to do on the timing. Many of the play's best lines are obscured by being tossed off a bit too rapidly and casually.

Washington, a traditionally tough-audience town, is giving the show a warm reception, and the critics delivered a unanimous thumbs-up verdict.

Ben Atlas.

ROUTES

Dramatic and Musical

Anna Lucasta (Plymouth) Boston.
Accidentally Yours (Biltmore) Los Angeles.
Born Yesterday (Erianger) Chicago.
Blackstone (Metropolitan) Seattle.
Bloomer Girl (Music Hall) Kansas City, Mo.
Barretts of Wimpole Street, with Katharine Cornell (Geary) San Francisco.
Cyrano de Bergerac (Shubert) Chicago.
Call Me Mister (Blackstone) Chicago.
Fatal Weakness, with Ina Claire (Selwyn) Chicago.
Harvey, with Joe E. Brown (Harris) Chicago.
Ice-man Cometh (Studebaker) Chicago.
Louisiana Lady (Shubert) Philadelphia.
Lute Song (Cass) Detroit.
Love for Love, with John Gielgud (National) Washington.
Laura (Nixon) Pittsburgh.
Magnificent Yankee (Lyceum) Minneapolis 21-24.
Oklahoma (Royal Alexandra) Toronto.
Red Mill (Shubert) Boston.
State of the Union (Colonial) Boston.
Song of Norway (Curran) San Francisco.
Student Prince (Auditorium) Rochester, N. Y., 21; (Eric) Schenectady 22; (Strand) Elmira 23; (Kalurah Temple) Binghamton 24.
Two Mrs. Carrolls, with Elizabeth Bergner (Shubert-Lafayette) Detroit.
Three to Make Ready (Forest) Philadelphia,

Burlesque

By UNO

KENNETH ROGERS is in his fourth week as producer at the Empress, Milwaukee, for Charlie Fox thru Milt Schuster. . . . Bon Bonnie, after completing 10 weeks in stock at the National, Detroit, will shelve several nitery offers to go home to the West Coast. Sister Lilly Byron just closed at the Follies, Los Angeles, but is scheduled for a return in the fall. . . . Jack Birmingham (Harry Goldman), former advance man with burly and circuses, has left New Orleans for Portland, Me., where he will be associated with the Maine State Racing Commission. . . . With the closing of the Liberty, San Francisco, in a fortnight Harry Ferros will transfer the entire personnel to his Moulin Rouge, Oakland, Calif. . . . Joe Emerson, former ace comic, now a gents' furnishings merchant, is in Manhattan from the Coast for a brief visit. . . . Patsy Ruth Miller and Sally LaMarr are starring at Tommy Albano's Celebrity Club, Milwaukee. . . . Peggy Connors is a new show girl at the Grand, St. Louis, where Lois Canfield, chorus captain, threw a birthday party at a local nitery last (See Burlesque Notes, opposite page)

Humor Hall of Fame Fills First 11 Niches; Comics' Fete June 16

NEW YORK, May 17.—First members of the Humor Hall of Fame—elected comics and humorists who have entertained the American public for 25 years or more—have been chosen and will be honored at a luncheon June 16. The National Laugh Week Foundation, sponsor of the project, conducted a three-month poll of 115 press and magazine editors, theater historians and broadcasters in an effort to select the first 25 members. It submitted 168 names, but only 11 made the grade by getting a majority vote.

The 11 are Fred Allen, the late Will Rogers, the late Robert Benchley, Jack Benny, Charles Chaplin, Jimmy Durante, the late W. C. Fields, the Marx brothers, the late Damon Runyon, the late Mark Twain, and James Thurber.

The original idea was to fete the hall-of-famers at a silver jubilee dinner May 23, at which as many of the 168 names as possible would be present, with proceeds to go to *The New York Herald Tribune's* Fresh Air Fund Kids. This fell thru. At the luncheon, scrolls and plaques inscribed by *The Tribune* will be presented to the hall-of-famers. Walter Winchell will accept Damon Runyon's, and former Rep. Will Rogers Jr. and Nat Benchley will represent their dads. The luncheon will launch Fresh Air Week.

Showbiz Joining in 5th Ave. Torch Parade for Women

NEW YORK, May 17.—Showbiz is joining with civic bodies and armed services units in the mammoth torchlight *Tribute to Women* parade, skedded for 7:30 Monday evening (19) along Fifth Avenue.

There will be uniformed women, special displays, elaborate floats, veterans' auxiliaries, detachments from the army and navy and 50 bands. A number of Hollywood and radio names, plus showgirls and models, are expected to ride in the parade.

Flares, floodlights and fireworks will illuminate the route, from 56th Street down Fifth Avenue to 35th, then west to Eighth Avenue.

Heading the committee is Helen Hayes, with Harry Brandt in charge of special events.

Eagles Buy Det. Club Royale

DETROIT, May 17.—Club Royale, for many years leading local night club, was sold to Fraternal Order of Eagles, East Detroit Aerie, for \$100,000, and will be used as a clubhouse. Spot has been closed for three years following minor fire and opening of Latin Quarter, but reopening as major night club was subject to dickering up to recent weeks.

Current grand jury investigation in Macomb County, adjoining Detroit, affecting alleged gambling interests, is significant factor in failure to reopen.

Whoooooosh!

NEW YORK, May 17.—Now you can see a Broadway show any night, and breakfast in Hollywood next morning. American Airlines will start service Wednesday (21) with five Douglas DC-6 flagships on its Mercury coast-to-coast flight. One-stop flight leaves LaGuardia at 12:15 a.m. (EDT), is due in Los Angeles at 8:20 a.m. (PDT). New sked cuts 2 hours 25 minutes off Mercury's present time.

Magic

By Bill Sachs

TOM AUBURN, Montreal mystifier, whose magic career was interrupted by a seven-year stretch in the Canadian army, has his new turn rolling 100 per cent in the better niteries in Canada and the States. The dapper deceiver has just concluded a stand in the Vanity Fair of the King Edward Hotel, Toronto. While there, Margaret Aitken, of *The Toronto Evening Telegram*, and Roly Young, of *The Toronto Globe and Mail*, devoted one of their daily columns in lauding Auburn's turn and outlining some of his exploits. . . . Ber-Mar, mentalist and cousin of Myrus, mental gymnast, is featured in the floorshow at the Bradford Hotel, Boston. . . . Magical Ruth Dore, of New York, is working the Crawford House in the Hub. . . . Judith Johnson and Harold are still working their mental act in the Detroit area for the Pete Iodice office. They have just finished at the Moose Club, Grand Rapids, Mich. . . . Dr. Frederick Karr reports that he's had a bang-up season up and down the West Coast and says he's booked in that sector until the late fall, when he plans to invade the East with a new array of ghost-show ideas and mental nifties. . . . Herman Hanson, in charge of Max Holden's magic emporium in Boston, had as a recent visitor Bill Baird, currently sojourning in that territory. . . . Speaking of Boston, that old-time magic satellite, Silent Mora, is still keeping busy on club dates around there, as are Manny Williams and Allen Shaw. . . . Janet Heath, who has been showing her magical wares around Philadelphia for some time, has transferred her activity to the Buffalo area for the Ray Kneeland office. . . . Fred Beckman, Montreal trixer, has just concluded a fortnight's stand at Toronto's Latin Quarter. . . . Harrison is currently displaying his nifties at the Palms Cafe, Toronto.

JIM SHERMAN, magicker and head of the National Magic Company, Chicago, returned to his Windy City headquarters early last week after another three-month jaunt with the Edgar Bergen unit, with which he appeared in the aftershows. Mrs. Sherman (See MAGIC NOTES, opposite page)

34 Stars for N. Y. Infirmary Benefit

NEW YORK, May 17.—Thirty-four top showbiz headliners from legit, pix, vaude, niteries and disks, plus three name bands and the famed Roxy and Radio City fem lines, are slated to appear at the mammoth stars-in-person benefit show skedded for May 20 at Madison Square Garden on behalf of the New York Infirmary Building Fund.

Among names promised are the Andrews Sisters, Lucille Ball, Fred Astaire, Fred and Elaine Barry, Milton Berle, Lucienne Boyer, Carmen Cavallaro, Joseph Cotten, Brian Donlevy, Jessica Dragonette, Tony and Sally DeMarco, Helen Hayes, Stan Fisher, Jennifer Jones, Bert Lahr, Ella Logan, Jackie Miles, Victor Mature, Carmen Miranda, Ethel Merman, Margaret O'Brien, Lew Parker, Jean Parker, Bill Robinson, James Stewart, Rosario and Antonio, Hazel Scott, Henny Youngman, Ed Sullivan and the production number from *Barefoot Boy With Cheek*. The bands skedded are Duke Ellington, Louis Prima and the Fred Waring ork and glee club.

NEW YORK, May 17.—Club 66, Greenwich Village nitery, starts using a six-girl line Thursday (22). Joe Andy, operator, will drop one act in order to keep the same budget. The show will hold over Francis Renault and Fred Keating.

Jim Crow Suit Up in Capital

WASHINGTON, May 17.—The fate of the latest Jim Crow suit against the National Theater here comes up in Municipal Court Monday (19) when rival counsels will argue whether the case should go to trial.

The point at issue is whether the action can be brought under the old Federal Civil Rights Act, which was voided many years ago by the Supreme Court so far as the 48 States were concerned. James A. Cobb, chief counsel to Dr. Edward Henderson, director of physical education in Negro schools in the District of Columbia, is prepared to argue that the old federal law still applies to the District of Columbia, even tho voided for the States. Henderson is accusing the National of violating the law by having refused to sell him a ticket to the theater.

The lawyers expect to argue all afternoon. It is considered unlikely that the court will hand down an opinion immediately. If the court decides that the suit should be tried, it will be necessary to determine whether the action should be started in a Federal District Court.

3 Capital Theaters Face

900% License Fee Hike

WASHINGTON, May 17.—The National Theater and two vaude houses, the Gayety and Howard, face a 900 per cent hike in annual license fees under a proposal recently submitted to the District of Columbia Commission by its license committee.

Houses using live shows now pay a fee of \$50, the proposal would jump the rate to \$450. New license fees have been under consideration for almost a year. With the Capital desperate for additional revenue, it looks as tho the increased rate will be adopted. A public hearing is scheduled for June 9.

Free Dog Guides for Vets

LONG BEACH, Calif., May 17.—Free dog guides, with free transportation to California and free training in use of the dogs are offered to any sightless war veterans of showbiz by the California Guide Dog School, a non-profit org at 1247 East Fourth Street here. School's general manager, Albert Schuepbach, conceived the idea.

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THE FINAL CURTAIN

ADAMS — Mrs. Jenny Margaret Hunt, 30, wife of Leonard F. (Chick) Adams, radio writer, in Stamford (Conn.) Hospital May 4. She also leaves her parents and a daughter. Burial in Fordyce, Ark.

ANSPACHER — Dr. Louis Kaufman, 69, playwright and lecturer, in Nashville May 10. Author of *All the King's Horses* and other plays, but best known as a lecturer. His first wife, Katherine Kidder, appeared in many of his plays and toured with him in vaudeville. Surviving is his second wife, the former Florence Sutro.

BACHARACH — Harry, 73, former mayor, in Atlantic City, N. J., May 13. Banker and merchant, he was elected mayor five times and was known as Atlantic City's No. 1 booster, doing much to develop the city into one of the world's largest seashore resorts. Much of his effort was devoted to ridding the city of undesirable persons, gambling and balmyhoo. Surviving are his widow and a brother, Isaac.

BERRY — Virginia, 86, mother of Jack Berry, of Cavalcade of Amusements, recently in Evansville, Ind. Survivors include another son, Walter.

BLACK — Charles (Shorty), with Fay's Silver Derby Shows last season, April 8 in Lancaster, S. C., of a heart attack.

BOHRER — Chris A., 87, former musician, May 13 at his home in Cincinnati. Bohrer had played in various Cincinnati theater bands. Survived by a son, Harvey, Berkeley, Calif. A sister-in-law is Mrs. Jacob Fairview, widow of Jake Bohrer, former band leader at Keith's Theater, Cincinnati, for many years. Services and burial in Covington, Ky.

CHOISSER — L. Ray, 55, former calliope player, May 9 in Marshall Browning Hospital, De Quoin, Ill. Proclaimed by many circus men as the best calliope player in this country. Choisser had tramped with the Ringling and Clyde Beatty circuses. His last engagement was aboard the excursion steamer Idlewild on the Mississippi River. Survived by three sisters, Bonnie and Mrs. Louise Perci-field, East St. Louis; Mrs. Walter Taylor, Pinckneyville, Ill., with whom he resided, and a brother, Lee, also of Pinckneyville, where burial was made May 11.

DOUGLAS — H. H., 68, past president of the Worth County Fair Association, May 8 at his home in Northwood, Ia. Survived by his widow and son.

FORSBERG — Edwin Forrest, 74, on the stage for more than 50 years, May 11 in New York. He was a son of Harold Forsberg, who played leading roles with Edwin Booth and Edwin Forrest. Played mostly with stock companies, but also appeared on Broadway about 20 years ago in *Seven Days' Leave*.

GAY — Blossom, 28, radio and night club singer, recently in Pittsburgh. She was the wife of Dr. Thomas McMurray.

KELLY — Andrew R., 61, dean of the Washington drama critics, and former correspondent for *Variety*, May 9 in Washington. Widely known among showmen, having served as drama and film critic on various Boston and Washington newspaper.

KENNEDY — Dr. John T., May 10 in Worcester, Mass. He was the father of Arthur Kennedy, who has the principal role in *All My Sons* at the Coronet, New York.

KENNEDY — Maxwell, former actor and vaudeville producer, May 5 in New York. He appeared in the musicals *The Spring Maid* and *Sweethearts*.

KERR — Walter A., former Wooster (O.) jeweler and in charge of concessions at Chippewa Lake Park, Medina, O., at his home in Wooster May 11. Services and burial in Wooster May 14.

KLINGBERG — Ellis G., composer of more than 200 songs, in Bridgeport, Conn., May 4. Survived by a sister and brother. Burial in Mountain Grove Cemetery, Bridgeport, May 6.

LAMKIN — Deland, electrician with the Johnny J. Jones Exposition, May 16 of a heart attack in Johnstown, Pa.

MANDEL — Mrs. Julia, 66, vice-president of the Stage Friends' Club, organization of ex-theatrical performers, May 10 at her home in Chicago. A former dramatic artist, she is survived by her husband, Louis, and two sisters, Mrs. Anna Leffingwell, Westfield, N. J., and Mrs. May Patrick, Detroit.

MORGAN — George J., 61, formerly a member of the song and dance team of Morgan & McGarry, May 8 in Toledo. Surviving are two daughters and two sons.

OLIVER — Marion, 24, former USO show dancer, May 6 in Minneapolis. She was stricken with infantile paralysis last August. She had toured with Benny Meroff's *Funzafire* unit and for a time was with the Bob Hope-Francis Langford troupe. Previous to joining the USO, she was a Conover model in New York and had appeared in musicals. Survived by two sisters and an aunt, Mary Engle, Minneapolis, with whom she had been residing.

PETERS — Charles, 46, concessionaire and outdoor showman, in Washington May 11. Recently engaged in selling balloons in Washington, he operated a large Girl Show at Chicago's Century of Progress. Surviving is his widow, Jenny Peters. Burial at North Bergen, N. J.

PREVOST — Howard, 64, partner in the vaude team of Rice & Prevost, May 6 in New York. He toured vaude circuits in America and abroad.

RANGSTROM — Turo, 63, Swedish composer and conductor, May 12 in Stockholm, Sweden, composer of the operas, *The Crown Bride* and *Medieval*, four symphonies and nearly 300 songs. Conductor of the Gothenberg Symphony Orchestra, music reviewer for Stockholm newspapers, and press representative of the Royal Opera of Stockholm.

RICHARDS — Eddie, 52, old-time vaude and minstrel man, in Los Angeles May 12 of pneumonia. For 25 years he was a partner in the vaude and minstrel team of Bennett and Richards. Years ago he also played bit parts in movies. Burial in Los Angeles. No known survivors.

ROTH — Nathan, concessionaire with Majestic Greater Shows, in Ambridge, Pa., May 13.

TRAVERSE — Jean, 70, film character actress, in Hollywood May 11. Survived by a son, Curt, film actor. Burial in Hollywood.

WILLIAMS — Elaine, silent film actress, in Hollywood May 9. Survived by her son, Calvert. Burial in Hollywood Park Cemetery May 12.

WOODALL — Gus, 63, for more than 20 years in charge of the dining car and cookhouse on the Rubin &

Cherry Exposition, April 22 in Min-gus, Tex. Survived by two sisters, Nina Chocte, and Daisy Speegle, Min-gus, and two brothers, Jack, Mar-shall, Tex., and Leslie, Breckenridge, Tex. Burial in Gordon, Tex.

Marriages

BUCCHERI-WENDISH — Pat Bucc-heri, manager of the Rialto Theater, Hartford, Conn., and Edith Wendish, recently in that city.

CAREY-FRENCH — Tom Carey Jr., son of the head of the Tom Carey Theatrical Promotions, Hartford, Conn., and Geraldine French, of West Hartford, Conn., in West Hartford May 7.

LAWRENCE-RANIER — Peter Lawrence, executive manager of the Ballet Theater, and Frances Rainer, ballerina, in New York May 12.

MUCCI-LITTLEFIELD — John A. Mucci Jr., orchestra leader, and Virginia Littlefield, vocalist, known professionally as Ginny Fields, in Bridgeport, Conn., May 11.

NOEL-LITTLEFIELD — Sterling Noel, Sunday editor of *The New York Journal-American*, and Catherine Littlefield, dance director, in New York, May 8.

PODESTA-JENKINS — Fred Po-desta, associate of Ned Irish, sports promoter, and Lillian Jenkins, Madi-son Square Garden flack, May 9.

Births

A son, Anthony Andrew, to Mr. and Mrs. Andy Pournaras, at French Hospital, New York May 12. Father is co-owner of Gus and Andy's, show folks' restaurant on 47th Street.

A daughter, Janis Marie, to Mr. and Mrs. Bob Adair, in San Francisco May 5. Father is transcription li-brarian of Station KGO.

A son to Mr. and Mrs. Andy Cus-ter May 9 in Victoria, Tex. Parents are with the Alamo Exposition Shows.

A daughter, Heather, to Mr. and Mrs. Henry Wilcoxon at Hollywood Hospital, Los Angeles, May 8. Father is a film actor; mother is Joan Wood-bury, film actress.

A daughter, Terry Jean, to Mr. and Mrs. R. C. Capell in General Hospital, Hobart, Okla., May 8. Father is co-owner of the carnival bearing his name.

BURLESQUE NOTES

(Continued from opposite page) week. . . . Chet Atland is the house vocalist at Jess Meyers' Empire, Newark, N. J.

SHORTY AND STINKY, with Charlie Harris, Ray Kolb and Laura Bruce, opened at the Howard, Boston, May 12. . . . Jackie Whalen moved from the Greenwich Village Inn, Manhattan, to the Melody Club, Union City, N. J., where Sonny King is co-featured and Linda Parrish is the thrush. . . . Al and Marcella Baker are vacationing at home in Wheeling, W. Va. . . . Rosalie Gore is in her fifth week at the Oasis nit-ery, Baltimore. . . . Lester Mack and Bambi closed at the Club Jai Lai, Wheeling, W. Va., to return to New York. . . . Max Metzger has booked thru Maurice Kurtz, for Decoration Day opening, Eddie Kramer, comic, and Mickey Ross, emcee-producer, at Pearl Lake Hotel, Parksville, N. Y.; Shirley Gross, Don Orlando, Martha Coxswell and Sol Josephson, emsee-producer, at Hotel Gradus, Kiamesha Lake, N. Y., and Terry Mann, Al Stewart, Zeldia Kaplan and Morris Tarlowsky, at Golden Hotel, Hurley-ville, N. Y. . . . Betty Ryan, high-stepping drum-majorette style of stripper, is now featured at Jerry

MAGIC

(Continued from opposite page) man made the trip with him. The Bergen unit played all thru the West and as far south as Mexico City. Wind-up came Sunday (11) in Den-ver, the broadcast in Civic Auditori-um there pulling 5,500 people, with several thousand more turned away, according to Sherman. Speaking of the Denver engagement, Jim says: "Bergen used our new Mento-Chest and got rave notices in the local newspapers. Bergen made the pre-diction May 1; sent the chest to Don Davis, assistant city editor of *The Denver Post*, May 3, and it was in his possession at all times. He brought it to the Auditorium Sunday night and stated to the audience that he had received it May 5, and that it had been in his possession all the time. Mr. Davis then tossed three auto-graphed ping-pong balls into the au-dience. Those who caught the balls were asked to serve as a member of the committee. The first was a woman who called off her name as Miller; the second gave a six-digit number, and the third party named New York City. In less than a min-ute, Mr. Davis broke the seals of the Monto-Chest, unlocked it, and took out the prediction, doing all of this himself. He read off the name, the number and the city from the paper correctly, and then gave the paper to the audience for inspection. The ap-plause lasted fully a minute. Mr. Davis was the most worried man of the entire group and told me later that it was one of the most sensation-al things he had ever witnessed. The story got prominent notice in all the papers. The Bergen troupe, num-bering 22 people, arrived in Denver Thursday (8) and was met by a mo-torcycle escort, six policemen and two State police cars. At the air-port, the Aurora High School band serenaded Mr. Bergen as he left the plane. Splendid accommodations were provided at the Brown Palace Hotel and we were then taken 40 miles out of Denver to the mountain home of Dr. Silverman, where we were treated to barbecued steaks and all the necessary refreshments. On Friday, the Denver Assembly of the SAM gave a party in our honor at the Brown Palace Hotel. On Satur-day morning we did a show for the kiddies at Childrens' Hospital, and from there hopped to Fitzsimmons General Hospital, where we did a show for 5,200 veterans. After the broadcast Sunday, we were driven in State police cars, with a motorcycle escort, 75 miles to the Boardmoor Hotel, Colorado Springs, where we were guest of Manager Hawkins. Floyd Brown, who started the Omaha Assembly of the SAM, as well as the Assembly in Denver, put himself and his car at the disposal of Mrs. Sher-man and myself all the time we were there. I'll tell you, Bill, those West-ern boys really put it on."

AWARDS BALLOTS READY

(Continued from page 42) tion scroll, are presented to the win-ners at a final broadcast over a na-tionwide hook-up after the results are in. During the last three years, the theatrical trades have given the Donaldson Awards their unqualified support and assistance. Last year over 9,000 ballots were sent out and the response indicated that the Don-aldson Awards have come of age to fulfill their objective—absolutely im-partial, honest and popular record-ing of achievement by the people who should know best about it—the people of the theater themselves.

Klein's Town and Country Club, Milwaukee. . . . Bill Collins, former Toledo house manager, is backstage chief of the club operated by Buddy Abbott in Los Angeles. His assistant is Charles Feinberg. . . . Bobby Mor-ris, comic, now at Earl Carroll's, Hollywood, has bought a home out-side town.

10 Aerial Acts Inked for Cele By Chi Trib

CHICAGO, May 17. — Ten aerial thrill acts have been signed for the mammoth celebration here June 10 on the site of the Century of Progress in observance of *The Chicago Tribune's* 100th anniversary. Cele will be free to the public, with all vending forbidden.

Two more aerial thrillers may be contracted, it was announced by Frank P. Duffield, president of Thearle-Duffield Fireworks, Inc., and Exhibition Managers' Corporation, who is manager-producer of the celebration program.

Six at One Time

Six acts will be presented simultaneously at one point in the program and four acts, possibly six, will be offered at the same time at another point.

Acts signed are the Hollywood Sky Rockets, Sky Girls, Aerial Snyder's, the Great Knoll, Lucky Lady Carmita, Blondin Rellins Troupe, Sky Larks, Ethel D'Arcy, P. J. Ringen and Selden, the Stratosphere Man.

Ringen will ride a bicycle from 80 feet in the air down a steep incline and plunge into the lagoon. Selden, in addition to his regular act, will make a slide for life from across the lagoon from the island to the mainland section of the Century of Progress site.

History in Fireworks

Plans for the fireworks show, which looms as the largest one-night display ever offered in the U. S., calls for a portrayal of the history of *The Chicago Tribune* and the city of Chicago for the past 100 years.

Set pieces will depict, among other things, the nomination of Abraham Lincoln for president, the Chicago Fire of 1871, the Columbian Exposition of 1893, the Spanish-American War, World War I, the Century of Progress, World War II, as portrayed by atomic bombing, and will close with a flash-back showing of the original *Chicago Tribune* building set against Chicago's present-day skyline.

Most of the outstanding features of the program will be presented at night. Starting at 2 p.m., trial runs of regional outboard motorboat championships will be held. Final heats will be staged between 6:30 and 7:30 p.m.

Evening program will consist, in addition to fireworks and the aerial acts, of a 15-minute aquaplane show, a brief musical program by Armin Hand's 40-piece band, a demonstration of jet planes and other high speed aircraft, a parade of yachts and a few brief talks.

R-B Picks Up After Slow Boston Start

BOSTON, May 17.—Ringling Bros. and Barnum & Bailey Circus, off to a slow start Tuesday (13) on its Garden run here, picked up after the second day and now reports a sell-out thru closing next Wednesday (21). The weather has been okay, tho on the cold side.

There were reports around the Garden that would-be customers were balking at prices and the lack of inexpensive seats. Top-price boxes and locations were empty the first two days, and all in all, it is expected the big show will lag behind last year's gross.

Free Roll on Fire

TRENTON, N. J., May 17.—Mac Kline, electrician on Prell's Broadway Shows, declined to collect for cut-ins for concessions when the org recently was hit by fire. "Your loss is greater than mine," he told concessionaires whose stands were either destroyed or damaged by the blaze.

Killilea Appointed Brockton, Mass., PA

BROCKTON, Mass., May 17.—Tom Killilea, well-known outdoor publicist, has been appointed publicity director of the Brockton Fair, it was announced here Monday (12) by Frank H. Kingman, secretary. The appointment of Killilea, who will work on a full-time basis thru the staging of the annual in September, presages an intensified selling job long contemplated by the fair management.

Killilea, already working from headquarters on the fairgrounds, plans to center much of his activity in outlying districts. Effort will involve considerable personal contact and is expected to result in a more thoro selling job than anything attempted in the recent past. Floyd Bell, Boston publicist, will handle press for the fair in that city, as he has for a number of years.

Killilea's show business press-agenting includes about eight years as a story man with Ringling-Barnum circus, a score or more fronting for the Westminster Kennel Club Dog Show in Madison Square Garden, New York, several terms with Gene Autry's Rodeo, a lengthy tour with Guy Lombardo and his ork, and a season with the New York State Fair under J. Dan Ackerman. Prior to and in between publicity jobs he served for a number of years on the staffs of metropolitan New York newspapers.

Hearings To Be Held On N. Y. State Plans

ALBANY, N. Y., May 17.—A series of public hearings will be held this fall by the temporary State Fair Commission to make it possible for agricultural, industrial and educational groups to make known what they want incorporated in the proposed enlarged State fair.

The commission is handling preparations for the exposition which was discontinued during the war. They already have recommended the former Syracuse Army Air Base as the new site.

Va. Beach Wars on Gambling

NORFOLK, May 17.—Mayor H. Warfield Leeke, of Virginia Beach, called for a pre-season clean-up of gambling at the beach. He instructed Police Chief Clarence E. Hobeck to make a special effort to clear the town of bookmakers and any other gambling establishments that may be in operation.

Redwood Empire Scores

OAKLAND, Calif., May 17.—Redwood Empire Shows closed a successful engagement here April 21, all hands reporting a harvest. Mr. and Mrs. Elmer Hanscomb visited, and Mr. and Mrs. Pickard slipped away for a week-end at Russian River.

To Up Licenses In Washington

WASHINGTON, May 17.—Drastic increases in fees paid by circuses, carnivals and swimming pools in the nation's capital are in prospect as a result of a plan submitted to local city heads. Plan will be the subject of a public hearing June 9.

Proposal charges circuses a license fee of \$6 per day for each motor or wagon load of equipment up to a maximum of \$500. Present scale is \$2 per day and a \$250 maximum. Carnivals would pay a flat rate of \$50 per day compared with current tariff of \$35. License to operate a swimming pool would go from present \$15 to \$35, while shooting gallery licenses would jump to \$20 from present \$10 fee.

Unlike most D. C. legislation, license proposals do not require Congressional action. District commissioners were authorized to make such changes by an act passed by Congress in 1932.

Sacco Skeds July 4-6 Niles, Mich., Circus

NILES, MICH., May 17.—Tommy Sacco, Chicago booker, has skedded a circus-type show to be billed as the International Circus, for Thomas Stadium here July 4-6, with matinee and night shows each day. Fireworks, to be presented by the Illinois Fireworks Company, Danville, will be an added feature the night of July 4.

Other events skedded by Sacco for the stadium are the White Horse Troupe, July 23; Ernie Young's *State Fair Revue*, July 28 and 29, and the Western Ranch Frolics, August 24.

Frank Hrubetz Company Names European Agents

SALEM, Ore., May 17.—Frank Hrubetz Company, ride manufacturer, announces the appointment of two agents for the distribution of Spit Fires in Europe. The Supercar Company, Belgium, will handle sales in Europe except the Scandinavian countries. Stefansen Bros. have been named agents in Norway, Sweden and Denmark.

"One of the stumbling blocks for this type of export," Frank Hrubetz, president of the Salem concern, said, "is the shortage of U. S. dollars in foreign countries at this time. This, combined with the great need for essential goods, has prompted the placing of restriction on imports of this nature. However, this condition is expected to be relieved more and more as time goes on, and in a short time they expect to be back on a free trade basis."

K. C. Spring Horse Show Is Shifted to New Site

KANSAS CITY, Mo., May 17.—Forecasting a record attendance for the annual spring horse show of the Kansas City Saddle and Siroloin Club, members of the club voted to shift the event from the club ranch to the American Royal Building. Show is set for four performances (one matinee) May 30 to June 1.

William R. Allen and Lon Cox, co-chairmen, announced cash prizes totaling \$7,500 will be offered in addition to trophies. Last year's show attracted 269 horses and drew 7,500 persons on the closing night, they reported.

4 New Buildings, Costing 2 Mil. for Fort Worth Expo

FORT WORTH, May 17.—Directors of the Southwestern Exposition and Fat Stock Show were assured here Saturday (10) by the City Council that at least four buildings will be built at a cost of more than \$2,000,000 before the next exposition. The city has voted bonds for the structures which will house exhibits.

Edgar Deen, Fort Worth mayor, again was elected manager. It is his third year. Dates for the '48 expo, while not yet set, will be in January, instead of March, as in the past.

Crafts Get Calif. State Fair Midway

SAN FRANCISCO, May 17.—The board of directors of the California State Fair, skedded this year for the first time since 1941, at a meeting here Thursday (15) awarded the carnival contract for the Sacramento event to the Crafts 20 Big Shows. Foley & Burk, which had the concession for 27 years up to '41, and the Crafts shows had submitted identical bids.

Directors also approved a California Pageant for the opening night August 28.

Announcement was made that the army would grant the fair an additional \$42,756 for the restoration of the fairgrounds which it had occupied during the war years. This brings total from the army for restoration purposes to \$174,000.

Jim Williams To Operate Chi's Hanson Park Stadium

CHICAGO, May 17.—Jim Williams, Chicago, will break in the Hanson Park Stadium at Fullerton and Central Avenues here for midget auto races and other events. First midget race card will be presented Decoration Day.

Jimmie Lynch's Death Dodgers will be presented for five performances starting Decoration Day night, with matinee and evening performances the following two days. Motorcycle troupes of the Chicago area also will participate along with the Lynch stunters.

Bogota, Columbia Circus Free-Gates Striking Students

BOGOTA, Columbia, May 17.—Striking students here, almost 1,500 of 'em, forced their way into the circus (Circo Americano) here, and the management, f etful less there be a disturbance, gave them a free night show upon the students' promise they would not thereafter molest the circus.

That was Sunday (6). The following night the circus management, playing safe, had hundreds of policemen and cavalrymen on hand, armed with tear bombs, gas masks and rifles, but no one bothered the show.

Captain Albert Spiller, of Spiller's Seals, commenting on the striking students, said: "They sometimes use unorthodox tactics to achieve their purpose, but they are not violent."

Conley Named CFA Prexy at Dayton Confab

Camera Shutters Click

By a Staff Correspondent

DAYTON, O., May 17.—Circus Fans' Association of America met here last Saturday, Sunday and Monday (10-12) in their first national convention since the war, and elected Dr. H. H. Conley, of Park Ridge, Ill., president; decided to have a bigger and better convention next year in a city to be determined later; entertained the personnel of Cole Bros. Circus at a buffet supper and dance, and wore out the shutters on their cameras shooting backyard scenes.

Tom Gregory, of Lakewood, O., retiring president, conducted the meetings in the Biltmore Hotel here, and of the numerous resolutions passed was one thanking circus owners and their personnel for all the courtesies they have extended the fans.

Other officers elected were four vice-presidents, including Samuel M. Prentis, New London, Conn., Eastern; Harry B. Chipman, Yakima, Wash., Western; Sverre O. Bresthen, Madison, Wis., Central, and Joe M. Heiser Jr., Houston, Southern. Gil Conlinn, Hartford, Conn., was re-elected secretary-treasurer; Col. C. G. Sturtevant, San Antonio, national historian; Rev. Edward S. Sullivan, Cambridge, Mass., chaplain, and William L. Montague, West Hartford, Conn.

The new board of directors is comprised of Tom Gregory, Lakewood, O.; Mabel Buckingham, Gales Ferry, (See Conley Elected on page 48)

Connie Wilson Hurt In Fall at Ottawa

Ottawa, May 17.—Connie Wilson, 23-year-old Kansas City trapeze performer appearing here with the Hamid-Morton Indoor Circus, fell 30 feet to the sawdust-covered floor of the arena Tuesday night (13) after apparently blacking out in the midst of an aerial act. She was carried unconscious from the floor, suffering from shock, bruises, possible internal injuries and a possible fractured wrist and ankle.

It was the second mishap in as many nights at the show. Victoria Zacchini, 24, cannon act performer, escaped with only minor hurts when the net gave way Monday night (12). Miss Zacchini took part in the act the following night.

Bailey Biz Light

CLEARFIELD, Pa., May 17.—Severe cold weather proved a stumbling block for the Bailey Bros. Circus here Friday (9), org getting only light houses at both the afternoon and night shows.

Sour Note

DENISON, Tex., May 17.—A mishap occurred here during the performance of the Gainesville Community Circus Friday night (9), but not to an acrobat, an aerialist or a tight-wire artist. Rather, it happened to Bandmaster B. D. Ford, who tripped over a chair reaching for a sheet of music. He suffered a dislocated right arm.

After first aid treatment, Ford returned to the stand and is now leading with his left.



CHARLES CUTHBERT'S BAND on the James M. Cole Circus. Left to right: Roy Melvin, C. B. Van Vactor, Hillman Jordan, Russell Harrison, Cuthbert, Spencer Williams, C. A. Smith, Ernest Thompson and Frank Clark. Kneeling: J. D. Mease and Charles La Bird.

Springfield, O., Is Big for Cole

SPRINGFIELD, O., May 17.—Despite a very muddy lot, Cole Bros. Circus showed to two capacity houses here Wednesday (14). At Dayton Monday and Tuesday (12-13) the org enjoyed perfect weather the first day but the matinee was light. The night show, attended by 150 Circus Fans Association members sitting in Section D, attracted a strong house. Tuesday's show was hit by rain and both the matinee and night houses were light.

In Portland, Ind., Sunday (11), a three-quarter house was on hand for the matinee, but the night crowd was light. Muncie, Ind., and Anderson, Ind., gave the show full houses at every show. At Richmond Thursday (8), the weather was rainy and cold but two big houses were registered.

World Wide Animal Exhibit Biz Picks Up in Oklahoma

EL RENO, Okla., May 17.—Since moving into Oklahoma, business for the World Wide Animal Exhibit has improved greatly and Owner-Manager William F. Duggan has decided to show a number of spots in the State. Much of the success for the draw in Oklahoma is due to the special school tickets and promotional work done by Special Agent Jim Brown and Bill Treadwell.

Jim Stutz suffered his second blowdown of the season at Chickasha, Okla., when the tail-end of a tornado struck Sunday night (11), leveling the concession stand and causing damages estimated at \$150.

Flying Behees, Paul Jung Score in Newsweek Magazine

CHICAGO, May 17.—The Big Show in general and the Flying Behees and clown Paul Jung in particular, scored with top publicity this week in *Newsweek* magazine.

Front page was devoted to an action picture of the Behees, Robert, Rose and Clayton, aerialists, and Jung.

In the entertainment section was a double-page spread of pictures and a story on the Big Show.

Wenzel With Kay Burns

KINGSPORT, Tenn., May 17.—Larry R. Burns, who says in spite of some rough going the Kay Burns Circus has been doing good business, announced here Frederick C. Wenzel is now on the show's advance and that another agent will be put on shortly.

Buffalo Ranch Org Settles Attachment Suit at Dover, O.

DOVER, O., May 17.—Settlement of attachment suits filed against the Buffalo Ranch Real Wild West Show enabled operators of the show to move from here Friday (16) to winter quarters in South Bend, Ind., after being stranded here for two days.

Thirty Pawnee Indians in the company will be returned to their Wyoming reservation unless owners of the show can reorganize. Attachment suits were filed by three performers to collect \$900 in back wages.

Salvation Army fed the Indians and other stranded showmen here for two days.

The Buffalo Ranch show is owned by Robert Grooms and Art Mix. Grooms said the show ran into financial troubles when 11 of its 14 engagement dates were rained out since leaving South Bend, Ind., May 1.

Charlotte Thrill Circus Sets Attendance Record

CHARLOTTE, N. C., May 17.—Lions' Club Hippodrome Thrill Circus, which closed here Saturday night (3), chalked up a new attendance record, B. F. Buchan, general chairman, announced. Circus was produced under direction of Edwin N. Williams who, Buchan announced, will direct it again next year.

Acts included the Milos, the Paraffs, Jinks Hoagland's horses, Herdinks rolla-rolla and bars, Skylarks, the Sidneys, bicycle and unicycle; Morales, trampoline; Snider's Bears, Kitchen's Monkeys and Chimps; the Machinos, acrobats; the Diacoffs, cyclodrome; the Royal Rockets, skaters; Wright's Dogs, and Turner, Roberts and Franks, clowns.

Hamilton Gets Contract For 34 Indoor Circuses

WINNIPEG, May 17.—George Hamilton has been awarded a contract to provide circuses at 34 points in Rotary International District 116. Route will open September 1 and run thru October 31.

Spots include Fort Frances, Dryden and Kenora, Ont., Portage La Prairie, Selkirk, Minnedosa, Brandon, Neepawa, Swan River, The Pas and Flin Flon, Man.; Melfort, Meadow Lake, Nipawin, Prince Albert, North Battleford, Lloydminster, Melville and Yorkton, Sask., and Vermilion, Camrose, Stettler, Red Deer, Banff, Drumheller, High River, Raymond, Lethbridge and Medicine Hat, Alta.

Barnes Draws 8,253 Persons At Detroit Bow

DETROIT, May 17.—Barnes Bros. Circus, playing here for the third consecutive season, drew 8,253 spectators opening night, Wednesday (14), which was slightly below last year's opening crowd.

With tickets scaled from \$1.20 to \$3, it was estimated the opening night's gross was around \$16,000.

Officials are confident the show this year will top last year's draw of 150,000 persons. Org moved here virtually intact from Chicago, after its run in the Chicago stadium.

Advertising space this year is about the same as last, with emphasis on newspaper and outdoor advertising. About 150 24-sheets, 7,500 2-sheets and 1,500 poster cards, in addition to some intermediate sizes, were used.

Waterbury Cuts Some License Fees

WATERBURY, Conn., May 17.—A reduction in the license fee for circuses with a seating capacity under 3,000 has been voted by the board of aldermen, as a result of a request by Ellsworth Sommers, Waterbury.

The fee now will be \$50 instead of \$100, which was charged all circuses. Circuses with a seating capacity of more than 3,000 will continue to pay the \$100 fee.

The change in the fee was worked out by Alderman Albert Loeffler and Superintendent of Police William J. Roach. Loeffler is a member of the Circus Fans Association of America.

Vernon, Dallas, Tex., On Gainesville Sked

NORMAN, Okla., May 17.—Two additional dates for the Gainesville Community Circus were announced here. Tentatively booked are a night performance at Vernon, Tex., June 7, and two night shows in Dallas, in front of the Fair Park grandstand, June 13-14.

At Greenville, Tex., under auspices of the Kiwanis Club, the opening day there Thursday (1) was postponed by rain. Friday (2) drew an over-flow house and Saturday (3) attendance was light. At Denison, Tex., May 8-9, attendance was good in spite of threatening weather. Sponsors, the Quarterback Club, realized a profit of between \$1,200 and \$1,500, officials said.

James M. Cole Draws In Pa., Despite Cold

HAZLETON, Pa., May 17.—Despite extremely cold and windy weather, wait paper put up by another show, and day and date with Endy Carnival, the James M. Cole Circus drew two full houses Saturday (10).

Show has been running into a lot of bad weather, getting snow at Tamaqua, Pa., Friday (9), but business has been good. Show played to a straw house at Tamaqua despite the snow storm.

Shrine Show in Winnipeg May Hit New Gross Mark

WINNIPEG, May 17.—When the Khartum Shrine Temple Circus, under direction of Orrin Davenport, closes here tonight, indications are it will pile up the largest gross in Khartum Temple's history.

Show opened here Saturday (10) and drew three capacity houses.



OAK-HYTEX TOY BALLOONS

New Circus and Animal Prints

For the new outdoor season be sure you get OAK-HYTEX. Now, at your jobbers, free Oak Change Aprons with your first purchase of OAK-HYTEX Balloons. Ask for your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he gets them.

THE OAK RUBBER CO., RAVENNA, OHIO

2d Big Show Flack Stricken; Staff Short-Handed on Road

NEW YORK, May 17. — Frank Braden, staff member of Ringling Bros. and Barnum & Bailey Circus publicity department, is critically ill in Bellevue Hospital. He was discovered in a coma in his room at the Hotel Astor Wednesday (14) and was still unconscious several days later.

Braden was first reported sick on Sunday (11), the day the circus closed at Madison Square Garden. He rested for two days, delaying a trip to Philadelphia where he was to have handled the circus advance. He was taken first to Roosevelt Hospital, but transferred to Bellevue.

Bernie Head Also Ill

Bernie Head, another Big Show publicity staffer, is convalescing at Bellevue, where he underwent an appendectomy about a week ago.

The illness of two story men leaves the flack department and its chief, F. Beverly Kelley, acutely short-handed in Boston, where the show

will close Friday (23) and in Philadelphia, the following date, where it will make its first appearance this year under canvas.

Bertram Mills Has New Administration

LONDON, May 17.—Bertram Mills Circus, which started its season under canvas April 16, has a new administrative set-up this season. Heading the firm are Cyril and Bernard Mills. The late Major J. Russell Pickering, who died April 10, was associated with the Mills brothers in the new set-up as a director and also as general manager of the circus—latter position now being handled by Stanley J. Franklin, who also heads the box-office staff. Ronald R. Pickering is secretary and F. D. Lambert remains as head of the press relations staff, his second season.

Manager of the tent circus is Stanley Bird; equestrian directors, A. R. Delbosq and A. Yelding; stable manager, B. Mackeness; advance men, J. Mullane and J. H. Blake; Jack Lindsley, musical director, and Madame Wilmer, wardrobe mistress.

New Mills big top has a capacity of 3,500 spectators, largest in England. Program this season is rather weak, outstanding numbers being animal acts. Circus acts are standard English and continental European acts but show is minus big aerial numbers.

Cold Weather, Rain Hit

Eskew's JE Ranch Rodeo
WASHINGTON, May 17.—Cold weather and rains plagued Col. Jim Eskew's JE Ranch Rodeo here May 3-11 and, as a result, attendance fell below expectations. The rodeo, which in the past has featured Roy Rogers and Gene Autry among its stars, this year featured Johnny Wise, a newcomer, and his albino horse.

Ted Allen, Junior Eskew, Rex Rossi, Jack Andrews and the Shooting Mansfields drew plenty of applause.

Beatty Skedded for Moose Jaw, Thanks To City Dad Assist

MOOSE JAW, Sask., May 17.—When city council here was considering a license application of the Clyde Beatty Circus, one councillor resurrected the old complaint about high admission tabs and the "thousands" of dollars that would be taken out of the city.

Ald. E. J. Hemming came to bat for the circus. He reminded that there was no objection to paying \$2 for hockey games and that most of the money went to "a hockey association down East."

"A circus is good entertainment and educational for the kids," he said.

P.S.: Clyde Beatty's Circus plays Moose Jaw June 7.

Wallenda Says Show Is Heavy Loser But Will Keep Going

AMERICUS, Ga., May 17.—A saga of desolating disappointments, eased somewhat by the heartwarming loyalty of the trouper, was unfolded as the Wallenda Circus made its trek across South Georgia.

Poor business, poor weather and horse poisoning were among the major annoyances.

One of the highly prized dancing horses of the Konyot horse troupe died here. The others are seriously ill and the horse act has not worked in several days.

The Wallenda Circus drew high praise but no business at the two-day stand played in the Civic Center Baseball Park here Friday and Saturday (9-10).

Karl Wallenda, manager, said the show was a heavy loser but would keep on, hoping for the proverbial "good break." Entering Georgia at Waycross, the show had two poor days. At Albany the first day was poor, but word about the calibre of the performance spread and the second day was a moral booster, tho still not a winning day, Wallenda said. Americus was practically a blank, the show drawing around 100 paying customers on Saturday night.

From here the show makes a 200-mile jump to Augusta for an indoor

date and then is skedded for several South Carolina spots.

The Wallenda type circus is something new in this region, accustomed mainly to under-canvas performances. However, the Wallenda org gives a sock performance and probably could repeat to swell receptions in the fall. Natives rave over the flashy aerial ballet, 10-people unsupported ladder act, the Naittos acts, and, of course, the program clincher, the seven-people Wallenda high-wire act. Harry Klima, midget, turns in a good job in balancing in the Naittos wire act. The Wilson Trio of clowns has a variety of bits and later the Wilsons present their trained dogs. Early in the program the Naittos dog act is offered but routines of the acts are entirely different. Tige Hale's nine-piece band gives a splendid circus musical score.

Visitors at Americus included Charles Sparks, retired circus owner; Paul M. Conway, Macon, Ga., and Quimby Melton, editor of *The Griffin* (Ga.) *Daily News*, circus fan.

Captain Engerer, animal trainer, recently hospitalized after an attack by a lion in Florida, has recovered and returned to the show but now works only three of the big cats in a brief arena offering.

Horse on Yanks

NEW YORK, May 17.—Ken Maynard and his horse, Tarzan, will head the line-up of acts appearing with Larry Sunbrook's Rodeo and Thrill Show opening at Yankee Stadium Memorial Day, May 30. Other acts listed are La Tosca, bounding rope; Gregoresko; Baby Betty Grettona, child wire walker; Flying Valentinos and Sensational Duwads, flying trapeze.

Sunbrook's drummer promises 52 events in all, with more than 200 cowboys and cowgirls taking part in the rodeo part of the show. The show is slated to run nine days, with matinees daily.

Conley Elected CFA President

(Continued from page 47)

Conn.; W. A. Ruwedel, Hazleton, Pa.; James B. Tomlinson, Portland, Me.; George H. Barlow III, Binghamton, N. Y.; William H. Day, New Britain, Conn.; Leslie B. Ulrich, Sheffield, Mass.; Herbert Georg, Springfield, Ill.; Edwin Barlow, New Glarus, Wis.; Dr. Harrison Powers, Elkhart, Ind.; James L. Shuster, Grand Rapids, Mich.; A. Morton Smith, Gainesville, Tex.; P. M. Sillaway, Lewistown, Mont.; Daniel B. Kerr, San Francisco; Porter Hemphill, Hagerstown, Md., and John M. Munnings, Battle Creek, Mich.

W. H. Hohenadel, of Rochelle, Ill., was again named editor and publisher of *White Tops*.

Eighty-nine members were registered as official delegates, the complete list of which follows:

W. E. Atwater, Charlotte, N. C.; Edwin Barlow, New Glarus, Wis.; George H. Barlow, Binghamton, N. Y.; Arthur B. Becker, Cincinnati; Lloyd W. Bender, Ulrichsville, O.; Dana C. Blom, Portland, Me.; Don Bloxham, De Moines; Mr. and Mrs. Sverre O. Braathen, Madison, Wis.; William Brinley, Meriden, Conn.; L. E. Bussey, Dayton, O.; Mrs. Mabel Buckingham, Gales Ferry, Conn.; C. W. Chapman, Coldwater, Mich.; Dr. and Mrs. H. H. Conley, Park Ridge, Ill.; Mr. and Mrs. Gil Conlinn and Barbara, Hartford, Conn.; Charles A. Davitt, Springfield, Mass.; Ralph DeWeese, Dayton, O.; Donald DeWeese, Zanesville, O.; George Duffy, Fort Plain, N. Y.; George DaDeppo, Detroit; William H. Day, New Britain, Conn.; Lynn DeVall, Holyoke, Mass.; Mr. and Mrs. Carl Elwell, Akron, O.; Russell C. Foust, South Bend, Ind.; Mr. and Mrs. Edward N. Fuhrmann and Maryon, New Glarus, Wis.; Dr. James Ganey, New London, Conn.; Lou Gardner, Detroit; Mr. and Mrs. Herbert Georg, Springfield, Ill.; Mr. and Mrs. Tom Gregory, Lakewood, O.

Edwin L. Harris, Schenectady, N. Y.; Andrew Hell, Bellefontaine, O.; Brace Helfrich, Wichita, Kan.; Mr. and Mrs. W. H. Hohenadel, Rochelle, Ill.; Ralph M. Holt, Burlington, N. C.; James B. Hoye, Hartford, Conn.; William C. Huebener, Cincinnati; Mr. and Mrs. W. L. Jackman, Madison, Wis.; Mr. and Mrs. William H. Judd, New Britain, Conn.; Mr. and Mrs. Robert King, Richmond, Ind.; Charles B. Kistler, Allentown, Pa.; Henry Kleckner, Allentown, Pa.; Frank Kuehne, Sistersville, W. Va.; Charles W. Kuehne, Dayton, O.; Herman Linden, Aurora, Ill.; William T. Linney, Fort Plain, N. Y.; Albert Mayer Sr., Cincinnati; J. Oliver Millard, Milwaukee; Joe Minchin, Paterson, N. J.; A. R. Mitchell, Battle Creek, Mich.; B. F. Perkins, Holyoke, Mass.; Dr. Harrison Powers, Elkhart, Ind.; Murray Powers, Akron; L. Perry Raymond, Norwich, Conn.

Lillian C. and Margaret C. Roarke, Norwich, Conn.; Fred Roedel, Utica, N. Y.; W. A. Ruwedel, Hazleton, Pa.; Fred Schlotzhauser, Oquawka, Ill.; Cecil D. Scott, Cincinnati; Clarence R. Shank, Camden, O.; James L. Shuster, Grand Rapids, Mich.; Harry M. Simpson, Camden, O.; Bruce Souter, West Hartford, N. Y.; Mr. and Mrs. James Tomlinson, Portland, Me.; Glenn and Mrs. Anne Townsend, Battle Creek, Mich.; Leslie and Mrs. Bonnie Ulrich, Sheffield, Mass.; Frank Upp, Peoria, Ill.; Donald Wolf, Wallingford, Conn.; John C. Wyatt, Shadyside, O.; Robert Zimmerman, Madison, Wis.; Earl London, Dayton, O.; Glen Tracy and R. E. Pfister, Cincinnati; and William L. Montague, West Hartford, Conn.

Registered guests included Mrs. Phillip Armstrong, Portland, Me.; George Fournier, Hartford, Conn.; Mrs. C. B. Kistler and Mrs. Harry Kleckner, Allentown, Pa.; Ray W. and Mrs. Jessie W. Leach, New Britain, Conn.; Mrs. Herman Linden, Aurora, Ill.; Henry Opferman, New Glarus, Wis.; Mrs. M. C. Watrous, New London, Conn.; Mrs. Robert Zimmerman, Madison, Wis., and Mrs. William C. Huebener, Cincinnati.

WANTED-LOOK! LOOK!

Cowboys, Girls, Rodeo Contestants; Wild West Acts, all kinds, with or without stock. Will buy or rent Circus Seats, Side Wall, Rodeo Stock. 30 weeks booked. Can use Program, Banner Men. Will rent Rodeo Stock. Show opens June 10th here.

Write

PAT LONG, Mgr.
RODEO SHOW
Ephrata, Penna.

CANDY BUTCHERS AND NOVELTY AGENTS WANTED

FOR SHRINE CIRCUS

Newark, N. J., May 20 to May 25

and

PHILADELPHIA WORLD AIR SHOW

May 30, 31 & June 1

Apply **A. HYMES**

Sussex Armory Newark, N. J.

FOR SALE

Jupiter, dancing, menage 47-inch pony, works on lines. 4-year-old dapple cream with silver mane and tail. Worked one season in and outdoors. Two white Parade Horses. Six Pony Drill, with new trappings and plumes. Four Pony Drill. Six Horse Liberty Act. Four Horse Liberty Act. New Ring Curb. Ford V8 C.O.E. Tractor and Kentucky Trailer Van.

EVANS AND STARK
Centerville, Iowa

WANT

Butchers, Agents for Patterson Bros.' Circus. Have for sale cheap, one 6-ft. Panel Concession, 5-ft. Concession, all complete. Double head Candy Floss, complete with Concession. Leo Randolph, wire me. Wire:

S. E. MERONEY

BRYAN, OHIO, MAY 24, OR ROUTE.

F. L. ANDERS

Would like to hear from sober Razzle-Dazzle Agents at once. Charlie McCarthy, call. Wire Care King Bros.' Circus, Montgomery, W. Va., May 20; Sutton, 21; Elkins, 22; Grafton, 23.

SPANGLES TIGHTS

WETTSTEIN CO.

440-442 W. 42 St.

N. Y. C.

Paste This in Your Address Book.

FOR SALE—COMPLETE MOTORIZED CIRCUS

Now operating 8 Trucks, 4 Semi 1945-'46 Ford Tractors and Trailers (three single jobs, all late models). 1 Panel 1941 Chev. Advance Truck, Big Top, 70 ft. Round Top, four 24 ft. Middles, all flame proof; 400 Chair Grand Stand, 10 lengths; 7 High Back Reserves, 8 Lengths 7 High Blues, all Railings, Front Door, Side Show Top (40x70), all new Banners. Can be seen in operation. Address: **BOX D-497, Care Billboard, Cincinnati 22, O.**

Joe Short infers he is back for his fifth season at the Detroit Zoo.

There aren't enough old-time stewards left to spoil the broth.

Coronet magazine is readying an article on the Cristiani Family.

Robert D. Good, Allentown, Pa., reports visiting the James M. Cole Circus at Easton and Bethlehem, Pa.

Doc Candler reports that he will soon go East with his Punch and Judy act.

Up-and-at-'em boys aren't afraid when backed up with canes and crews.

Tom Packs was a New York visitor arranging for the presentation of Roy Rogers' Thrill Circus at the Polo Grounds in June.

J. L. Harshman caught the Kay Burns Circus in Boonsboro, Md., and says that Luther Fuller, general manager, has the program running smoothly.

Henry Rodemer infers that Bugs Kelly, of the James M. Cole Circus, was stricken ill May 3 at Montclair, N. J., and was rushed to Mountain-side Hospital, where he underwent an operation.

When workmen arrive on lots along with the layout pins it indicates a trend back to normal.

Charles Brady, veteran superintendent of Mills Bros.' Circus, was guest of honor at a birthday party in the big top at Akron Saturday (3). Brady, who was 71, has been in the circus business 52 years.

Eddie Jackson, member of the No. 1 advertising car of the Ringling-Barnum circus, visited Herbert A.

CLOWNS WANTED AT ONCE
Wire
GEORGE L. MYERS BAILEY BROS.' CIRCUS
Lancaster, Pa., May 20; Coatesville, 21; Pottstown, 22; Bethlehem, 23; Hazleton, 24; Pittston, 26.

ELASTIC NET OPERA HOSE
Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chaintette Fringes. Other Items. Folder? Yes.
C. GUYETTE
346 W. 45th St.
New York 19, N. Y.
Phone: Circle 6-4137

COOKE'S ALL AMERICAN CIRCUS
Acts doing two or more with own transportation. Can use Magician, Hillbilly Singer. Want Concessions, Popcorn, Peanuts, Novelty, Photos, Snow Cones.
Write Summit, La., May 24; Adkins, 25; Ringgold, 26; Freyburg, 27; or per route.

MILLS BROS.' CIRCUS WANTS
Promotional Advance Managers with Phone Men. Best deal in the business. Wire
JACK MILLS, Jackson, Mich., May 20; Ann Arbor, 21; Dearborn, 22; Pontiac, 23; Port Huron, 24; or as per route.

WANTED TELEPHONE SALESMAN
To sell Advertising — Weekly Sports Magazine. Permanent Position — Good Sponsors. Well established — in 7th year. Write
P. O. BOX 285 KANSAS CITY, MO.

UNDER THE MARQUEE

Douglas at West Chester, Pa., recently while working the Philadelphia area.

Mr. and Mrs. Clyde Wixom, of the old Wixom Circus family, whose winter quarters were formerly at Bancroft, Mich., visited Sparks Circus in Columbus, O., as guests of Mr. and Mrs. Thomas F. Kennedy.

Boss butcher made a mistake when he told his seat hustlers: "I like men that can help themselves."

Tad Tosky, a member of the Barnes Bros.' Circus Clown Alley during its stand in the Chicago Stadium, was unable to join the show for its Detroit showing because of illness.

Visitors opening night at Barnes Bros.' Circus in Detroit included Harry Kelley, secretary-manager of Hillsdale, Mich., Fair; Lee Johnson, director of the Detroit USO, and James T. Niederlander, manager of the Shubert-Lafayette Theater.

S. T. Jessop, of the U. S. Tent & Awning Company, Chicago, reported Friday (16) he had received an order from Jack Mills, owner of Mills Bros.' Circus, for a new 100-foot top with three 40-foot middles. Jessop said the new canvas would be delivered in June.

Remember when circus advance cars were decorated with paintings of wild animals and a Roman chariot race?

Mr. and Mrs. Alex Murrell and A. Morton Smitn, of the Gainesville, Tex., Community Circus, caught the Roger Bros.' Circus at Nocona, Tex., Saturday (10). They visited with Owner Buck Owens, Mr. and Mrs. Walter Herod, Tex Orton and Willie Ralls.

Additional donors who contributed blood to ailing Bernie Head, of the Big Show press staff, were John Griffith, Robert Johnson, Harry Parker and William Madara, all from the cookhouse. Head is reported improving following a recent operation at Bellevue Hospital, New York, where he is still confined.

Jesse Amonett writes from Akron that he recently visited Frank Shepherd, former Ringling-Barnum aerialist, who was injured four years ago and who is hospitalized in Akron. Amonett also reports he caught the Mills Bros.' Circus and visited Kenneth Waite and made a trip to Barberton, O., to visit Brownie Silverlake.

There was plenty of squawking done by some when circuses switched from white to blue tops. Wonder what they think of today's dingy flameproof canvas?

Joe Beach reports from Springfield, Mass., that he visited the Emerald Sisters and the Juggling Duvals at the Valley Arena Gardens, Holyoke, Mass., and with Monroe and Grant at Court Square Theater, Springfield. Later, together with Wally Beach, Joe visited the Wilfred Mae Trio and Mr. Gauthier, of the dog and pony act. Both acts were appearing at Court Square.

When James M. Cole Circus played Pottstown, Pa., many visitors were on hand, including J. Rudolph Conway, William F. Cushing, Dutch Hoffman, Ed Conway, John Van Matre, George Roberts, Mr. and Mrs. Charles B. Kistlet, Chris W. Viohl Jr., James MacInnes Sr. and Jr., George Kiengle Jr., John Adams, William O. Moll, Russell Campman, George E. Barton, Zeke LaMont, Clyde Emery and Mr. and Mrs. Herbert A. Douglas.

Recent visitors at Rex M. Ingham's Animal Farm at Ruffin, N. C., included Joe Gangler, owner Gangler Bros.' Circus on Bright Nights Exposition Shows; Louis Augustino, animal show owner on Virginia Greater Shows, who purchased some stock; Mr. and Mrs. Tex Worthe, playing schools near Ruffin; Harry LeVan, former vaude and burly performer, now ahead of the Florida Blossom Shows; Leon Long, Negro musician, also on the Blossom Shows and Dr.

George D. Barrett, lecturer with the U. S. Society of Zoology, who finished his school tour and is now aiding Ingham to erect a new animal house.

When the Humanitarian Awards Dinner, given by the Variety Clubs International, was held Saturday (17) on Stage 2 at Warner Bros.' Studio, Hollywood, the stage rivaled the big top of the Ringling-Barnum show. Main entrance marquee was complete with talkers and sawdust and was flanked by Side Show banners and other trappings. There was even a steam calliope.

First Arrivals!
ELEPHANTS
for Immediate Delivery!—
any month commencing June 1 — at lowest prices — high-quality — ready-broken — Indian females under 6 feet. Larger trained animals if desired. All brought in direct. We are principals with our own Indian buying offices — not brokers or agents. Full particulars and prices on request. Let our representative call on you without obligation.
EASTRADE, INC.
11 W. 42nd ST., N. Y. C. 18
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WIXOM RODEO & CIRCUS COMBINED WANTS
Opening in June
Bronk and Bull Riders, Trick Riders, Ropers, Rodeo Clown, Horse Acts, Circus Ground and Platform Acts, Western Singing Trio.
No drunks tolerated. Write what you can do and salary per week.
HAVE FOR SALE: Two excellent male Lions, five and three years old. One seat broke and door bounce. Male Bengal Tiger, six years old. Two 18 ft. Cage Wagons, 600 by 16 rubber tires, one cage brand new, never used.
John D. Wixom, WIXOM RODEO & CIRCUS
Black River Falls, Wis.

WANTED
ANIMAL ACTS GROUND ACTS HIGH ACTS
For E. N. Williams' Thrill Circus Productions
Roanoke, Va., week June 20th; Springfield, Ill., week July 11th, with Decatur following; then four more in the South. For bookings contact
JOHN H. BILLSBURY
203 NORTH WABASH AVE. CHICAGO, ILL.

FAMOUS ROBBINS CIRCUS & WILD WEST WANTS
CIRCUS ACTS, FAMILY ACTS, SIDE SHOW ACTS, FAMILY BAND, TICKET SELLERS, USHERS, BOSS CANTASMAN, ELECTRICIAN. WILL RENT GRAB, Custard, Floss, etc. Man and Wife with Acts to handle Sideshow. Agent with car to book and litho, card, etc. Will buy Elephants, hay-eating Animals. My old Help and Performers, come on; will place you. All address: **GEORGE BARTON, West Chester, Pa.** No time to dicker, state all and if you have transportation. Wire today. Show opens May 24. No collect wires.

WANTED: PHONE MEN
TICKETS ADVERTISING.
ALL SUMMER'S WORK
WRITE — WIRE
PETE HENRY, 131 Chestnut St., Harrisburg, Penna.
OR
BOB ALLEN, Monticello Hotel, Norfolk, Virginia

SNELL BROS.
(formerly The Larcionians)
Now with Barnes Bros.' Circus. Open after May 25th. Circus—Parks—Fairs—Celebrations.
Address: 6242 Kenwood Ave., Chicago, Ill.
CLOWNS AND PRODUCING CLOWNS

Ringling-Barnum

Arriving in Boston at 1:30 p.m., Monday noon (12), we had a day off and many of the folks attended the Red Sox-Yankee ball game. Others divided their time between the movies and sight-seeing trips.

Madison Square Garden ushers gave a dance for show members Saturday (10), and the previous night, Friday (9), there was another party, this one given by Dr. Fox and Earl Chapin May.

Sick list includes Martha Henderson, who underwent an operation in New York but who will join us in Philadelphia; Georgie Campbell and Howard Marco, hospitalized, who also will join in Philly; Bernie Head, who is on the mend in New York; the Great Barton, who fell in the Garden, is getting around with the aid of crutches.

Visitors included Mr. and Mrs. Ted Williams, Bobbie Doerr and family, Dave Ferris, Mr. and Mrs. Earl Johnson, Joe Cronin and Win Green, all of the Red Sox ball club; Father Ed Sullivan, Mrs. Harry Miner, Mrs. William Webster, Winine and Con Colleano; Marvin and Hazel Powell, of Hunt Circus; Ken Amadon and Doc Olzdam, Manchester, N. H.; Mr. and Mrs. Jim Northridge, Phil Hall and Tommy Seawell.

Backyard notes: It's a duckie run from the ladies dressing room to the wardrobe room and the girls, with quick changes necessary, meet themselves coming and going. Frenchie (See Ringling-Barnum on page 96).

Bailey Bros.

Show had three days of snow, accompanied by cold winds, and back yard reminded one of the snow scene from 'Way Down East. The customers continue to come, tho. Perhaps it's the novelty of seeing a circus in a snowstorm.

Buck Leahy, a patient in Memorial Hospital, New Castle, Pa., is reported to be doing okay. Bob and Lois Stanley were called home by the death of Bob's mother.

Anderson-Ellis concessions added a new semitrailer for stock. Boots and Bee Wacker report the cold weather is good for their popcorn business. Many showfolk were around the stand warming their hands.

A birthday party was given in the back yard for Manuel Baragon. Cake and ice cream were served by Billie Henderson and Jane Sadowski.

New elephant blankets arrived. Shorty Good, a recent addition, is running the No. 1 stand. We can't figure out if Red Harris was doing tramp or white face one night recently.—LAURENCE CROSS.

King Bros.

Org is still touring the Eastern Kentucky coal mining districts. Big crowds turned out at Whitesburg, Ky. Show was the first circus there in a long time. Steve Fanning, boss props, had a big day entertaining friends. John Boring returning from his home in Cleveland.

On Sunday in Hazard, Ky., the first laundryman of the season showed up. Lot was located alongside the Kentucky River and the fishermen on the show had a big day. Betty Biller took top honors, with J. C. Perino second. Tax Carter, treasurer, was entertained by friends. He formerly was connected with the coal industry in Kentucky and Western Virginia.

Our concerts are drawing heavily. Don and Hope McLennan, in charge of the Wild West department, are chalking up big scores. In spite of the tough mountains, Deacon McIntosh, boss mechanic, keeps the fleet rolling. At Big Stone Gap, Va., Jake Rosenheim entertained relatives. Lot there was opposite the home of the late John Fox Jr., author of *The Trail of the Lonesome Pine*.—SYLVIA GREGORY.

DRESSING ROOM GOSSIP

Wallenda

We finally left Florida and are now on our way thru Georgia. We played two days in Waycross and the first night we were hailed out instead of rained out.

Two of Dorita Konyot's horses were left in Jacksonville, Fla., in care of a veterinarian. When Yettie Wallenda worked the high pole for the first time, everyone was chewing his nails. Yettie did a good job, however, and came thru okay.

Helen Wallenda has been on the sick list. Mel Miller is doing a good job handling press and radio. His wife, Bunny, is a new addition to our office staff. Arthur Wallenda is doing a lot of work on his trailer.

Soon we won't have any weather worries as we'll be playing some indoor stands.

Recent visitors were Jane Johnson and Norma Holmes, Jeannie Davis's father, Marion, who, incidentally, gave us a nice plug on his radio station in Douglas, Ga.—GUNTHER WALLEUDA.

Cooke's All-American

Since our opening in Slidell, La., we have had excellent weather.

Elsie Booth and son, Ted, have left to join her brother-in-law, Jimmy Heron, with his Wild Life Show at Wichita Falls, Tex. Our entire personnel had an old-fashioned gypsy barbecue in Erwinville, La. Dano Cooke acted as chef and he prepared a real feast.

A new truck was added at Alexandria. Joe Spencer is lettering all cars, trucks and trailers. Glenn Hannon has been catching plenty of armadillos. Our large pythons arrived at Bunkie and are getting plenty of attention.

Sonya Cooke added two concessions to her line-up. Betty Jackson is doing a real job with music and doubling in the Side Show and concert. John Kruchko has taken over the general announcing. Tanya Pranchek joined at Simmesport, La., and is producing some original dances that have strengthened the Side Show.

General Agent J. M. Cooke has the show routed into Arkansas after the Louisiana tour. Leo Parks joined with the Strobolite pictures. His wife and son will join later. Two sections of seats have been added and a mobile cookhouse is under construction. A new line of paper has been added.—J. M. COOKE.

Clyde Beatty

Auburn . . . back to the hills again. Bobbie Peck thrown by her steed during menage, receiving serious bruises. Visiting the Sylvester Duo was Shorty's brother, Eddie, and family. Because the lot was at practically a 45-degree angle, wagon No. 232 overturned while being shifted. It was righted by Bob Reynolds and his helpers.

Reno . . . this was the payoff town everyone had been waiting for, and I do mean payoff: A good time was had by all. Many jackpots were won and cut up here, particularly in the pie car. Graham Dean, newspaperman and author of the book, *Circus* (See CLYDE BEATTY on page 96)

Mills Bros.

It was in Cleveland that your former correspondent, John Jay Knight, forsook the sawdust trail to return to his first love, radio, so from here on I'll keep you posted on what goes on behind the big top on the Mills org.

If I was an artist, I could paint a masterpiece of our opening at Massillon, O. Just as George Bell, the band leader, raised his trumpet to summon first call, there came a flurry of white snowflakes. It looked like (See MILLS BROS. on page 96)

Garden Bros.

Spring finally arrived in the Maple Leaf country. We are getting our share of rain but we won't register any beefs after wading thru snow. Give us the good old mud any day, especially when we are high and dry in buildings.

Norm Ainsley, of Bob Bailey's advance crew, is in the hospital in Hamilton, Ont., recovering from a heart attack. Our maestro, Ken Good, also is on the sick list. Elouise King, of the Cycling Kirks, escaped serious injury when she fell during the web number.

Bill Garden Jr. has taken pictures of the show from all angles. Dorothy Herbert is getting settled in her new trailer which is the last word in comfort; no house warming, tho. Prof. George J. Keller celebrated his birthday. Marcelli Brothers can be proud of their wire act.

Eric Philmore can juggle almost anything. If Modoc wasn't chained, she'd probably be one of his props. Tom Ringler returned to his home in Ottawa to get his equipment ready for the fairs. Mrs. Joe Bennett, Rochester, N. Y.; Mrs. Hagenbeck Williams, Cincinnati, and Mrs. Ed Bennett, Detroit, spent a week-end visiting their concessionaire husbands. Also on hand were Mrs. Bill Gardner and children.

Wonder who started the trick wave and fancy name gag that is the rage. Only the one-percenters know about it, so we can almost boast of a 100 per cent membership.—DOLLY JACOBS.

Polack Western Unit

Mother's Day was quite an event. All the mothers received corsages. Two of the rarest were those worn by Dorothy Durbin and Bebe Siegrist.

Vernon Colbert and Loretta, lady clown and her toy dogs, and George Corello and his Hollywood mimies joined. With a few days off, several folks went to the race track. Darby Hicks and Willie Moon were seen leaving the \$50 window.

Peppi Borza had 10 stitches taken in his ear, the result of a fall. Marie Delbosq does a Dagwood every time the whistle blows for her cue. Adriana has recovered and is back in the show. We had three broadcasts over KLK, direct from the auditorium.

Mr. and Mrs. Duncan MacDonald gave a party in their home for some of the performers. Orchids to Mrs. Delbosq for Clara's beautiful new costume, which she wore opening night. It is white satin with Kelly green ostrich feathers.

Visitors in Oakland were Mrs. Ross Paul's sister, Belle Wheeler and husband and daughter, Georgia; Betty Miller, Julius Angle, Alicia Clark, Mr. and Mrs. Overhoser, a sister of Mike Nidos, and Louis Goebel, of Goebel's Lion Farm.—IRENE LAF-FERTY.

Yankee-Patterson

Business was light at Sanger, Chowchilla and Dos Palos. A fair house was on hand at Hollister and Gonzales, which were the first two towns outside of the San Joaquin Valley. Santa Cruz gave the show a good matinee but only a fair night house. At Los Gatos, the matinee was good but the night show only fair.

Difficulty was experienced in crossing the Pacheco Pass from Dos Palos to Hollister with several trucks breaking down. All arrived on time for the matinee, however.

General Agent Harvey Walters and wife, Joe, arrived at Gonzales and departed for Los Angeles. Ruby Wood and Johnnie Cardwell flew from Dos Palos to Los Angeles to confer with (See Yankee-Patterson on page 94)

Sparks

We spent a Sunday in St. Catharines, Ont., and many took the opportunity to visit Niagara Falls. It certainly seemed good to be back on U. S. soil even if only for a few hours.

We day and dated with the Shrine Circus in London, Ont., and many came overland from St. Thomas to visit.

Tommy Bryden's advance crew has everything ready for us when we hit a town.

Ollie Rinehart Garber was a surprised gal when she walked into the dressing room and found her trunk decorated with pink tissue paper. There were gifts and a birthday cake, too.

Ringling Miller replaced Murray Burt as front door superintendent. Burt left to join the Big Show in New York. Everyone has been admiring the new baby monkey born in London, Ont., and which Mabel McGrath named Snowball. The four Caudillo girls presented their mother with a wrist watch on Mother's Day.

Visitors included Marge Canter's parents, Mr. and Mrs. John Hoffman, Leonard Karsh, former boss of the front door on the Barnes show; Thomas Bryden, brigade manager, and Charlie Underwood, radio and press department.—DOROTHY LEE BROWN.

Siebrand Bros.

In Claypool, Ariz., we gave two shows a night and every show was a sell-out. It was so hot we either stayed by the air-conditioner or spent our spare time drinking cold drinks. Don Rey found a great fishing spot and a group of us went with him. It was a fisherman's paradise. Making the trip were Don Rey; Jimmy, Cliff and Ivan Henry; Ed Patrick, Ma and Pa Quackenbush and the writer. Ivan Henry, six years old, got a thrill out of making his first catch.

From Claypool we made the 400-mile trip thru the Salt River Canyon. We started the trip at night to escape the heat. In Cortez, Colo., we found the weather cooler and it was very welcome. Business was good in Cortez. Many of the customers were Indians and Ed Patrick and his Indian roller skating number went over big.—TONI MADISON.

Cole Bros.

The arctic weather was still with us at this writing and believe it or not, it snowed in Fort Wayne and Anderson, Ind. Kay Burslem's trailer was a big help to the girls on those cold days between shows.

Lots of sad faces around after the derby. The only one I saw smiling was Cecil Labelle. Wonder what happened to Bullet Proof and On Trust? Slaymann Ali is back from Mexico with the smallest midget the writer has ever seen. Said midget will be part of Arthur Hoffman's Side Show.

Clarence Canary enjoyed a big day in Indianapolis. Visitors have been plentiful. From Peru, Ind., came Dr. and Mrs. John Langrave, Dr. Doyal, Mr. and Mrs. Dick Langrave, Mr. and Mrs. Lyman Keyes, Mr. and Mrs. Bill Giesn, W. B. Gresham, Mr. and Mrs. Carol Solts, Nick and Dorothea Carter, Claude Johnson, Etta Hodgini, (See COLE BROS. on page 94)

Dailey Bros.

So cold everyone is wishing for the red flannels they left in quarters. Roads are so narrow and crooked in Tennessee they must have laid them on the trail of Daniel Boone. A man drove on the lot with war surplus stock and by the number of caps purchased, it looks as tho the Wacs have been reorganized.

Mother Jackson was busy digging wild onions all one morning. We had onion sauce with liver for supper. Fred Sanchez has that trainer's touch (See DAILEY BROS. on page 96)

Jim Like Wins Thomasville Title

THOMASVILLE, N. C., May 17.—Jim Like won the all-around championship in the rodeo held here April 30-May 1. Staff included Billie Veach, arena director; Ditmann Mitchell, announcer; Jonas Dunson and Floyd Shumaker, judges; Monroe Veach and Grace Shumaker, timers; Virginia Robinson, Monroe Veach, Earl Strauss, J. W. Stoker and Elmer Robinson, specialty numbers; Bennie Beach, clown, and Grace Shumaker, secretary. Stock was furnished by the Lawry-Beach Rodeo Company.

Results: Calf roping, Mel Autry, first; John Brown, second; Jonas Dunson, third; Ken Hargis, fourth; bull dogging, Jim Like, first; Frank Duce, second; Monroe Sawyer, third; John Brown, fourth; bareback bronk riding, Mel Autry, first; Gerald Roberts, second; Red Wilmer, third; Frank Duce, fourth; saddle bronk riding, Jim Like, first; Ken Hargis, second; Gerald Roberts, third; Sonny Tureman, fourth; bull riding, Don Hines, first; Mel Autry, second; Casey Tibbs, third; Ken Hargis, fourth.

Monroe Org Going Along Okay Despite Rain, Mud

JONESBORO, Ill., May 17.—Monroe Bros.' Circus, now in its fifth week on the road, is going along okay, despite plenty of rain and mud and even some snow, officials report. Show is presented in one ring and has 22 numbers.

Staff includes Ted La Velda, manager; Fred La Velda, tickets; G. C. Hopp, side show manager; Paul and Edna Zallee, concert; Helzer Bros., concessions; Edna Earl, banners; Bill E. Thompson, advance; John Jordan, boss canvasman; Curtis Kirchner, seat man, and Jean Fitzgerald, props.

Wirth Lands Syracuse '48 Shrine; Plays Extra Shows

SYRACUSE, May 17.—Frank Wirth has been awarded the contract to present the Tigris Shrine Circus again in 1948, he has announced. The recent show there was such a success that it was necessary to run two performances nightly, and the extra shows will be billed for next year.

Wirth also produced the first circus recently for the Corky Row Club, of Fall River, Mass., acts being the Three Reddingtons, trampoline; Chai and Somay, Chinese equilibrists; Phil Wirth's Riding School; Ferdinand, the bull; Marvin and Hazel, wire; Laddie Lamont, ladder and globe; Risko and Nine, jugglers; Aerial Downes; Charles Duo, skaters; Ben Dova; and Elizabeth's Canines.

Circus Historical Society

Joe and Thelma Fleming, Trenton, Neb., caught the Shrine Circus in McCook, Neb., May 7. C. H. (Dad) White is en route home after wintering in San Diego, Calif. He plans to stop over at Baldwin Park to visit Mr. and Mrs. Jake Posey and Will Brock.

The late L. Ray Choisser was an honorary member of CHS. Maurice Allair, CHS vice-president, had his model circus on display at the Better Homes Exhibit in Portland, Me. April issue of *The Ford Times* had an article on the Snake King, of Brownsville, Tex., and the May issue of *People and Places*, put out by the DeSoto-Plymouth Company, contained some good circus pictures.

John Vincent Leonard caught the Hamid-Morton Circus in Buffalo. He also reports the James M. Cole show was forced to put on a parade in Westfield, N. J. It was a case of no parade, no license.—BETTE LEONARD.



GEORGE M. KLEPPER, illustrious potentate of Al Chymia, Memphis, right, presented honorary memberships in Syria Temple, Pittsburgh, to Bob Morton, left, and Vernon L. McReavey, recently in behalf of William P. Gregg, 1946 potentate of Syria Temple.

Baton Rouge Thrill Show Crowd Puller

BATON ROUGE, La., May 17.—Near-capacity crowds prevailed for the week-long North Baton Rouge Kiwanis Club Hippodrome Thrill Circus, produced and directed by Edwin N. Williams, in Louisiana State University's Coliseum here, officials said last week.

Circus, which closed its run April 12, played against a tent circus brought in by another organization and a carnival, which was forced to remain over another week because of rain. Officials pointed out, however, the opposition failed to hurt attendance. Prince Hernandez, general committee chairman, said that the circus would be staged again in April 1948, with Williams directing activities.

Acts included Berosini Troupe, high-wire; DeKohl Troupe, jugglers; Paraoffs, cloud swing; Paul Lewis' horses, ponies, dogs, mules and goats; Ivanoffs, cloud swing; Royal Rockets, skaters; Virginia Lynne, balancing; Snyder's Bears; Morales Troupe, head slide; Musetta, toe and heel catches; Ralph Velarde, slack wire; Paige, Jewett and Kii, bicycles, and De Rue Bros., Charlie Lewis and Jack Harrison, clowns.

Lancaster, Mo., Loses Landmark As Elephant Barns Are Razed

LANCASTER, Mo., May 17.—About the last remaining landmark of the circus and wild animal days of Lancaster is passing with the razing of the wild animal barns in which William Preston Hall, "The Horse King of the World," used to house his elephants, tigers, bears and other animals destined for a life under the big top.

Hall, who died in June, 1933, started in business as a Missouri mule and horse buyer, and became interested in wild animals while supplying horses to Great Britain for the Boer War. He had his headquarters in Cape Town, South Africa, from where he sent his animals to Lancaster. They were kept in the barns in this Northeast Missouri town until sold to circuses all over America.

Horses, Mules Only

Young Bill Hall is following his father's footsteps as far as the horse and mule business only. The sprawling elephant barns were more than he needed for storing his animals, so down they came.

The stacked-up lumber isn't creating the stir the old animals did; no kids hang on the fences to see the

With the Circus Fans

By The Ringmaster

President THOMAS M. GREGORY
12039 Edgewater Drive Lakewood 7, O.
Secretary-Treasurer GIL CONLON
71 Allendale Road Hartford 6, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tons," care Hohenadel Printing
Company, Rochelle, Ill.)

Mabel C. Buckingham returned to her home in Gales Ferry, Conn., after spending the winter in Pasadena, Calif. Before starting home she caught the Clyde Beatty and Yankee-Patterson shows.

The second circus fan to join our association from Dayton, O., is Charles W. Kuehne.

Frank D. Fenderson, for 15 years a member of the CFA, was elected judge of probate for York County, (See *With the Fans* on page 62)

15,000 See Rodeos At Vernon, Tex.

VERNON, Tex., May 17.—Second annual Santa Rosa Roundup here drew 15,000 persons for six performances. Event, sponsored by Paul Waggoner, Texas oil operator and cattleman, was worth \$12,000 in prize money. Results:

Bareback Bronk Riding—Buster Butt, Tex., Okla., first; C. J. Shellenberger, Marietta, Okla., second; Manuel Enos, Fort Worth, third; Wallace Brooks, Sweetwater, Tex., fourth.

Saddle Bronk Riding—Texas Kidd Jr., Fort Worth, first; Billie Weeks, Grady, N. M., second; Manuel Enos, Fort Worth, third; Ernie Barnett, Pampa, Tex., fourth.

Bull Riding—Billie Weeks, Grady, N. M., first; Kirby Walters, Pampa, second; Dude Smith, Dallas, third; W. N. Rice, Brooksmith, fourth.

Steer Wrestling—Royce Sewalt, Brownwood, Tex., first; Tom Hogan, Tulsa, Okla., second; D. Woods, Ada, Okla., third; Bo Chesson, Beaumont, Tex., fourth.

Calf Roping—Royce Sewalt, Brownwood, Tex., first; Dee Burk, Comanche, Okla., second; Ray Wharton, Bandera, Tex., third; Buff Douthitt, Brownwood, Tex., fourth.

Cutting Horse Contest—Ray Smith, Aledo, Tex., first and second; Whit Kenney, Stephenville, Tex., third; Eddie Caldwell, Fort Worth, fourth.

Stampede Group Reorganized

BLACK DIAMOND, Alta., May 17.—Black Diamond Stampede committee has been reorganized as a limited company with Don Thompson, president; Joe Riley, vice-president, and Harry Patten, secretary-treasurer. Pat Nichols will be manager.



GENE AUTRY, left, recently completed a successful engagement at Birmingham, and C. R. (Buck) Reger is busy handling the banners on the Al G. Kelly-Miller Bros.' Circus. They met recently in Hugo, Okla.

K. C. Star Plugs Miniature Show for Orphan Showing

KANSAS CITY, Mo., May 17.—Circuses got a plug along with a local department store and Dunn Bros.' Miniature Circus, with a special showing of the miniature big top for a number of orphans. Event drew half-column story with art in *The Sunday Kansas City Star* (4).

Showing was arranged by orphan circus sponsors, local organization, and J. H. Dunn, former magazine salesman who has shown his miniature circus thruout the U. S. the past 12 years. Show include 54 tents, 1,300 toy animals in addition to toy trucks, animal wagons and tiny figures of clowns and other performers. On display at Jones Department Store, it will remain here thru today.

Mrs. Tom Mix Featured On Dorman Bros.' Show

NEWTON, N. C., May 17.—Mrs. Tom Mix and her Western Show have top billing on the Dorman Bros.' Combined Circus which is playing dates in western North Carolina this month.

Others featured include Bernice Kelly, wire; the Moreen Troupe, teeterboard, and Capt. Pat Kelly, animals.

Clyde Beatty Notes

LOS ANGELES, May 17.—Golda and Eddie Grady closed April 9. Eddie was in charge of the front door. . . . The Olvera perch act also closed to work fair dates. . . . Mr. and Mrs. Norman Carroll gave a dinner party at their home for Mr. and Mrs. Parley Bear, Mrs. Ernest Clarke and Hugh McGill. The Carrolls also had a circus party during the date. Guests were the Bears, Mrs. Clarke, McGill, Mr. and Mrs. Rod O'Connor and Red Skelton. . . . The Bears moved into their new North Hollywood home April 27. (See *Clyde Beatty Notes* on page 62)

Till We Meet Again

When an early-day circus advance car was ready to leave quarters, the show's owner would mount the car and farewell each biller by shaking his hand and saying, "You are Mister So and So. New around here, eh? Glad to have you with us and hope that you will still be with us when the show closes." After making his rounds from man to man, the owner would stand in the door and below, "Now be damn sure that you bill across from the lot and by the unloading crossing so that I'll know that my paper is being put up and not wasted."

CAVALCADE HITS IN MEMPHIS

Reduced Fares Trim Grosses

Cotton carnival spirit with paved midway help overcome some rough weather

By Pat Purcell

MEMPHIS, May 17.—Back in 1942 Mike Jacobs, who promotes the fights in Madison Square Garden and various and sundry other points in these United States, was asked if he would operate a fight show in a baseball park and he came back with the snappy retort that "it seldom rains in Madison Square Garden."

About the same time the Conklins, of Canada, decided that it is almost impossible to find mud on a paved midway, so they started slapping pavement around on the lots they frequent in their territory, and there have been many concrete examples that this policy pays off.

Here this week, however, was an example of the wisdom of this policy which bears repeating. Had it not been for the pavement of Front Street, on which the Cavalcade of Amusements was parked, it could have been a sad engagement in place of one in which all hands got some money and the red wagon really baled it up.

Midway Jammed

For instance, last Wednesday it rained so hard at 2 p.m. that one of the parades of the Cotton Carnival was postponed, and yet 45 minutes later the skies were clear and the Cavalcade midway was jammed with folks sampling the various attractions. The streets were dry, and the exhibitors were able to make bally with clean wardrobe and polished shoes.

Rains came at other times and cleared the midway, but within a few (See Cavalcade at Memphis, page 58)

Boston Shows Okay In First Two Stands Despite Bad Weather

NORWOOD, Mass., May 17.—Altho hampered by inclement weather, including snow, Jim Deary, general manager of the Boston Shows, reported fair business at the first two dates, Lynn and Newburyport, Mass. He predicted banner business for the engagement here if the weather holds thru tonight's closing.

Concessions and rides did particularly well at Newburyport for two weeks ending Saturday (10).

Fireworks were featured two nights here. On the other night dates Dare Devil Skrip crashed an eight-foot flaming wall while riding a motorcycle. He also does an aerial act. Skrip, in this country only 10 months, purchased Venetian Swings and has them booked on the shows.

Shows carry Merry-Go-Round, Ferris Wheel, Chairplane, Venetian Swings and Kiddie Whip. Foremen are Ernie Rayno, Joe Rayno, Billie Young, Billie Dean, Art Fleming, Vincent Volley, William White and Bill Turner.

Concessionaires are Tom Robertson, 2; Al Palmer, 4; Al Levebe, 2; Al Deary, 2; Frankie Bochino, 4; Jimmie Cusio, 2; Dora Collucci, 3; Ernie Dube, 2; Charlie De Rosa, 1, and Bill Nelson, 1.

A. Deary is secretary-treasurer.



SALLY RAND IS SHOWN presenting Red Grange with a \$1,000 check to create a four-year annual scholarship at the University of Illinois, Red's alma mater. Harry Hennies, of Hennies Bros.' Shows, with which La Rand is appearing, is pictured at left. Also looking on is Allen E. Mersbach, president of the Illini Club of Chicago. Presentation was made at a luncheon meeting of that org.

La Rand's G Scholarship Gift Makes Clippings, Crowds, Cash

CHAMPAIGN, Ill., May 17.—Sally Rand continued to make news, crowds and money on the Hennies Bros.' Shows, in here this week.

She pulled 'em into her show in large numbers. To be sure, the weather helped; it was okay most of the time. The big biz, tho, was due chiefly to her ability as a news-maker.

She crashed the public prints here, the site of the University of Illinois; in Chicago, where Hennies Bros. will show next week, and elsewhere thru-out the country, thanks to the wire services, when she and Harry Hennies gifted \$1,000 to create a four-year annual scholarship at the university here.

The gift was not the idea of shows' press agent, but a press agent could well be proud of it. And prouder still of its execution.

Announcement of her intended gift was made just before the shows arrived here—and no one can deny its effect at the ticket boxes on her show. In the formal announcement, she said—and was duly reported—that the scholarship would be named the Red Grange Scholarship in honor of the Galloping Ghost.

Red Grange came back neatly with a quote that "if Sally Rand would fan some deserving youngster thru college, that would be fine." This quote, incidentally, was carried by the wire services.

Wednesday (14), there was a formal presentation of the \$1,000 check. The presentation was made in Chicago at a luncheon meeting of the Illini Club, of Chicago, which is an org comprised of University of Illinois grads, and, on that occasion, Sally got off a nifty little speech with Red Grange and Harry Hennies—and, oh yes, the newspaper boys and gals—looking on.

Sally got off some quotes, which some of the Chicago gazettes and the wire services picked up. And she posed for pictures. Some of these

crashed the papers. And all of it didn't hurt the Hennies Bros.' stand here, nor will it hurt next week in Chicago or when Hennies Bros. starts playing the fairs.

Snapp's New Model Shows Play Kansas

CHANUTE, Kan., May 17.—William R. Snapp's Model Shows moved in here this week. Org was recently organized and built by Snapp, who also owns Snapp Greater Shows. Unit operates with the same policy as Snapp Greater.

It carries a Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Octopus and Dodgem; two kiddie rides, five shows and about 30 concessions.

Personnel includes Ray L. Swanner, manager, who also has three concessions and the animal and reptile shows; Mrs. Jack Roberson, ride superintendent; Joe Green, general agent; Robert Bowen, electrician; Mr. and Mrs. Harold Eutah, 15 concessions; Mr. and Mrs. W. H. Harry, popcorn and custard, and Virgil Boone, photo.

Shows' route will take combo into Iowa for a circuit of fairs, then south thru Missouri, Arkansas and Louisiana for fall fairs.

Toby Finn, Veteran Show Blacksmith, Dies in Mobile

MOBILE, Ala., May 17.—Toby Finn, veteran blacksmith with the Cavalcade of Amusements, died at the org's winter quarters here April 28 of a heart attack.

A native of Syracuse, he previously had been a blacksmith with Forepaugh-Sells, Ringling Bros., Adam Forepaugh, Barnum & Bailey and other circuses. He was interred here Friday (2).

Weather Spoils Day, Date Joust For Peoria Cash

By a Staff Correspondent

PEORIA, Ill., May 17.—Max Goodman's Wonder Shows of America and the John R. Ward Shows day and dated each other here this week for the first big contest of this type of the season in the Midwest, but it dwindled down into a battle for a few smackers and assurance that each would be able to retire from the field in good order.

They were parked on lots at opposite ends of Adams Street, and both were ready to do business when the gong rang, but with the gong the skies opened up and it rained more than it shined. Workers of both shows spent most of their time shoveling cinders and holding down tops.

Ward had a little the better of it because of a sock promotion engineered by Walter Hale. This enterprising fellow made a tie-up with the Caterpillar Company and had 25,000 tickets spread among the employees for Friday (16) night, and 9,413 of them took advantage of the 2-cent outside gate.

Ralph Clawson and his crew did a good job in making Ward's lot passable, and every attraction and ride did capacity or near-capacity business for more than three hours. It was a week-saver, indeed.

Goodman's spread was pitched on a lower lot, on soil which refused to accept water, especially the parking lot and entrance. Consequently, business was poor most of the way, and left Goodman with a tough moving job.

A heavy rain and wind storm Thursday afternoon ripped a hole in the Girl Show top at Ward's lot, while the Goodman Side Show canvas was flattened. Both orgs had a tough fight to prevent a lot of other damage.

Cavalcade of Amusements are booked to show in East Peoria, opening May 27, and the opposition runs of this week do not figure to hurt too much because the weather killed the business, and Cavalcade is billed unusually strong.

Fred Tuerk, veteran sports writer (See Peoria Day-Dater on page 58)

Rain Causes WOM To Lose First Day In Perth Amboy, N. J.

PERTH AMBOY, N. J., May 17.—Fair night business followed by a good matinee and strong night play on closing Saturday (10) marked the World of Mirth Shows stand here. Opening Monday (5) was lost to rain. The Perth Amboy Fire Department first aid squad was the sponsoring group.

L. Harvey (Doc) Cann's new Looper was unloaded Thursday (8) and put into operation that night. Newness of the ride, plus plenty of flash, put it among the top money winners.

Bill Kane, neon department head, is working on trimming for all fronts. Wagon building continues under the direction of Wallace A. Cobb, train-master.

Perfect weather on opening night in New Brunswick, Monday (12), brought out the biggest crowd of the season. Spending was free and, with a break in the weather, Frank Bergen, general manager, was predicting a red one.

Prell's Hits Bad Weather During Trenton Date

TRENTON, N. J., May 17.—Prell's Broadway Shows were hit by rain and cold here Tuesday (13) and by cold Wednesday and Thursday. On Monday and the week-end, however, better weather brought out good crowds and fair business.

Prell's is carrying eight shows and nine rides, to which two rides will be added soon. Shows on the lot here were the Barro brothers' Motor-drome, White's *Scandals*, Monkey Races, Harlem Revue and three of Cash Miller's units—a 10-in-1 Wild Life Show, and *Nudism Exposed*. Rides operating were two Ferris Wheels, Whip, Rideo, Loop-o-Plane, Caterpillar, Merry-Go-Round, Chair-plane, kiddie rides and pony track. There were also a Crazy House; Penny Arcade, shooting gallery and a large line-up of concessions.

Sonny Campbell, high diver, is free attraction.

W. C. Kaus Gets Away To Delayed Opening

LINDEN, N. J., May 17.—W. C. Kaus Shows, originally skedded to open here Monday (5), were unable to get set until Thursday (8), due to the muddy condition of the lot. With ideal weather conditions over the week-end the org played to tremendous crowds, with the Saturday (10) customers staying late and spending freely on shows, rides and games. Stand, under American Legion auspices, runs thru the current week.

Russ Owen, manager, reported business satisfactory once the weather permitted the show to get under way. George F. Whitehead, after four years absence from the carnival field, is acting as general agent and business manager, and did a notable job in grabbing a lot just off the main stem.

Org is using plenty of lights, including army surplus searchlights, and presents an eye-holding appearance. Rides and shows on the midway are an Octopus, Ridee-o, Ferris Wheel, Loop-o-Plane, Merry-Go-Round, Chairplanes, Girl Show, *Harlem Revue*, Dog and Pony Show, and 35 games and concessions. Free attraction is the Great Arturo, high-wire act.

Meyer, Klausen Organize New Show; Set Kan. Dates

KANSAS CITY, Kan., May 17.—Organization of a new carnival, All-American Amusement Company, by Clifford Meyer and Jack Klausen, was announced here April 24 by Charles A. Snoderly, show secretary.

Manager Klausen; C. K. Klausen, advance man, and Snoderly recently returned from a booking tour of Kansas and Missouri and reported they signed to furnish all rides, shows and concessions at the annual Sparks (Kan.) Picnic. Other dates inked are a July 4 celebration at Paola, Kan., and an event at Louisburg, Kan.

Among rides to be carried by the show will be a new Ferris Wheel.

John Mitchell Jr., RAS Worker, Killed in Mishap

TAMPA, May 17.—John Hamilton Mitchell Jr., 29, ride worker, with the Royal American Shows, was killed here April 19 when a tractor he was driving on to a wagon at the Florida Fairgrounds fell off a ramp and pinned him underneath. Mitchell's home was in Tampa.

Surviving are his widow, Mrs. Georgia Maxine Mitchell; his father, John, and a sister, Mrs. J. L. Manyard, Atlanta.



JOHN F. COURTNEY and Rudy Vallee (right) seal their management pact for outdoor show appearances for the star.

Strates Biz at Par In Bridgeton, N. J.

BRIDGETON, N. J., May 17.—Despite some rain and chilly weather, business for the James E. Strates Shows held up to former standards here. Some attractions topped grosses garnered in previous years, while others fell off, but at week's end, Saturday (10), the score was about even.

Nate Eagle's *Hollywood Midget* show packed customers nightly with only one bally per show. About 6,000 kids, plus 2,000 adults who paid, turned out for Saturday's matinee. Shows and rides netted their best takes of the season so far for an afternoon doings. Night play was equally good.

Mike Olsen and James Yotas are collaborating two new wagon fronts, one for the Posing Show and one for Jerry Jackson's *Hep Cat Revue*. Posing Show front will feature a kaleidoscopic pattern in neon. Special

Royal American Goes Over Top in Big St. Louis Frolic

By a Staff Correspondent

ST. LOUIS, May 17.—Royal American Shows, blessed with excellent weather at the right time, concludes an 18-day engagement at Grand and LaCledre here tomorrow night, definitely assured of the greatest still-date business in the 26-year history of the org, according to Owner Carl J. Sedlmayr. "Business on weekdays has been average, but the week-ends have been terrific, and if there is to be any marked recession in our business this year it certainly hasn't started around here," Sedlmayr announced Friday. "As a matter of fact, our books will show grosses that compare favorably with top fair dates." Thru these heavy week-ends there were times when Leon Claxton's *Harlem in Havana* performers did not have to make bally, as the front was kept hot and the show ran almost continuously.

Knoxville Biz Fair for C & W

KNOXVILLE, May 17.—Cetlin & Wilson Shows scored fair business here despite a siege of below-normal temperatures, according to John L. Wilson, co-owner. The closing here Saturday (10) marked the fifth week the show has been on the road. Business for the period was said to have been satisfactory.

Chilhowee Park location was too small and the Loop-o-Plane and Whip didn't operate. The American Legion sponsored. A new Spitfire was put in operation here by Gene Hatcock. Earl Chambers reported good business with his Wild Life Show, which he expects to augment soon.

Press Agent Robert North returned to his Lynchburg, Va., home Thursday (8) because of illness. Shorty McNish, a native of this city, joined the Motordrome here. He is an expectant father. Paul Bradley joined to manage the neon department.

paper has been ordered for the *Hep Cat Revue*.

Dick O'Brien did a good job of laying out the shows on an unusually small lot.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Open Burg, Md.,
May 10, 1947.

Dear Pat:

We had what one might call "slight opposition" here. For several weeks there was much betting between the opposition shows' general agents as to which would play the date as each agent had first-in and shut-out contracts. The only show that was shut out was one that couldn't find a lot.

Pleasant thing about opposition of this kind is, none are afraid to boast about the sizes of their shows. We continued with our old stand-by, "The Mightiest Midway of All Times." The Drawhead Sisters' Cultured Carnival used, "Nothing Mightier Under the Sun." The Gate & Banner Shows plugged, "Mightiest Midway on Wheels." The Streak of Lean Shows harped, "Only Out-Mightied by a World's Fair." The Duke & Shilling Odorless Midway screamed, "The Mightiest Midway of the Universe," while the Cut-in & Cable Exposition Shows featured, "World's Only Mighty Trackless-Train of 100 Cars." The latter fell down on its billing somewhat, because six jalopies pulling six house trailers gave up the ghost six miles out of town.

Each show carried a cannon as a free act, which gave them equal breaks for gate squaring and drawing power. To be fair with all show advertisers, the local daily paper, *The Open Burg Crier*, treated all alike with art of the six cannon acts on Monday, each shows' Merry-Go-Round on Tuesday, all of the shows' geeks on Wednesday, each shows' "World's Largest Snake" on Thurs-

day, each shows' half-and-halves on Friday and each shows' owners on Saturday.

Manager Pete Ballyhoo decided to cop a sneak on his competitors by parading with his cannon and jig show band on Monday at 4 p.m. Funny how a secret move leaks out around midways. Our parade had no more than hit the main drag when five more cannons and five more bands swung in behind it. To off-set the sameness of cannon acts, the boss, who rides the band truck, announced that a midget woman would also be shot over one Ferris Wheel.

On Monday night all six cannons boomed simultaneously and the skies were filled with flying bodies. Two of the shows' gunners were out of range and their human cannon balls fell on our net. The bosses immediately ordered them shot back to add thrills for our tip. Following that we shot a midget woman over our Kiddie Ferris Wheel from a slingshot made out of our fat girl's girdle.

Our midway was located north of the town with the five competitive shows on the south side. At 7 p.m. a cyclone hit the five shows to the south carrying rides, shows and concessions with it. It had lost its furry when it passed high over our lot. At 7:30 when everything was again normal we found nine additional Ferris Wheels, 12 unaccounted for light towers, six additional frozen custard trucks and 40 new concessions deposited on our lot. Grabbing a receipt book the boss collected \$400 in new privileges, and with the added equipment the midway set a new high midway gross record for a single night. MAJOR PRIVILEGE.

The heavy colored population in this area, combined with the fine reputation Claxton has earned on his many appearances here, counted heavily, and it didn't hurt to have Bill Kenny, of the Ink Spots, as a nightly visitor.

Around the midway there is considerable interest in the battle for the bucks between Claxton's show and Raynell's girls. The latter org did a remarkable business here but couldn't match the minstrel.

Other operators reported complete satisfaction with the take, and Cortez Lorow declared that his Side Show was assured of more money for the 18 days than it took on the 30-day stand of last year.

Herb Pickard came up with another top promotion, a special matinee Friday for the Greek Relief. *The Globe Democrat* was the chief co-operator, and one spread of pictures across two pages would have made it worthwhile even if many other stories and pictures had not been used during the two weeks the promotion was plugged.

More than 400 of the Royal American personnel attended the reception and buffet staged by the International Association of Showmen Monday (12). Thru the efforts of George Golden and Bob Lohmar, 40 new members were initiated, and Euby Cobb, club secretary, announced that Golden is now in line for a gold life membership in the club.

Mrs. Lee Belmont, president of the Missouri Show Women's Club, assisted by Norma Lang, Daisy Davis, Mrs. Mel Vaught, Raynell Golden and Mrs. Floyd Hesse, supervised the serving of 10 baked hams and 20 turkeys. Service was excellent except in the stations handled by Golden and Lohmar, who ignored the calls for Garcon and Harry.

The women's organization was enriched by a collection handled by Lois Sedlmayr, and 20 new members gathered by Raynell Golden.

Royal American reciprocated with a benefit show Wednesday night, with entertainment furnished by Claxton, Raynell and Lorow orgs. Final count isn't in, but the org was assured of more than \$750.

Ohio Valley Shows Signed For Toledo Celebration

TOLEDO, May 17.—Ohio Valley Shows have been awarded the contract to provide the midway at the Alexis and Shoreland Combined Festival here July 30-August 3. Bill Harris, general agent, closed for the show.

Cele is sponsored by the fire departments of Alexis and Shoreland, O., with T. A. Lauderman, chairman.

Midway Opens in St. Paul

ST. PAUL, May 17. — Midway Shows opened the season here today on the Ramsey Playgrounds in the heart of the city. Opening was preceded by three months of painting and repairing in winter quarters.

MIDWAY CONFAB

Linda Lopez recently received delivery of 100 feet of neon for the front of her *G-String Follies*.

What has happened to those help wanted ads that read: "Write your own ticket?"

D. W. (Blackie) Pike is confined in Ward 117A, Veterans' Administration Hospital, Temple, Tex.

Mrs. Billy Wingert left Crescent Amusement Company at Mount Airy, N. C., for the home of her son, Charles De Maris Jr., where she will rest following an illness.

If this season's grosses are up to '46's, then the old high cost of booking may yet be popular.

Mr. and Mrs. G. (Tex) Worthe, Dr. George B. Barrett and the Rex M. Ingram family visited Louis Augustino, of Virginia Greater Shows, in Reidsville, N. C.

Billie and Blackie Wertman joined the American Beauty Shows May 3 at Perrysville, Mo. . . Mr. and Mrs.

Charles J. Roach, old-time general agent and promoter, now retired from the road, is serving as ringmaster at George Nesbitt's Circus Inn at Springfield, Ill.

It's reported that the Gate & Banner Shows are camouflaging a secret show. Something like a gal show blow-off, perhaps.

Art Perryman, former general agent for several shows, and Mrs. Perryman now are located in East St. Louis, Ill., where they maintain one of the trailer sales branches of the Grask Trailer Sales, headquarters of which is in Des Moines.

Leon Levin, of Kipp Bros., Indianapolis, writes that he visited the Geren Shows at Kokomo, Ind., week of April 28 and found the org greatly improved by new rides and new tops. Despite adverse weather, he said, shows did good business.

Manager Harry E. Wilson and members of Sam Goldstein's Majestic Greater Shows were subjects of a glowing tribute to carnival folk



MEMBERS OF Majestic Greater Shows held memorial services at the grave of John M. Sheesley when the shows played Harrisburg, Pa., May 1. Attending, from left to right, were Harry E. Wilson, Clementine Coffey, Peggy Wilson, Charles Frock, Bob Thomas, Jerry Dondineau, Myrtle Thomas, Aloa, Park Sheesley, Mrs. Park Sheesley, Helen Dondineau, Rev. H. E. Schaeffer, Mother Lee, Art Converse, Midge Gillikin and Sam Goldstein.

Jim Moran now are on the Southern Valley Shows. Before her marriage, Mrs. Moran was Mrs. Lue Moore.

Concessionaire suggested that general agents should be paid on the basis of the good concession spots booked.

"This is my fourth year in the great Northwest," pens Rae-Terrill from Baker, Ore. "I'm now connected with Frank Forrest on the Meeker Shows, and all with it are looking forward to a prosperous season."

which appeared in *The Daily Citizen* during the show's stay in Ambridge, Pa.

Just heard that a manager discharged his general agent and will do his own booking. We'll soon learn whether it was the tail or the dog.

During a visit to *The Billboard* New York offices Tuesday (13), concessionaire A. Hymes announced he would have novelties at the Newark (N. J.) Shrine Circus, Waterbury

WHEELS OF ALL KINDS
Tickets—Paddles—Laydowns
Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, ETC.

ALUMINUM MILK BOTTLES
Now Available . . . Write

Write for Catalog
H. C. EVANS & CO.
1520-28 W. Adams St., Chicago 7

Proven Before Thousands at the N.A.A.P.P.B. Convention

BEE HIVE
(the better hybrid popcorn)
Pops More Than
\$200 Per 100 Lb. Bag!
(in regular 10¢ carnival boxes)

SEASONING • BOXES • BAGS • STAR POPCORN MACHINES • ICE BALL MACHINES • CANDY FLOSS MACHINES • KING CONCESSION TRAILERS • COLEMAN EQUIPMENT • COMPLETE LINE OF CONCESSION SUPPLIES • WRITE FOR CATALOG.

BLEVINS POPCORN CO.
3098 Charlotte • Nashville, Tenn.

New ELECTRIC CORN POPPER



Get in the BIG PROFIT popcorn business with this popper—does work of \$500 machine. Can pay for itself in a few days because of its low price. FULLY GUARANTEED. New Gray Metallic finish; gleaming nickel trim; electric lighted; beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.

SALESMEN, WRITE FOR PROPOSITION.
EXCEL MFG. CORPORATION
Dept. B-5-24 Muncie, Indiana

RIDE HELP WANTED
MERRY-GO-ROUND and WHEEL FOREMEN. Also other Ride Help. Tom salary for top, sober men. Apply at once.
JOHN K. MAHER
1339 S. Broadway St. Louis, Mo.

Cavalcade of Amusements
ON ACCOUNT OF SICKNESS
CAN PLACE CAPABLE TREASURER
Address:
EVANSVILLE, IND., THIS WEEK;
E. PEORIA, ILL., NEXT WEEK.

For Sale—Concession Trailer
Twelve foot long, new, has griddle, three burners, two tanks, coffee urn, one (retors) pop corn machine, opens four sides. Price \$750.00.
PAT BRADY
c/o C. A. Stephens Shows Gate City, Va.

FOR SALE
Twenty-four seat Chair Swing. Eighteen foot Split Tower. V belt drive. Hercules Power Unit. Steel cut pinion gear.
RIDE HI MFG. CO.
PINCKNEYVILLE, ILL.

PENNY PITCH GAMES
Size 46x48", Price \$37.50.
Size 48x48", With 1 Jack Pot, \$45.00.
Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$22.50

BINGO GAMES
75-Player Complete \$6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
116-122 Illinois St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES
All Readings Complete for 1947
Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . \$5.00
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity, Each 1 1/2¢
Analysis, 8-p., with White Cover, Each 15¢
Forecast and Analysis, 10-p., Fancy Covers, Ea. 5¢
Samples of the 4 Readings, Four for 25¢.
No. 1, 35 Pages, Assorted Color Covers 95¢

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
Signs Cards, Illustrated, Pack of 36 15¢
Graphology Charts, 8x17, Sam. 5¢. Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25¢ Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

Save BY BUYING BETTER
POPCORN
S. A. HYBRID CORN—YELLOW PEARL CORN
BOXES, BAGS, CONES AND SALT

- Cottonseed and Peanut Oils in 5-Gallon Containers and Drums.
- Popsit Plus in One-Gallon Containers, 6 to 1 Case.
- Coconut Oil in 50 and 400-Lb. Drums (Colored and Natural).

Distributors for Star Popcorn Machines.
IMMEDIATE DELIVERY.
Write for Descriptive Folders.

J & N POPCORN Specialties Co.
1451-1459 W. 69th St. Chicago 36, Ill.
THE HOUSE OF QUALITY

SEASONING
POPSIT PLUS \$16.50
Six 1-Gallon Cans to Case.
SEAZO 12.70
5-Gallon Can
SIMKO COCONUT OIL 12.70
5-Gallon Can
Above prices apply to our popcorn users only.
HYBRID POPCORN, 100 LBS. 8.50
Pops to Mammoth Size.
GUARANTEED UNCONDITIONALLY
All F. O. B. Evansville

ASTER NUT PRODUCTS CO., INC.
1004 M. in St. EVANSVILLE 8, IND.

NATIVE SHRUNKEN HEAD, LONG HAIR LIKE PHOTO, PREPAID \$8. MANY OTHER MFD. ATTRACTIONS: GORILLA BOY, FISH GIRL, MISSING LINK, DEVIL'S CHILD, WOLF BOY, BOBO FROM BORNEO. WRITE TODAY FOR PHOTOS AND CIRCULARS. ADDRESS:
TATE'S CURIOSITY SHOP
5234 East Van Buren Street
Phoenix, Arizona

BAKER'S GAME SHOP
EVERYTHING YOU NEED IN GAMES.
Can Ship at Once.
2907 W. WARREN, DETROIT, MICH.
Phone: TYLER 5-0334

Supplies POPCORN Machines
Complete Line of Supplies for Prompt Delivery

POPSIT PLUS \$3.25 per gal.	BOXES \$7.50 per M	HYBRID CORN \$9.75 per 100 lbs.
400-Lb. Drs., 35¢ Lb.	★ COCONUT OIL ★	5-Gal. Pails, 37 1/2¢ Lb.

VIKING Stainless Steel POPCORN MACHINES
POPPERS SUPPLY CO. OF PHILA.
LOmbard 3-9020 1315 Vine St., Phila. 7, Pa. LOmbard 3-9021

FOR PROFIT AND FLASH THE SPITFIRE
IS "SUREFIRE"
WORLD'S MOST BEAUTIFUL RIDE
FRANK HRUBETZ & CO. SALEM, ORE.

OHIO SUPER YELLOW
and
DWARF WHITE HULLESS
HIGH EXPANSION—EXCELLENT QUALITY
POPCORN



Now packed in 50 lb. moisture-proof bags—at no extra cost. A new convenience for theatres and popcorn stands. Guaranteed to pop—crisp and fluffy. Test samples free on request. Phone, wire or write for prices and catalog of Popcorn, Seasoning and Supplies.

Betty Zane
CORN PRODUCTS, INC.
638 Bellefontaine Ave. Marion, Ohio
Growers and Processors of Selected Hybrid Popping Corn

(Conn.) Shrine Circus, Philadelphia Air Show and Larry Sunbrock's Rodeo at Yankee Stadium, New York.

According to a mag writer, there are 200 professional carnivals touring the country. The others are presumably 40-milers and part-time troupers.

Joe McGuire, roving reporter for *The Hazelton* (Pa.) *Sunday Times*, recently wrote in commendation of the manner in which personnel of Endy Bros.' Shows conducted itself while org was playing Hazelton. McGuire also praised show's press agent, Joe Rowan, pointing out that he "knows how to handle public relations."

Bill Green, tub-thumper for MGM motion picture interests in and about Chicago, returned from a recent trip carrying copies of some of the notable publicity breaks snared by another press agent, Herb Pickard, of the Royal American Shows, in *The St. Louis Globe-Democrat*. Green unfolded two issues which carried eight-column art spreads on the Royal American Shows.

Could have been the shortage of spending cabbage or bad weather, but anyhow, many shows are backing up President Truman's price-cutting policy by starting with their rides.

Mr. and Mrs. Carlos Franco, operators of a snake show on the B. & D. Shows, scored heavily with publicity recently in Newton, N. C., when their five-year-old pet panther slipped a chain and wandered off into a nearby woods. Loss was discovered in the morning and the panther was found about noon following a search in which many local people participated. The story of the panther's wanderings crashed the local papers and was picked up by the wire services and aired by a Hickory, N. C., radio station.

A baby shower was given recently by Elsie Powell and Jo Ann Miller for Mrs. Jean Thompson. Present were Lucille Donoflio, Opal Pruitt, Dolly Reed, Peggy Chapman, June Grantham, Wilda Barber, Katy O'Connell, Mary Batton, Edna Ashford White, Marion Shufford, Virginia Fast, Isabelle Freidenheim, Jackie Yeager, Hilda Hennies, Estelle Tauber, Maxine Turner, Betty Inman, Lila Bergman, Alice Wilson, Mabel Lorell, Ruth Morgan, Ruth Wagner, Norma Cohn, Mrs. Harwood, Bernice Nill, Margie Seall and Mrs. P. O. Rasmussen.

Office secretary advised that his manager doesn't keep informed thru office (See *Midway Confab* on page 56)



MICKEY PERCELL, owner-manager of the Pioneer Shows, is shown here with his novel advertising car, which is hand-carved circus style. The huge mechanical animal leads the car down the street, giving the impression that he is pulling it. It has created much comment wherever shown.

NO FANCY NAMES
NO FANCY CLAIMS
JUST GOOD POPCORN!

Backed with Chunk-E-Nut's famous money-back guarantee, if you are not completely satisfied. Write for special contract prices through June, '47.

Finest Quality Roasted Peanuts • Attractive Circus Bags

5 Sizes Boxes • Cones • Bags • Snowcones • Floss Papers • Napkins • Spoons • Flavor Concentrates • Colors • Sticks

IMMEDIATE DELIVERY STAR POPPERS, SNO-KING ICE SHAVERS, CANDY FLOSS MACHINES, USED POPCORN AND PEANUT MACHINES BOUGHT AND SOLD.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast To Coast

MATTY MILLER
231 N. 2d St.
Philadelphia 6, Pa.

HANK THEODOR
2908-14 Smallman St.
Pittsburgh 1, Pa.

ED BERG
1261-65 E. Sixth St.
Los Angeles 21, Calif.

WANT FOR
ROYAL AMERICAN SHOWS

CANDY APPLE DIPPERS
and
KARMEL BOND MAKERS

Long season of Fairs. Can use Couples.
Don't wire—Come on, will place you.

HYMIE COOPER

c/o ROYAL AMERICAN SHOWS
Omaha, Nebr., this week; then Davenport, Ia.

BILL AND CHARLIE BAILEY
WANT

For Airshow and Industrial Celebration, Greencastle, Ind., and balance of season; Rantoul, Ill., Fourth July Celebration. 25,000 soldiers and pay day. Want Wheel, Roll "Down and Razzle" Dazzle Agents. George Leiberneke, contact at once; good proposition.

Care MADISON BROS.' SHOWS
Tuscola, Illinois

SUNFLOWER STATE SHOWS
WANT

MANAGER FOR BINGO

Built on Trailer. Up or Down in One Hour. Salary and Percentage.
(Huck Anderson or Charlie Lee, wire me.) Will book any Ride not conflicting. Wire:

C. A. GOREE, Mgr.
RUSSELL, KAN., THIS WEEK.

FOR LEASE

Well organized Carnival carrying six Rides, four Shows, thirty Concessions. Twenty-five Concessions booked. Also ten Fairs and Celebrations contracted in very good show country. Have plenty good transportation and help. This equipment is in the very best of condition. Everything painted and repaired in winter-quarters. Very good deal for party who owns several Concessions. Present owner to remain as general agent. Will make percentage deal or rent outright. Requirements: \$2500 cash, bond and some experience in handling equipment and public. Will sell after Labor Day. Wire BOX NO. 520, c/o Billboard, St. Louis 1, Mo.

FOR SALE
FLYOPLANE

Plane and engine overhauled this spring. Can book with Show if you wish. Transportation if you want it. Help wanted for new Caterpillar, Octopus; also other good Ride Men. Western Acts for Hillbilly Show.

Playtime Amusements
Cambridge St., Cambridge, Mass., week May 19;
Stadium, Quincy, Mass., week May 26.

ECHOLS HIGH SPEED
ELECTRIC SNOW SHAVER

COMPLETE \$60.00

ALSO

ECHOLS ICE SHAVER WITH
HAND POWER ATTACHMENT

Can Make Immediate Shipment

Also Have Snow Cone Supplies Available



C. R. FRANK, Dist.

933 N. BROADWAY

ST. LOUIS 2, MO.

BOXES NEW SHIPMENT!
NEW PRICES!

Accurate Count • Colorful Design • Perfect Gluing
10% Off List Gives You These New Low Net Prices!

STANDARD 10c BOX . . . \$7.40
CARNIVAL SIZE BOX . . . 5.85
5c BOX . . . 4.95

We Guarantee Our Prices on All Popcorn,
Seasoning and Supplies To Be Competitive

BLEVINS POPCORN CO.

31st and Charlotte • Dept. BB • Nashville, Tenn.

BRADY & LEEDY SHOWS WANT

Outstanding Help for Side Show, one Feature Attraction, Half and Half and a couple of other Acts, also Talker, good percentage. Can use Couple for Snake Show. SLIM, get in touch. This show is playing money spots—12 Fairs. All useful Show People who know me, wire—Fred Webster. Few more legitimate Concessions. High-Striker. Mike Gravis, get in touch.

BRADY & LEEDY SHOWS

Man, West Virginia, this week; then as per route.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

Double YOUR POPCORN "PROFITS"

With This Auxiliary

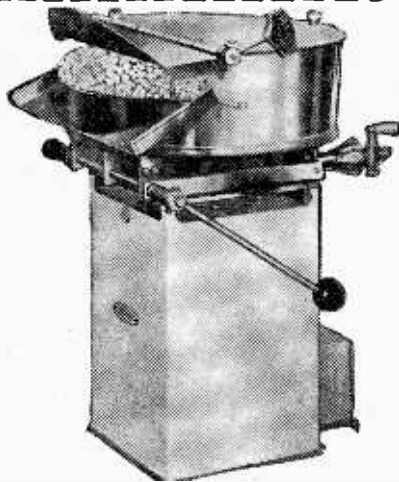


since 1885

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" x 17 1/2".

C. CRETORS & CO.

602 W. CERMAK RD.

CHICAGO 16, ILL.

Midway Confab

(Continued from page 55)

channels. He only knows what he spends for new equipment and what his show grosses thru his press agent's stories.

Detroit Notes: Wyndham B. Reager, former ride owner, who for the past 10 years has operated amusement machines here, has moved to a new home at 19529 Dresden Avenue. Reager is also a real estate broker here. . . . Ora A. (Pop) Baker, game manufacturer, is building a new garage and making other improvements at his home here. . . . Stanford Baker, son of Pop Baker, planed Monday (12) to Memphis to visit his concessions on the Cavalcade of Amusements. . . . John P. Kelly, of the Batter-Up Company, made a business trip to Milwaukee.

Jack Kellow has booked two kiddie rides, popcorn, candy apples and French fries with Granite State Shows. Kellow recently received delivery of a '47 Pontiac and a new 32-foot storage trailer. Paul Kellow, also of the Granite org, recently took delivery of a 1947 house trailer.

Curly Graham, business manager of Lawrence Greater Shows, his wife, Ann, and son, John, were injured in a head-on automobile collision outside of Baltimore Sunday (11) while en route to York, Pa., from Washington. Curly suffered cuts and bruises, his wife internal injuries and John, cuts and bruises. Another son, Ronald, asleep in the back seat, escaped injury. Injured were treated at St. Agnes Hospital, Baltimore. Mrs. Graham is recovering at the home of her mother in Scranton, Pa.

Tommy Barker writes from Newfoundland, while en route from Rotterdam, Holland, to Houston, that shortly after the ship docks he will be back on the road in his old job as girl show talker.

Billy Logsdon hosted members of his Side Show recently to a fishing trip and steak fry in Bryson City, N. C.

Six Leased R.R. Cars Set For Return to Jones Show

ALTOONA, Pa., May 17.—Six flat cars leased in 1943 by the Johnny J. Jones Exposition to a subsidiary of the Bethlehem Steel Corporation will be returned soon to the shows following arrangements made here this week.

Cars will be used to carry newly purchased rides and will bring shows' train up to 42 cars for the season.

Deland Lamkin, Electrician With Johnny J. Jones, Dies

JOHNSTOWN, Pa., May 17.—Deland Lamkin, electrician with the Johnny J. Jones Exposition, died Friday (16) here of a heart attack. Lamkin was well known in the carnival field, having also served with the Rubin and Cherry Shows and Hennies Bros.' Shows.

He joined the Johnny J. Jones Exposition several years ago.

Low Resigns as Custodian Of San Francisco Show Folks

SAN FRANCISCO, May 17.—Harry Low has resigned as custodian of Show Folks of America and has been succeeded by Jerry Cirincione, formerly with Foley & Burk Shows. Low recently bought an eatery in Guerneville, on the Russian River, from Norman Sohu, who has joined the West Coast Shows, and will operate it during the summer.

POP CORN

IT'S READY, FOLKS!
OUR
PREMIUM
BABY GOLDEN HULLESS
JAP WHITE HULLESS
HYBRID LARGE YELLOW

• This fancy Baby Golden Hulless is grown exclusively by us and sold only under the Hossier Pride Brand. Shipped in waterproof bags and guaranteed to be absolutely hullless—high volume with a nut like flavor. Pops much faster than large corn and is a favorite among carnival men as well as operators who have a hard to please following. If you wish to try this corn mail us \$1.00 for a 5-lb. sample prepaid. The price of Baby Golden and Jap White hullless is only—

\$10.00 per cwt. 5 bags or less
\$9.50 over 5 bags

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The Indiana Pop Corn Co.
MUNCIE, IND.

Processors Since 1927

CHARLIE GRIGGS

WANTS

Two Count Store Agents, Swinger Agents. Only two Games on Show. Yes, we work every week. We hold contracts for 14 bona fide fairs and Stearns, Ky., for the 4th of July. Herman Dvorsky, Bill Poole, R. C. King, answer. Now showing Portland, Tenn., Strawberry Festival. Day and night play. Answer c/o Western Union, Nashville, Tenn., or care Capital City Shows, Portland, Tenn.

FOR SALE

Spit Fire Ride with D-40 Int. Tractor and 28-Ft. Trailer, Roll-o-Plane without transportation; Easy Freeze Custard Machine, mounted on Trailer, ready to operate; 60 Kw. Ten Motor Diesel Light Plant, mounted on Int. Truck, just overhauled.

JOHN R. WARD SHOWS

BELLWOOD, ILL.

WANT

For Mammoth 4th of July Celebration

And all choice spots in New Hampshire. Booked thru Labor Day: Grabs, Popcorn, Candy Apples, Beans, Ball Game, any stands not conflicting. All answers to

ARTHUR CLAXTON

13 1/2 Maple Street FRANKLIN, N. H.

Wanted—Wanted—Wanted

Magician to handle inside, also two good Acts. Join at once. Wire

A. G. HEINICKEL, Mgr. Side Show

AMERICAN UNITED SHOWS
Walla Walla, Wash., May 19-25; Pendleton, Ore., 26-31.

WANT

A small Carnival or Shows and Rides for week of August 4.

Clinton Lugabill, Sec.

WESTON VOLUNTEER FIRE DEPT.
WESTON, OHIO

WANTED DANCING GIRLS

For Carnival, also Man take care Top Front; Top salary.

CHAS. JOY GRAMLICH

Victoria Hotel BALTIMORE, MD.

Good Grade POPCORN

Over 25 Bags per 100 lbs. \$8.75

1 to 25 Bags per 100 lbs. \$9.75

"Lou-Ana" Coconut Oil

Returnable Drums 38 1/2 Lb. Tins

31 1/2¢ per lb.

33¢ per lb.

POPCORN BOXES

Per 1000 \$7.50

F. O. B. Chicago

Immediate Delivery

- Peanut Oil
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ROLLS 2,000 EACH.
Double Coupons.
Double Prices.

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Size: Single Tkt., 1x2"

There's Nothing Like Self-Support To
Bring Self-Respect.

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OF EVERY DESCRIPTION

THE TOLEDO TICKET COMPANY

Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED
Cash With Order. Prices:
2,000 . . . \$ 6.60
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6,000 . . . 8.30
8,000 . . . 8.15
10,000 . . . 10.00
30,000 . . . 14.00
50,000 . . . 18.00
100,000 . . . 22.00
500,000 . . . 108.00
1,000,000 . . . 208.00
Roll or Machine
Double coupons. Double prices.

W. G. Wade Org Gets Biggest Gross in History at Pontiac

PONTIAC, Mich., May 17.—W. G. Wade Shows amassed the biggest gross in its 32-year history here at the seventh yearly spring festival, sponsored by the CIO, which closed Sunday (4) night.

Shows, which opened April 29, were spotted on Woodward Avenue. Local newspapers and Station WCAR gave powerful support. Hop Horri-gan of that station presented someone from the show on his *Man In the Street* program each day. Tommy Carson, sports announcer, and Chuck Anthony, newscaster, also helped. Latter aired several stories about the show personnel and the army search-lights.

Lack of space prevented all rides from being set up. Those operating were the office-owned Merry-Go-Round, Ferris Wheels, Tilt-a-Whirl and Roll-o-Plane, and Findlay's Kid-dieland, Harry Beach's Scooter and Fun in the Dark, Bert Britt's Fly-o-Plane and Twin Octopus, P. E. Rollin's Spitfire, Willie Freedman's pony ride and Mitchell and Stanko's Flyer.

Shows were Cavalcade of Freaks, Francis J. Blight, manager; Monster Show, Thomas S. Alvino, manager; Playland, Charles Stepp; Coo Coo Hotel, Tom Sutton; *New Orleans Re- vue*; Fred Miller; *Hawaiian Nights*, Honey Lee Walker, and *Parisian Follies*, Johanna Miller.

Concessionaires included: Fred A. Miller, cookhouse, grab and coke; bingo, Carl D. Terry, manager; Harry Mamas, 7 games; King Amusement Company, two lead galleries, Vern Scudder, manager; Lewis Nichols, blankets; V. MacGinnis, scales, age and ball games; Miller sisters, phren-ology and horoscopes; Pop Burr, can- dy apples and floss; Ox Layman, 6 stores; Curley Stevens, 4; Smitty Frazer, 4; Shiek Hennessy, 3; Charles Phillips, photos; Wild Bill Gardens, African dips; M. F. Brow, 2; Snyder, 2; De Marcus, jewelry; Ed- die McKeown, 5, and Lewis Black, ball games.

Staff: W. G. Wade, owner-manager; Mrs. Mildred Miller, secretary-treas- urer; D. Wade, general representa- tive; Fred A. Miller, public rela- tions; F. Shields, special agent; W. A. Schafer, press; Arnold Nienstead, artist; Bert Ellsworth, billposter; Sam Hansen, searchlights; George Foth, electrician; Robert Burkhardt, lot, and George Pammy, front gate.

Shan's Atlanta Business Okay, But Not Up to 1946

ATLANTA, May 17.—Shan Bros.' Shows, which opened the season here with the customary three-week en- gagement on city lots, did okay, Shan Wilcox, owner, said, but added that business was below last year. Show made a good appearance with 10 rides and 8 shows.

MCM Org Plays Providence

PROVIDENCE, R. I., May 17.—MCM Shows played here the past week, with Penny Millette present- ing her swaying pole act as the free attraction.

Fireman Jake

HAGERSTOWN, Md., May 17.—Jake Shapiro, managing di- rector of the Triangle Shows, is now known as Fireman Jake.

Seems Jake spotted a fire at the rear of one of the conces- sions when the shows played here recently and without any fanfare put out the blaze successfully without even the concession op knowing about it.



HERE IS THE NEW custom built \$13,000 office wagon recently put in use by the Joseph J. Kirkwood Shows. Trailer is divided into three sections. One is used by Al C. Beck, treasurer, and another as a private office for owners Ralph and Molly Decker and Tommy Carson. A spacious middle section is used for general entertaining purposes. Interior of the 32-foot trailer is finished in wood paneling and elaborately furnished. A 1947 tractor is used to haul it.

Permanent Midway Buildings At CNE Go Up Under Conklins

TORONTO, May 17.—Midway area of the Canadian National Exhibi- tion, being revived here this year after its wartime suspension, is bristling with activity as new perma- nent buildings are being erected to house rides and concessions.

Construction of permanent mid- way buildings is in line with the five- year program of improvement formu- lated by J. W. (Patty) Conklin in co-operation with Elwood A. Hughes, CNE general manager, and the expo's board of directors.

Six Shows Skedded

Program of construction stresses quality, not quantity of attractions. Fact that only six shows are skedded for the '47 midway is in line with this policy, Conklin pointed out.

Buildings now going up, together with their frontage and planned usage, are: Auto Scooter, 120 feet; Laugh-In-the-Dark, 70 feet; Glass House, 40 feet; Magic Carpet, 50 feet; Arcade, 100 feet, and dining hall, 100 feet. Buildings to house 300 feet of concessions also are being fabricated.

Program is the largest permanent construction job ever scheduled by any one showmen for a fairgrounds on the North American continent. Conklin points out that the construc- tion of permanent buildings and other features to be incorporated in the

Bill Holt Sends Glowing Report of Hawaiian Biz

ST. LOUIS, May 17.—Bill Holt, car- nival operator, is now in Honolulu and sends a glowing report of busi- ness prospects for the Hawaiian Is- lands.

Holt is organizing a show to play year-round dates in the islands, and is in operation at the present time in Honolulu with three rides, four shows and a car giveaway.

Wonder City Signs Three

NASHVILLE, May 17.—Walter B. Fox, general agent of the Wonder City Shows, has announced closing of contracts for Union County Fair, New Albany, Miss.; Poinsett County Fair, Harrisburg, Ark., and the Drew County Fair and Horse Show, Monticello, Ark.

midway layout will make for great- er operating efficiency as well as adding greatly to the appearance of the CNE grounds.

Hints at New Rides

Frank Conklin is associated with his brother, Patty, in the long range program and is directing many phases.

Jack C. Ray designed the new buildings, being erected under super- vision of Joseph Drambour.

Practically all rides this year will be new models, with two entirely new rides to be unveiled.

Miami Showmen's Aux. Holds Benefit Breakfast

RICHMOND, Va., May 17.—A breakfast was served at the William Byrd Hotel April 25 for the benefit of the Ladies' Auxiliary of the Miami Showmen's Association. Donated gifts were auctioned off by Rachel Lilly and brought \$106. Blanche Lytton turned in membership appli- cations of Mrs. John H. Marks and Mrs. Shirley Lawrence Levy.

Attending were Margie Glickman, Margaret Lux, June Tate, Essie Tate, Lucille Tate, Zella Newman, Toots Abel, Elaine Russell, Barbara Rey- nolds, Elizabeth R. Marks, Mrs. Paul Lane, Mrs. Alberta Mack, Mrs. Ida Carl, Lois Culbreth, Edna Schmitt, Frances Waterman, Maxie Carey, Frances Harrison, Billie Acree, Mickie Hawkins, Elizabeth Murphy, Renie Morgan, Estelle Nathanson, Edna Lasures, Lucille Malonga, Ada Cowan, Ruth Schreiber, Blanche Lytton, Sylvia Thomas, Betty Di- Aielle, Rita Palitz, Josephine Hey- wood, Rachel Lilly, Shirley Lawrence Levy, Mrs. C. H. Weakley, Ruby Hirshberg, Kay Gurand and Carin Glass.

AMP Truck Rammed; Show Animals Escape, Are Caught

STATESVILLE, N. C., May 17.—Side Show animals of the A.M.P. Shows, including a bear, lion and panther, escaped from cages when the truck carrying them here was rammed by another vehicle near Lexington, N. C. Animals were cap- tured after a 15-hour search.

Catherine Kuhn, Kansas City, Mo., driver of the truck, was treated in a Lexington hospital for back injuries.

Opening Three Wks. Good for Calif. Org

WALNUT GROVE, Calif., May 17.—California Fair Shows, new org owned and managed by Cal Enfield, of Los Angeles, chalked up good biz in its first three weeks. Show had 7 rides and 28 concessions here.

Joe Hancock is general agent. Ford Munger is doing advertising with his new sound car. Glen Conklin, chief electrician, has Al Singer as his as- sistant.

Ride personnel follows: Al Sawyer, Double Loop; Joe Torres, with Rudy Cozarres as his assistant, Double Mix-Up; J. R. Wood, Flying Horses; Felix Martinez, Ferris Wheel; Clyde Ettles, three baby rides; tickets, Mrs. Ettles, Mrs. Van Buren and Nellie Bates.

Concessions are Darlene Jandt, Dorothy Enfield, Mrs. Adams, Mr. Gillan, Jack Shelton, Carl Anderson, Frank Rose, Victor Purpurel, Margie and Ernest Nay, Bill Messina, Johnny Evans, Bull Montana, James Scrugs, Curly La Rue, Brownie Pickard, Guy Osborn, Lloyd and Dora Carlson, Eddie Show, Fred Adams, Mrs. Wal- ker, Mr. and Mrs. Ford Munger, Bill Swenson, C. B. Segrest, Al and Georgia Stribling and Nido Lee.

Recent visitors included Eddie Harris and Ted Lefore, Pacific United Shows; Ralph Meeker and Tom Cum- mings, Meeker Shows; Earl Long, Doc Pierce and Pickles, Long Shows; Louis Leos, Farmer Cole and Harry Meyers, West Coast Shows; Les Hart, insurance man; Patty Trainor, nov- elty op, and Harry Friedman.—FRANKIE SMITH.

FOR IMMEDIATE DELIVERY

20x40 and 20x30 Hip Roof Tents. 14x28

Bingo Top, Awnings attached, Khaki. Used Concession Tents and Bingo Tops.

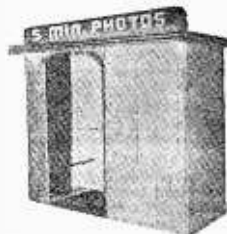
Flashy Flameproofed Canvas Available in These Colors

Forest Green Royal Blue Orange Khaki

BERNIE MENDELSON—CHARLES DRIVER

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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.

OHIO VALLEY SHOWS WANT

CONCESSIONS — Hit and Miss, Cat Rack, Flower, Hoop-La, String Game, Coke Bottle, Lead Gallery, Balloon, Clothes Pin and Others. CAN USE Girl Show and Athletic Show that can work.

ROXIE HARRIS

May 19 to 24, Fostoria, Ohio; May 26 to 31, Tiffin, Ohio.

Cavalcade Is Memphis Click But Reduced Fares Trim Take

(Continued from page 52)

minutes after the skies dried up there were customers popping out of hotel lobbies, from under canopies and other points of vantage.

Yup, the pavement, combined with the spirit of this Cotton Carnival, gave the Cavalcade a highly successful engagement. Al Wagner, the boss man, readily admitted Thursday that his gross was off when compared to last year, a matter of 10 to 12 per cent, but he pointed to the various box offices to show how come. All rides and shows were offered at lower prices than in 1946 "because maybe the people don't have as much ready money as they did a year ago and lower prices will encourage them to spend," as Wagner put it.

Kelly-Best Biz Bad

Of the operators who reaped a golden harvest here a year ago, the T. W. (Slim) Kelley and Dick Best combine probably took the worst rap. They admitted their attractions were running considerably behind, but offered a logical explanation.

"We were the only show operators fully organized and set to get it a year ago, and now look at the mob of good attractions in competition," Kelly pointed out. "We are still getting enough to make this a red one, and the others are going along with us, which means that a lot more people are getting money and the office should come out as good as it did a year ago."

Wide Layout

The Cavalcade, which will move out of here on more than 50 cars, was strung out along Front Street. "From here to hellangone," as Bill Naylor puts it. Starting from the post office end, which figures to be West, there were strung out eight light towers, the Hawaiian Show, War Exhibit, Wild Life, Penny Arcade, Oklahoma Ranch Wild West, baby Ferris Wheel, Sunshine Choo-Choo, Baby Plane, Hattie Wagner's cookhouse, Charm Hour Revue, Mother Goose Ride, Baby Auto, Motordrome, Circus Side Show, Fat Girl Show, Merry-Go-Round, Skooter, Little Harlem Revue, Glass House, Tilt-a-Whirl, two Rolloplanes, Caterpillar, Funhouse, Fakorium Show, Life (un-

born), Moon Rocket, Fly-o-Plane, Octopus, Blackout Taxi, Snake Show, Hollywood Chimps, Posing Show, two Ferris Wheels, Ridee-o and pony ride.

In addition, Whitey Weiss had a long string of concessions, and there surely was no shortage of grab and juice joints, popcorn and what have you.

Pres Favorable

In contrast to a year ago when the local newspaper dug up plenty of material to rap prices and quality of the shows, the reports came thru with several puff stories on the entertainment, and compliments to the management on the new price scale.

There was no shortage of visitors from almost every branch of show business, but the top score of the midway came Thursday night when Carl J. Sedlmayr, Elmer Velare and Wagner had dinner together in the cookhouse—a rare sight indeed. Also at this gathering were Marshall Johnson, Frank Diragio and Bill Kellogg, who once was a legal adjuster for the Mugivan, Bowers & Ballard Circuses.

While these gentlemen were endeavoring to enjoy some prime steaks, such characters as Ned Torti, Sunny Bernet, John (Pots and Pans) Lempert, Cliff Bammel, Jack Baille, Frank B. Joerling, Art Breise and Jack Neal were wending their way up and down the long thoroughfare admiring this and that, and probably doing nothing to enhance the lucrative value of the entertainment.

Fair Execs Out

Leading fair executives sighted during the tour included Rose Sarlow, of Ionia, Mich.; Senator Byrd, of Little Rock; Sam Mitchell, Kansas State Fair; Roy S. Kemper, Missouri State Fair, and J. M. Savory, Tupelo, Miss.

Cavalcade is scheduled to close here tonight, and will then move to Evansville, Ind.

Bay State Has Good Week At Cambridge After Rain

BOSTON, May 17. — Bay State Amusement Company caught a red one for the week ended Saturday (10) at Cambridge, Mass., Manager Edward O'Brien reports, after the two opening weeks at New Bedford, Mass., suffered poor business because of rain and cold.

Show carries nine rides, three shows and 30 concessions.

Windsor, Vt., Common Closed to Outdoor Shows

WINDSOR, Vt., May 17. — The Windsor Village Trustees have voted not to allow the use of the Windsor Common for carnivals and other forms of paid entertainment for one year from date of the vote.

Windsor Post, American Legion, had requested the use of the common for a carnival, but following a public meeting, at which considerable opposition developed, request was denied.

Butler, Halifax Sec., Gets Celebration Post

HALIFAX, N. S., May 17. — City council of Halifax has named A. M. Butler, an ex-mayor, as secretary-manager of a summer-long bicentennial celebration in 1949, at \$4,000 per year. Tentative plans call for extensive advertising, at an outlay of \$75,000 maximum and \$25,000, minimum.

Butler, secretary of the Halifax Exhibition, is to devote 70 per cent of his time to the celebration job.



THESE ARE THE LADS responsible for the advance billing for the Johnny J. Jones Exposition. They are, left to right, Spencer C. Stine, Sid Lovett and Joseph Ennis Jr.

SLA Banquet, Prez Party Committees

CHICAGO, May 17. — Art Briese and Al Sweeney, general co-chairmen of the annual banquet and ball committee of the Showmen's League of America, have named members of the various sub-committees for the event. These are as follows:

Tickets and Reservations—R. L. Lohmar and Leo Overland.

Press—Pat Purcell, chairman; Frank W. Braden, Nat Green, Robert E. Hickey, Johnny J. Kline, Frank B. Joerling, Roger S. Littleford Jr., Herb Pickard, Sam R. Stratton, Gaylord White and Len Traube.

Entertainment—Ed Schooley, chairman; George R. Ferguson, Frank P. Duffield, George B. Flint, Sam J. Levy, David P. O'Malley, Thomas Sacco, Ernie A. Young, Charles Zemater, Lefty Oherns, Jimmy Stanton, Toby Weiss and E. (Rube) Liebmann.

Eastern Committee—Frank D. Shean, chairman; Lew Dufour and Joe Rogers.

Reception—William Carskey, chairman; Jack Duffield, Max B. Brantman, Murray Goldberg, Maxie Herman, George W. Johnson, Bernie Mendelson, Frank D. Shean, James P. Sullivan, Ned E. Torti, Sam L. Ward and J. C. (Tommy) Thomas.

Program—William H. Green and Jack Benjamin.

The president's party committee has also been appointed. Maurice Ohren and William Carsky are co-chairmen. Members are Jack Duffield, Harry Russell, Sam J. Levy, Al Sweeney, Charles Zemater, Ernie A. Young, Boyle Woolfolk, Morris A. Haft, Fred H. Kressmann, Dave Malcolm, G. L. Wright, George A. Golden, George W. Johnson, Bob Parker and J. C. (Tommy) Thomas.

Peoria Day - Dater Crabbed by Weather

(Continued from page 52)

For *The Peoria Star*, came up with one of the top heat scores of the season when, in his column of Thursday (15), he wrote: "When carnivals and circuses hit town one naturally thinks of the many attractions and side shows offered, but with the Wonder Shows of America and John R. Ward Shows in Peoria-land we are reminded that one show, not on the billboards, could be easily arranged if the two performers agreed. They tell us that Max Goodman, of the Wonder Shows, and John Ward are old-timers at wrestling. If that be the case, why not stage a contest between the two show directors with the proceeds going to the Showmen's League of America Cemetery Fund?"

Quite an idea, especially if Mel Vaught and Sam Gluskin would second their champions, with Al Wagner as referee. William H. (Bill) Green, who was a constant visitor at both lots here, reported that he would be happy to devote his talents to publicizing the affair.

Royal Crown Chalks Up Solid Biz Stand At Covington, Ky.

COVINGTON, Ky., May 17.—Eddie Young's Royal Crown Shows, playing a small lot at Third and Crescent streets, just across the street from circus grounds, tonight wound up one of the most successful engagements in Young's three annual visits here. Boasting a well-illuminated and excellently flashed midway, shows chalked up one of the best Wednesday nights (14) of the season thus far when over 3,500 patrons paid their way thru a 20-cent gate.

Average nightly attendance from opening thru closing was estimated at 2,600 by show officials. Final tabulation for tonight's business had not been made when Owner Eddie Young and contingent made ready to move to Chillicothe, O., where they open Monday (19) for a week's stand under Amvet auspices. Young said, however, that business for the final night followed the same pattern apparent thru the week, with spending steady but not sensational.

Rain of torrential proportions hit Thursday night (15), but not until near closing time, and a slight drizzle Friday night (16) failed to keep patrons from the lot. Weather generally for the run was excellent. Shows are carrying 10 rides, 10 shows and 60 concessions, and the size of the local location precluded the setting up of one show and two of the major rides. Veterans of Foreign Wars sponsored the stand and Owner Young said that organization received the same excellent co-operation from police and fire departments as that tendered by sponsors.

Evidence of the shows' popularity here was indicated on the closing night when Young announced that he had signed to return next year, with a different location a possibility, under Masonic auspices.

Shows and rides reported good results for the week, with Roxie Arnella's Girl Show and Bob Perry's Motordrome topping the former department. New Caterpillar has been getting top play among rides, with the Rolloplane running well.

Considerable laudatory comments were heard here over shows' two new telescopic Courtney light towers, for which special trailers were constructed and the two army surplus searchlights, which also are mounted on special trucks and towers. Health authorities gave immediate approval to org's new rest rooms and complimented Owner Young over the general sanitary conditions apparent around the shows.

Bob Fisher's Fearless Flyers, free attraction, proved a good draw here, Young said. Mr. and Mrs. Bancroft have the 10-in-1 Show, which has been well received. Besides Young, staff includes Dolly Young, business manager and legal adjuster; E. H. (Texas) Smith, secretary and assistant manager; John Cousins, publicity and billposter, and George Gorman, general agent. Following next week's Chillicothe engagement, shows will be routed thru Ohio, Michigan and Indiana.

Concessionaires include E. B. Braden, Irish Gaughn, Howard Kiersey, Joe Sparks; Buddy Davis, bingo; Homer Woods, cookhouse; the Robinson family, frozen custard, and Mr. and Mrs. Soller, popcorn and candy apples. Young has two Parker diggers in operation.

Among visitors to the lot here were William Hildebrand, of the Hildebrand Shows, and numerous other showfolk. Also on hand during the week were E. W. Evans, William J. Sachs, Larry Gatto, Carl McKenzie and Bob Doepker, of *The Billboard's* Cincinnati office.

"HERE'S
LOW-COST ELECTRICITY"



Let a portable Universal Lighting Plant provide all the electricity you need—at less than city rates. Models for all requirements—to light from 10 to 500 bulbs. Low cost, compact, lightweight, reliable—they pay for themselves in a short time. Write for free literature.

Universal
LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY
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WANTED

Ferris Wheel Foreman, Merry-Go-Round Foreman.

MOUND CITY SHOWS

1417 Craftan St. St. Louis 4, Mo.

FOR SALE

Junction Boxes, 110 and 220 volts. Corners enforced with metal. Price \$8.00 each. 25% with order.

S. J. McSPADDEN
BEXLEY, OHIO

CAN PLACE

Few more Slum Outfits. Can use Agents that don't drink. Due to disappointment Grab and Mitt Camp open. Can place Shows and Rides that don't conflict. This show has a Free Act and no gate and in three weeks will be in wheat harvest.

F. B. DENNIS
BINGER, OKLA.

SCHAFFER JUST FOR FUN SHOWS

WANT

For the Biggest Event in East Texas
ATHENS OLD FIDDLERS' CONTEST

Over 150 hillbilly bands in contest. Drew 50,000 people last year in the rain. All Concessions open around the Courthouse. No grift.

MAY 26 — MAY 31

From Athens on nothing but celebrations and fairs.
Yoakum Tomato Tom Tom to follow Athens. Contact

W. A. SCHAFFER

Hamilton, Texas. On the Grounds at Athens.

SMALL BUSES FOR SALE

7 Small used Buses. Ford Motors 22 to 27. Mohair Foam Rubber Seats. Economical to operate. Good condition. Designed for highway work. Standard parts. Ample room for baggage. Ideal for Bands, Orchestras, Show Troupes of all kinds.

\$2,000.00 TO \$3,500.00

Can be seen at

PEOPLES RAPID TRANSIT

KALAMAZOO, MICHIGAN

WANTED FOR SOUTHERN STATES SHOWS

Ride Help in all departments, especially Octopus and Chair-o-Plane Operators. Must be sober and stand good treatment. Preference given those who can and will drive Trucks. Few more Concessions, especially Photos and small Bingo. All answers to

JOHN B. DAVIS, Manager

WEBSTER, FLA., THIS WEEK.

John FRANCIS Shows

WANT

WANT

A few Concessions that can work in Wisconsin, for 8 weeks of Fairs, starting Platteville, Wis., July 4. Want good Ride Help that drive Semi Trailers. No boozers or chasers—No Gypsies—No P.C. Want man to handle Corn Game (Elmer, wire). Can join: Havana, Ill., this week; Galesburg, Ill., next week.

FOR SALE

SMITH & SMITH 24-SEAT CHAIR-O-PLANE, WITH ENGINE AND FENCE. \$1,200.00 CASH. NOW OPERATING ON SHOW—COME AND GET IT—MUST SELL THIS WEEK TO MAKE ROOM FOR NEW RIDE.

JOSEPH J. KIRKWOOD SHOWS

DUNDALK, MD. (SUBURB BALTIMORE), THIS WEEK.

DROME RIDERS

WANT MAN AND GIRL RIDERS—TOP SALARIES.

Jimmie Podesta, Flash Williams, Florence Kettering, Don Walker, get in touch with me at once.

A. WILSON, HENNIES BROS.' SHOWS

97th & Western Sts., Chicago, Ill., this week; then Hammond, Ind.

WANTED TRICK DROME RIDERS

AT RAMONA PARK. Good percentage with guarantee.

Also want Talker.

E. L. BATES AMUSEMENT CO.

574 Madison Ave.

Grand Rapids 3, Mich.

FROZEN CUSTARD MANAGER, ELECTRO FREEZE

100% Experienced. Good worker. No drunks. Salary and Percentage. WANT Candy Maker, promote own ingredients. Also experienced D.P. Strip Camera Operator, 50-50 proposition. Ambitious and reliable. No drinkers. Also Mike Man and others. Write full information

SPECTOR, OLD ORCHARD, MAINE

Announcing!

The construction of a new amusement park in Billings, Montana, on U. S. 10 and 12, on the heaviest traveled road in the State of Montana.

Plans are under way for Dance Pavilion, Cafe, Indian Trading Post, Rides, Concessions and Zoo.

Will book Rides, Concessions or a First-Class Carnival for June, July and August of this year.

Let us hear from you at once. This is no promotion, but a spot where we can all make some money.

JOHN W. FOOTE

FOOTE POSTER SERVICE

Box 257

Billings, Montana

EVANS UNITED SHOWS

Playing Choice Spots in Missouri, Kansas and Iowa.

Will book High Striker, Bumper, Scales, Ice Cream, Snow Cones or any legitimate Concessions not conflicting. No rackets. No gypsies. Will book any Show of merit with own transportation except Girl or Athletic Show. Will book one more Flat Ride except Train. 25% privilege. This Show plays Elks' Celebration, 8 days in the heart of colored district in Kansas City, June 1 to 8, including 2 Sundays. Plenty good Fairs and Celebrations to follow. Wire

CLAY M. EVANS, Gen. Mgr.

Humansville, Mo., this week; then per route.

BOHN AND SONS UNITED SHOWS

WANT

IN OUR SIXTH SUCCESSFUL WEEK

WANT

For Our Downtown Mountain Home, Ark., Legion Spring Festival This Week. Wheat Belt Follows. RIDES—Will book, lease or buy for cash #5 or #12 Wheel. Will book or lease any other Ride not conflicting. Also Kid Rides. CONCESSIONS—Will sell "Ex." on Cookhouse, Photos, Custard and Novelties. Few Stock Concessions open. Will book Skillo, Count Store, Buckets, Spinners. Want Agents for same, or will furnish any of above beautifully flashed Concessions for capable Agents. (Drunks, come on; you will last one day only.) Shows with own outfits except Girl and Snake Show. HELP—Special Agent with car for Banners, Paper, etc. Contact **CARL BOHN, Owner, or R. T. (BOB) BULLOCK, Business Mgr.** Mountain Home, Ark., this week; then per route.



KIDDIE STREET CARS

Factory built and engineered. Light and portable. 14 passengers. Top money maker on any location. Sensibly priced. Proven design and construction. Immediate delivery.

Write for Catalog.

H. E. EWART CO.

4300 Long Beach Blvd. Long Beach 7, Calif.
Phone: 4-9555—Evenings: 2-8121.

BIG MONEY MAKERS!

★ NEW MODEL #100 FLOSS MACHINE



New Super Model #100 Candy Floss Machine is extremely easy to operate. Single Spinnerhead, \$207.50; Double Spinnerhead, \$225.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.



NEW SARATOGA KETTLE POPPER

All Aluminum

Meets all State health requirements. 12-Qt. capacity. \$20.00 Each. Terms: 25% with order, balance on delivery, F.O.B. Toledo.

CONCESSION SUPPLY CO., Box 133, Sta. B, Toledo 6, Ohio

BOOMERANG

Unlimited Capacity — Repeater — Thriller

Write for Catalogue

U. S. RIDING DEVICES CORP.

298 Junius Street

Brooklyn 12, New York

KIDDIE FERRIS WHEEL

24 passenger, 6 cages, 19½ feet high.
Finest designed WHEEL on the market.

FOR CARNIVALS AND PARKS
Immediate Delivery
New Low Price

For Information and
Pictures WRITE

H. E. EWART CO.
4300 LONG BEACH BLVD.
LONG BEACH 7, CALIF.
Phone: 4-9555—Evenings: 2-8121.

DORSO & GOODMAN

WANTS AT ONCE

FIRST-CLASS CHEF FOR REAL MODERN
KITCHEN. DRUNKS WON'T LAST A DAY.
Also "BINGO CALLER" and Counter Men.

Cellin & Wilson Shows

Bluefield, W. Va., this week; May 26th
to 31st, Charleston, W. Va.

NEW KIDDIE RIDES

10-Car Jeep Style Kiddie Auto, 6 or 8-Plane
Kiddie Airplane. Both Rides complete, ready
to operate. 30-day delivery. Latest Jeep
Style Kiddie Autos. Built to last, any amount.
Individual Planes. Convert Chairplane to Air-
plane. Flashy Ticket Booths. Quick delivery.
10'x1."750" Pneumatic Ball Bearing Wheels
for Kiddie Auto. Replace Worn Wheels,
\$3.95 each F. O. B. Write or wire

IMPERIAL KIDDIE RIDES

211 W. 13th Street LORAIN, OHIO
Ph.: Amherst 6531

Want*Concessions*Want

NOVELTIES—Jewelry. Scales. Frozen Custard
(sell exclusive.) Also want Fish Pond, Hoop-La,
Ball Games, Coke Bottles, Duck Pond, String
Game or any ten-cent Grind Concession. WANT
ROLL-O-PLANE WITH TRANSPORTATION.
RIDE HELP. FIRST AND SECOND MEN
FOR WHEEL.

ROGERS GREATER SHOWS

Crawfordsville, Indiana, this week; Kokomo,
Indiana, week May 26th.

Texas Exposition Shows

JOHNSON CITY, TEXAS, MAY 19-24
WANT WANT
Stock Concessions—Bumper, Hoop-La, Clothes Pins,
Country Store, Balloon Dart, Glass Pitch, High Strik-
er, Duck Pond, Fish Pond, Jewelry, Ball Games or
any other kind of Stock Concession. Can place Wild
Life, 10-in-1, Snake Show or any Grind Show with
own transportation. Due to disappointment want
small Cookhouse. Can use Agents on office owned
Concessions. Want sober, reliable Foreman for small
Merry-Go-Round and Second Men on all Rides. Can
place you. Will book any Ride that doesn't conflict
with what we have. No gate. Have a few open
dates—Celebration and Fair Committees, contact me
as per route. All replies to:
MELVIN EASLEY, JOHNSON CITY, TEXAS

GIRLS—GIRLS

Dancing Girls for Girl Show, also Girl for
Posing Show. Man and Wife to operate Girl
Show, good salaries and transportation free.
Girls that worked for me before, contact.

All Answer to
JOHN RYAN
In Care of the A.M.P. SHOWS
This week, Kingsport, Tenn.; then Johnson City,
Tenn.; then per route.

SECOND-HAND SHOW PROPERTY FOR SALE

\$30.00 New Olive Drab Flame Proof Side Wall,
7 ft. by 50 ft., 12-oz. canvas. Others.
\$7.50 Government used Tarpaulin, 10x15 ft. Others,
50 Cents Each. New Government Flags for Banner
Line. Also Flags on Streamers. All sizes.
WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia 6, Pa.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, May 17. — Chairman Rube Liebman is preparing for the membership drive. Ways and Means Committee will soon be in action on the cemetery fund drive. First issue of club's new flashes will be out soon. Mrs. Dave Tennyson joined Gooding Shows with her concessions. Sick list includes Bernie Head, who underwent an operation in New York; Marshall L. Green, who continues in Holmes Hospital, Cincinnati, and Clint Shuford in St. Anthony's Hospital, Terre Haute, Ind. Efforts are being made to bring Clint to Alexian Bros.' Hospital here.

Hymie Stone came in from Detroit. Maurice Hanauer returned to the West Coast. Sam Dolan, Los Angeles, was in for a visit. Lou Leonard and Al Kaufman motored to Champaign, Ill., to visit Hennies Bros.' Shows.

Secretary Joe Streibich went to Peoria to visit Wonder Shows of America and John R. Ward's World's Fair Shows. Last week Streibich and Jack Hawthorne visited Cole Bros.' Circus. It was erroneously reported that Whitey Perry had accompanied Streibich on that trip. Hawthorne, incidentally, has his floss machine on Chicago lots.

Callers during the week included Ozy Breger, Dave Goldfen, Petey Pivor, Rudy Singer, Harry Simonds, Edwin Hall, Lou Leonard, Al Kaufman, Larry O'Keefe, Charles H. Hall, Walter F. Driver and Oliver Barnes.

Ladies' Auxiliary

Last business meeting of the season was held Thursday (8) night, with Nan Rankine, first vice-president, presiding. Seated on the rostrum were Mrs. Rose H. Page, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was by Margaret Filograsso, chaplain.

A donation was received from Goldie Fisher. Nan Rankine presented all officers with a gift. Following the meeting a social was held, with Mrs. Ann Belden as hostess, assisted by Carmen Horan.

Several club members will picnic at the Lake Marie, Ill., summer home of Lillian Wood. Mrs. L. M. Brumleve, past president, will spend the summer with relatives in Wisconsin. Frances Keller, past president, will make a trip to Hot Springs, and then come to Chicago to visit friends and relatives. Viola Blake is back from a trip to New York and Washington.

Mrs. Ann Belden and Mrs. Ralph Glick, co-chairmen of the bazaar, ask that donations be forwarded to 6136 North Knox Avenue, Chicago. Mrs. Miller, secretary, points out that anyone joining the auxiliary now will receive a 1948 membership card. Mail should be sent her at 4215 West Fifth Avenue, Chicago 24.

National Showmen's Association

1564 Broadway, New York

NEW YORK, May 17.—Sunday (10) Walter K. Sibley, executive secretary, visited Ferncliff Cemetery where he made arrangements to have the bronze lion prepared for mounting on the proposed monument. Later he visited the B. & V. Shows at Lodi, N. J., where he met Mr. and Mrs. Justin Van Vliet, Eddie Elkins, business manager, and Mrs. Elkins, Curly Lane, Shrimpy Rappaport, Murphy Rosenberg, Sammy and Moe Walker, Tom Ely and Mr. Kahlman.

On the same day he visited the W. C. Kaus Shows at Linder, N. J., where he met Mrs. Kaus, the owner; Manager Russell Owens and Mrs. Owens; George Whitehead, agent; Harry Meyer's, Dick Gilsdorf and Ted Wolfram, of *The Billboard*.

Sunday (11) Sibley visited the Victory Exposition Shows in Flushing, L. I., where he met Mrs. William Giroud. From there he went to Jamaica to visit the I. & T. Shows. Harry Sussman was in the wagon. The owners, Phil Isser and Isidore Trebish, and Morris Brown, Theodore Barlow and Bob Berman were seen. Later at the Manhattan Amusement Company in Rego Park, L. I., he was received by Sam Solomon, Rocco Trupiano and Harry Kresiner.

Additional contributions to the monument fund have been received from Vincent Anderson, Savin Rock, Conn.; James M. Cole, James M. Cole Circus and Charles Rubenstein, coin machine operator.

Old-timer Scotty Kelly stopped by to say hello to Louis King following his resignation from the Bright Light Exposition Shows; other visitors were Al Shriner, Prell Broadway Shows; Louis Elias and Jack Alfred; Chic Franklin, James E. Strates Shows; Casper Sargeant, Vic Weinberg, Harry Kaplan, Harry Koretzky and Dave Ricci. Also Colin Hynd from Scotland.

Frank Miller announced that Eugene Gutman would be moved to another convalescent home at Saranac Lake, N. Y. Jack Goldhammer is back in town following the recent amputation of one of his legs. Still on the sick list are Earl H. Feed, True Perkins, Billy Giroud, Mike Buck, Jack Carr, Gene Gutman and Rudy Udowitz.

Ladies' Auxiliary

Secretary Annalee Wilkins visited Coleman Bros.' Shows at Williamantic, Conn., last week. . . Dorish Eicholz's daughter, Marlene, has recovered from a severe case of chicken pox. . . Watch your mail for news of a bazaar which will be held in November in the Capitol Hotel Ballroom. . . Magnolia Hamid, chairman of the ways and means committee, assisted by Bess (Sunshine) Hamid, is preparing a special announcement.

WASON AMUSEMENTS WANT

For American Legion Celebration, Decoration Day Week, in Chase City, Virginia.

Clothes Pin Pitch, Hoop-La, Coca-Cola, Watch-La, Cat Ball Game, any new Stock Concession (one of each), American Mitt Camp (no gypsies), Custard, Penny Arcade, Grind Shows. Need capable Wheel Foreman. Joe Grover, contact; \$55.00 per week. Electrician and Countermen for office Bingo, P.C. Dealers. No drunks or chasers wanted.

Franklinton, N. C., this week; Chase City, Va., week of May 26; Amelia to follow; then north for Firemen's Celebrations.

This show carries no grift, no gypsies, free gate, Winnie and Dolly for Free Act.

WANT

Organized Side Show. Have complete outfit. Manager with Girls for Girl Show. Experienced Ferris Wheel Man. Must drive Semi-Trailer. Talker for Minstrel Show, Photo Gallery, Slum, Bowling Alley, American Palmistry and other Stock Concessions. All replies: Glasgow, Ky.

L. J. HETH SHOWS

PREFABRICATED HOUSES

6 Prefabricated Houses, 5½'x5½'
x7½'; ½" waterproof plywood,
2x3 studs, complete with 2 doors,
solid floor, paint, hardware, nails,
bolts, etc. Excellent radio ham
shack, bath house, popcorn or root
beer stand, frozen custard.

\$275.00

F. O. B. Cambridge, Ohio.

PAUL C. KACKLEY
Phone 3-2941
P. O. Box 330 Cambridge, Ohio

JACK GALLUPPO

WANTS

For 52-Week Season, Including All Winter
in Florida.

Girls for Girl Show, must know how to dance,
as this is not a Posing Show. Piano Accordion
Player. Front Man, make openings, act as
M.C., take care of toys. Ginger—Girls I know,
wire collect. Also General Cookhouse Help,
especially good Dishwasher. All answer:

c/o BISTANY GREATER SHOWS

Essex, Md., all this week; then as per route.
P.S.: Pay day every week, never missed one yet.

GIRLS - - - GIRLS

For Hawaiian Show, costumes furnished. Also
Girls for Girl Show and Posing Show. Can
place Ticket Seller and Grinder. Transportation
furnished after joining. Wire

F. W. MILLER

Kalamazoo, Mich., this week; Lansing, Mich.,
week May 26th.

WANTED

FOR BURDICK'S GREATER SHOWS

Hawaiian Show, have nice frame-up. Place In-
dependent Shows of all kinds. Will book or buy
one or two Rides. Place Merchandise Conces-
sions. Reasonable privilege. Here for sale a
Parker Baby Q Merry-Go-Round for \$4,000.00.
Also for sale Allan Herschell Ten-Car Auto Ride
for only \$1,000.00. Reason for selling these
Rides is that I have two of each.
BURDICK'S GREATER SHOWS, Spur, Tex.
P.S.: Show has open dates. Committees of cele-
brations and fairs in Oklahoma, Kansas and
Nebraska, get in touch with us. Can furnish
nice, clean amusement midway.

AGENT

For Hot-Dog-in-a-Blanket Outfit. Offer
excellent proposition to reliable people.
Prefer man and wife. Positively no
drinking tolerated. Wire

BOB FISHER

Royal Crown Show Chillicothe, Ohio

FOR SALE

ONE POPCORN MACHINE, Electric, in 8x8
Frame and Top. ONE NEW TOP AND
FRAME. Penny Pitch, 14x14, with 4.8
Penny Board. ONE 15 Kw. A.C. and D.C.
LIGHT PLANT. Reasonable. Light Plant
will stand 20 to 25 overload. Address:

J. C. WRIGLEY

1130 Cordova St. DALLAS, TEX.

Butler (N. J.) Fire Dept.

WANTS

5 Rides for its Annual Celebration. ONE of the
BEST SPOTS in New Jersey. Dates to be one
of the following weeks: Last two weeks in July
or first in August.

HUGH M. McMENAMY Butler, N. J.
46 Central Avenue
Office Phone: Butler 9-0300.
Home: Butler 9-0087-W

PAUL'S AMUSE. CO.

WANTS

Cook House or Sit Down Grab. Especially want
Bingo. Shows of all kinds. All legitimate Con-
cessions. Heading for the Strawberry Country
until the 4th. Have the best 4th spot to be
had. Those joining now will get preference. No
racket or gyps. Castville, Mo., May 19th to
24th; then all reply to

P. A. SCRIMAGER

WILL BOOK OR BUY FERRIS WHEEL

Must be in good condition and priced right.

Can place Scales; Billy Pitzer, wire; also Bumper and Ball Games. Wire

J. GEORGE LOOS GREATER UNITED SHOWS

Floydada, Texas

PHONE MEN

Book U. P. C. Tickets, Banners, Big Indoor Show, American Legion State Convention. Address

FRANK B. HILDEBRAND
Hdqts., 19 E. 8th St., Cincinnati, O.
Office ready.

OPENING

For a Few Concessions. No Caff.

**TWENTY-FIFTH ANNIVERSARY
ANNUAL EAST SIDE FALL FESTIVAL
EAST SIDE BUSINESS MEN'S ASSN.**
JULY 30-31-AUG. 1-2-3

THOS. J. RUDESILL, Chairman
3010 Oakridge Ave. Madison 4, Wisconsin

WANTED

Second Men on all Rides, no drunks or floaters. A few Concession People. Will book Basketball, Coke Bottles, Huckley-Buck, String Game, Bowling Alley. No P.C., Flatties or Cypsiess.

HYALITE MIDWAY

Gothenburg, Nebr.

WANTED

Foreman, #5 Eli Wheel. Salary, \$60.00. Joe Murphy wants Agents—Roll Down, Coupon and Grind Agents. Wire

PLAYLAND UNITED SHOWS

9619 Decatur St. Detroit 27, Mich.

SHAWNEE CHAMBER COMMERCE Wants

Rides and Concessions for July 3rd, 4th, 5th; City Park. 10,000 people last year. Write
JIMMIE STEPINA, Mgr.
Aztac Theatre Shawnee, Kansas

WANTED RIDES

for
**OLD FASHIONED
HOME COMING**

JULY 4-5-6
Write, Wire or Phone
R. C. GOWDY, New Boston, Mich.

Cudney Border State Shows

WANT

Small Bingo, Coke Bottles, Huckley Buck, Snow Cone, Pop Corn, Clothes Pins, Fun House, Monkey Show. Have one of the best 4th of July Celebrations in Oklahoma.

Quinton, Okla., week May 19th.

CARNIVAL WANTED

For Big 40th Three-Day Anniversary Celebration, Hottinger, North Dakota, June 6-7-8. Main Street spot. Electricity available. Event widely advertised. Big Rodeo and Air Show. Expect up to 10,000 each day. Wire or phone

JAMES ECKER
Hottinger, North Dakota

Show Folks of America San Francisco

SAN FRANCISCO, May 17.—President Harry Seber presided at the May 5 meeting. Also on the rostrum was Mary E. Ragan Kanthe, past president.

Elected to membership were: Helen Sol Waxman, Frank Adams, Frances Cordell, Florence A. Austin, Richard Cordell, Francis John Barnett, Vyella Hansen, Evelyn and T. J. Cunningham, Mrs. T. J. Wright, Harry P. and Cecelia Martin, John C. Woronuk, Arthur A. Coleman and Mardella Vera May.

Members present after absences included Mickey Hogan, Sammy Coumiss, Al and Christine Rodin, Tex Cordell, Eddie Harris, Dick Kanthe, Sol Grant, Chuck Haegler and Georgie Dunn.

It was voted to raise the club's initiation dues from \$2 to \$3 a year and the membership dues from \$5 to \$9 a year. New rates go into effect July 1. Letters were received from Red Kearns, of Hennies Bros.' Shows; Dave and Estelle Rosenthal, B. Cohn, of the Napa Veterans' Hospital; the family of Harry Ettlger, the family of Albert Benjamin Cohn, and H. M. Jansen, secretary of Olivet Memorial Park.

Joe Franks, assisted by Bill Oberhansli, turned in \$136.25 in dues, new membership fees and donations. Shorty Wrightsman donated \$50 to the Cemetery Monument Fund. Barney Corry donated his share of a Pot 'o Gold won on the org. he is with to the Monument Fund. Other contributors to the Monument Fund are Al Lindenburg and Harry Myers, \$20 each, and Harry P. Martin and Elmer Hanscom, \$10 each.

Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, May 17.—Mother's Day was observed at the home. President May Adams Stoker, welfare committee chairman, called on Christine Snow, 94, and presented her with a bouquet of roses. Many old-timers visited during the day.

Entertainment committee, headed by Bergie Bergman, presented singing by Grace Lynne, Cecil Lorayne and Scotty and Arthur O. May. Community singing was another feature.

President Stoker gave the welcome and Rev. Marcel La Voy the invocation.

Many mothers were present, including Past President Morton Schaeffer's mother. A lunch was served.

Markers at Show Folks Rest will be dedicated Sunday (18). Ceremony also will include memorial services.

Warren Warren, back from Hot Springs, Va., has recovered from his illness. Earl Meek, brother of Harry, a member of SFA and the firm of Meek & Meek, died Friday (8). Meek & Meek were haberdashers to the profession during the days of the Essanay Studios.

Jack Lamey's uncle is ill in Kenosha, Wis.

Pacific Coast Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, May 17.—Past President Harry Hargrave presided at the Monday (12) meeting, with Secretary Ed Mann also on the rostrum.

A letter from Eddie Tate, manager of the Ziegler Shows, was read. Arthur Morrell, 81, was operated on recently in a Long Beach, Calif., hospital. His condition is reported good. Barney Tully, on the sick list some time, has recovered. Frank Zambreno, of Long Beach, also has returned from the hospital and is reported well on the road to recovery.

Drawing was won by J. Ed Brown.

RIBBON
BLUE THE MOTORIZED SHOWS
SHOW BEAUTIFUL

FEATURING "FEARLESS GREGG—THE HUMAN CANNON BALL"
3 WEEKS on DOWNTOWN LOCATIONS in LOUISVILLE, KY.
CAN PLACE FOR THESE 3 CHOICE LOCATIONS
AND BALANCE OF SEASON

SHOWS: Penny Arcade, Monkey Show, Motordrome, Fun House, Wild Life, and others not conflicting with what we have. Major O'Satdaye wants Feature Acts for Side Show.

RIDES: Chair-o-Plane Foreman. Ride Help for all Rides. Must drive Semis. Wives to sell Tickets.

CONCESSIONS: All Concessions open, such as Guess-Your-Age, Scales, Novelties, Fish Pond, Duck Pond, Pitch-Till-You-Win, Cigarette Gallery, String Game, Six Cats, Hoop-La, and Glass Pitch. Will sell Exclusive on Ball Games. Good opening for Mitt Camp. Can place Wonder Bars and Frozen Custard. Agents for Blowers and Coupon Count Store Agents. General Concession Help. All replies to:

BLUE RIBBON SHOWS
MADISONVILLE, KY., THIS WEEK; THEN LOUISVILLE.

WADE W.G. SHOWS

LANSING, MICHIGAN, MAY 26 TO 31

Have Exceptionally Fine Route for Modern Flashy Kiddie Rides.
Can place the following shows: Snaking, Monkey, Animal, Fat, Monster, Mechanical City or other non-conforming attractions.
Address all telegrams and mail to
W. G. WADE SHOWS
Kalamazoo, Michigan, this week; Lima and Marion, Ohio, follow Lansing.

CENTRAL STATES SHOWS
PRESENTING
MOSER'S MIGHTY MIDWAY

11 RIDES — 7 SHOWS — 30 CONCESSIONS — FREE ACT — SIX 50-FOOT LIGHT TOWERS

WANT: Stock Concessions that work in the line-up. (NO GRIFT.) Have open—Diggers, Popcorn, Candy Floss, Pitch-Till-You-Win, Basket Ball, etc. WANT—Help in Cookhouse, Agents for Hanky Panks. WANT—Shows with own equipment. Wire

W. W. MOSER **Hays, Kansas**

WANT—INTERNATIONAL SHOWS—WANT

Man to take charge of and operate fully equipped Side Show. Must have not less than six Good Acts. Must be able to produce. Will book any Show with own transportation, not conflicting. Will book Loop-a-Plane or Roll-o-Plane, Pony Ride and Kiddie Train. Want Count Store Agents for Roll Down and Razzle Dazzle. Also Clothes Pin Store Agents. Mac Findley wants Slum Store Agents. Can place Second Men on all Rides. Must drive Semis.

—NOTICE—
Our Circuit of Fairs start with the Red River Valley Circuit of Fairs at Hallock, Minn., July 3; ends in Minnesota at Appleton, August 21. Then Parker, South Dakota Fair. Then the Big One—Labor Day week at Coffeyville, Kansas—with 4 bona fide Fairs following in Oklahoma and Arkansas. Address:

COLEMAN LEE, Mgr.
COLUMBUS, NEBR., THIS WEEK; THEN PER ROUTE.

PIONEER SHOWS
high class midway attractions

VFW DECORATION DAY CELEBRATION, MANSFIELD, PA., MAY 26-31
This is a Red One backed by Business Men. Twenty more Celebrations. Free gate.
WANT Concessions that work for 10¢. Arcade, Custard, Floss. Shows of all kinds. Ride Help for all Rides, top money. Concession Agents, come on. This week Montgomery, Pa.

MICKEY PERCELL, Mgr.

BEAM'S ATTRACTIONS
KITTANNING FIREMEN'S CELEBRATION NEXT WEEK

MORT MESSIAS, concession manager, wants Agents for new money-making Games, good proposition. Former Agents who worked for me, wire. Billy L., received picture and letter. Wire when you can report. Capable Show People can be placed. Will pay good salary to Man to handle Marquee and Gate.

Write or wire **M. A. BEAM**, Windber, Pa. Show playing Clymer, Pa., this week.

UNITED AMUSEMENT SHOWS, INC.

Will book or lease a Ferris Wheel with or without transportation for the season. Can place 10¢ Grind Stores, one of a Kind—Slum, Cork Gallery, Penny Pitch, Jingle Board, Basket Ball, Ball Games, Hoop-La, Pitch-Till-U-Win, Duck Pond, Country Store, Stock Wheels, Age and Scales, or what have you?

Artick, R. I., May 19 to 24 Lymanville, R. 1., 26-31

Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Adams Am. Co.: Bennington, Vt., 23-31.
 Alamo Expo.: Port Arthur, Tex.
 All-American Am. Co.: Drexel, Mo.
 A. M. P.: Kingsport, Tenn.; Johnson City 26-31.
 American Banner: Warren, R. I.
 American Beauty: East Alton, Ill.; Jacksonville 16-21.
 American United: Walla Walla, Wash.; Pendleton, Ore., 26-31.
 Anderson Greater: New Tazewell, Tenn.; Pineville, Ky., 26-31.
 A. & P. Am. Co.: Atton, Okla.
 Badger State: (Villard and Hopkins) Milwaukee; Stevens Point 27-June 1.
 Baker United: Martinsville, Ind.
 Barkoot: Toledo, O., 19-31.
 Beam's Attrs.: Clymer, Pa.; Kittanning 26-31.
 B. & C. Expo.: Dansville, N. Y.
 Becht, Lee: Norwood, O.
 Bee's Old Reliable: Maysville, Ky.
 Beeson's, Tex. Am.: Pleasanton, Kan.
 Bell & Vinson: Beardstown, Ill.
 Bernard & Barry: Woodstock, Ont., Can.; London 26-31.
 B. & H.: Central, S. C.
 Bistany Greater: Essex, Md.
 Blue Grass: Mount Vernon, Ind.
 Blue Ribbon: Madisonville, Ky.; Louisville 26-31.
 Bodart: Shawano, Wis., 22-31.
 Bohn Sons United: Mountain Home, Ark.
 Boston: North Attleboro, Mass.
 Brady & Leedy: Man, W. Va.
 Brewer United: Grand Saline, Tex.; Terrell 26-31.
 Bright Lights Expo.: Martinsburg, W. Va.; Huntington, Pa., 26-31.
 Brownie Am. Co.: Collinsville, Okla.
 Buck, O. C.: Menands, N. Y.
 Burdick Greater: Spur, Tex.
 B. & V.: Haverstraw, N. Y.
 Caledonia: Oswego, N. Y.
 California: Delano, Calif., 19-25.
 Caravella Am. Co.: New Kensington, Pa.; Bedford 26-31.
 Carr, Lawrence: New Bedford, Mass.; Pawtucket, R. I., 26-31.
 Cavalcade of Amusements: Evansville, Ind.; East Peoria, Ill., 26-31.
 Capell Bros.: Fratt, Kan.
 Capital City: Portland, Tenn.
 Central States: Hays, Kan.
 Cetlin & Wilson: Bluefield, W. Va.; Charleston 26-31.
 Cherokee Am. Co.: Winfield, Kan.
 Coastal Plain: Liberty, N. C.
 Coleman Bros.: New London, Conn.
 Collins, Wm. T.: Morris, Minn.; Breckenridge 26-31.
 Columbia: Old Town, Me.; Lincoln 26-31.
 Copper State: Rifle, Colo.
 County Fair: Sargent, Neb.
 Crafts Expo.: Merced, Calif.
 Crafts 20 Big: Bakersfield, Calif., 20-26.
 Craig Harry: Pampa, Tex.
 Crandell's Midway: Benton, Tenn.
 Crescent: Victoria, B. C., Can.; Vernon 26-31.
 Crescent Am. Co.: Gastonia, N. C.; Lincoln 26-31.
 Crystal Expo.: Andrews, N. C.
 Cudney Border State: Quinton, Okla.
 Cumberland Valley: South Pittsburg, Tenn.
 Cunningham's: Paden City, W. Va.; Marietta, O., 26-31.
 Curl, W. S.: Marysville, O.
 De Luxe: Bloomfield, Conn.; Putnam 26-31.
 Deimar Greater: Yukon, Pa.; Manor 26-31.
 Denton, Johnny J.: Cumberland, Ky.
 Diamond Midway: Beaver, Mo.
 Dobson's United: (Beech & Earl St.) St. Paul, Minn.
 Douglas Greater: Springfield, Ore.
 D. & P.: Wilkes-Barre, Pa.
 Dumont: Meyersdale, Pa.
 D. & W.: Havelock, N. C.
 Dyer's Greater: Chester, Ill.
 Eddie's Expo.: Butler, Pa.; Vandergrift 26-31.
 Elliott, L. W.: Am. Co.: Dugger, Ind.
 Endy Bros.: (Exeter Lot) Wilkes-Barre, Pa.; Pottsville 26-31.

Evans United: Humansville, Mo.
 Exposition at Home: Annapolis, Md.
 Fay's Silver Derby: Lawrenceburg, Tenn.
 Ferris: Auburn, N. Y.; Fulton 26-31.
 Fidler's United: Dixon, Ill.
 Fleming, Mad Cody: Hawkinsville, Ga.
 Florida Am. Co.: Waynesville, N. C.
 Francis, John: Havana, Ill.; Galesburg 26-31.
 Franklin, Don: Rusk, Tex.
 Frank's Playland: Fort Valley, Ga.
 Fuller Greater: Hollisport, Pa.
 Garden State: Coplay, Pa.
 Gate City: High Point, N. C.; Randleman 26-31.
 Gem Carnival: Jamestown, Tenn.; Burkesville, Ky., 26-31.
 Gem City: Jefferson City, Mo.
 Gentsch, J. A.: Batesville, Miss.
 Globe: Woonsocket, R. I.
 Gold Bond: Flat River, Mo.
 Gold Medal: Lafayette, Ind.; Kankakee, Ill., 26-31.
 Golden West: (Fiesta) Santa Clara, Calif., 20-25.
 Gooding Am. Co., No. 1: (W. Mount St.) Columbus, O.
 Gooding Am. Co., No. 2: Jackson, O.
 Gooding Am. Co., No. 3: Donora, Pa.
 Gooding American Expo.: Beaver Falls, Pa.
 Gooding Greater: Williamson, W. Va.
 Gooding Park Attrs.: Wellsburg, W. Va.
 Granite State: Gloversville, N. Y.
 Great Sutton: Paris, Ill.
 Greater Rainbow: Nowata, Okla.; Dewey 26-31.
 Greater United: Floydada, Tex.
 Grimes Am. Co.: Townsend, Mass.
 Groves Greater: Plaquemine, La.; Jennings 26-31.
 Gulf Coast: Mexico, Mo.
 Hannum, Morris: Tamaqua, Pa.; Hazleton 26-31.
 Happy Attrs.: Lisbon, O.; East Palestine 26-31.
 Happyland: Royal Oak, Mich., 19-31.
 Harrison Greater: Chester, Pa.
 Hartsock Bros.: New London, Mo.; New Canton, Ill., 26-31.
 Heller's Acme: Bayonne, N. J.; Haverstraw, N. Y., 26-31.
 Hennies Bros.: (97th and Western) Chicago, Ill.; Hammond, Ind., 26-31.
 Henson, J. L.: Pelzer, S. C.
 Heth, L. J.: Glasgow, Ky.
 Hill's Greater: Nebraska City, Neb.
 Home State: Fairfield, Ia.
 Hottle, Buff: Ponchatoula, La.
 Hyalite Midway: Gothenburg, Neb.
 Imperial: Abingdon, Ill.; La Salle 26-31.
 International: Columbus, Neb.
 Jayhawk Am. Co.: Pittsburg, Kan.
 J. & B.: Bowling Green, Va.
 Johnny's United: Old Hickory, Tenn.
 Jolly: Oxen Hill, Md.
 Jones Greater: Huntington, W. Va.
 Jones, Johnny J., Expo.: Niagara Falls, N. Y.
 Joyland Midway Attrs.: (Telegraph and Van Buren) Detroit, Mich., 22-31.
 Kaus, W. C.: Mount Holly, N. J.; Westville 26-31.
 Kelly, Francis, Am.: Ansonia, Conn.; Thompsonville 26-31.
 Kirkwood, Joseph J.: Dundalk, Md.; Newburgh, N. Y., 26-31.
 Lamb: Martin, Tenn.
 Lawrence Greater: Lacy Park, Pa. (mailing point, Hatboro, Pa.).
 Lee United: Vicksburg, Mich.; Battle Creek 26-31.
 Leelight, J. R.: Abilene, Kan.
 Long's United: Petaluma, Calif., 20-25.
 Mack's Happyland: Reading, Pa.
 Madison Bros.: Tuscola, Ill.
 Magic Empire: Union City, Tenn.
 Magic Valley: Lockney, Tex., 26-June 2.
 Magnolia Expo.: Marion, Ky.
 Maine Am.: Lewiston, Me.
 Majestic Greater: Oil City, Pa.; Monaca 26-31.
 Manning, Ross: Berlin, N. H.
 Marion Greater: Hamlet, N. C.
 Marks, John H.: Cumberland, Md.
 Martin United: Ontario, Calif., 20-25.
 McCall, Jim: Senoia, Ga.
 McKee, John: Huntington, Ind.
 Meeker's: La Grande, Ore.; The Dalles 26-31.
 Merit: Greenville, N. H., 26-31.
 Merriam & Robinson: Albion, Ia., 26-31.
 Merry Midway Attrs.: Frankton, Ind.
 Midway of Mirth: Jerseyville, Ill.
 Midway: St. Paul, Minn.
 Mid-Western Expo.: Rich Hill, Mo.
 Mighty Hoosier State: Washington C. H., O.
 Mighty Page: McMinnville, Tenn.
 Model Shows, Inc.: Nevada, Mo.
 Model Shows of Canada: Montreal, Que., Can.
 Moore's Modern: Taylorville, Ill.
 Myrtle Beach Rides: Myrtle Beach, S. C., Indef.
 New England Am.: Leominster, Mass.
 Nolan, Larry: (Rodeo) Atwood, Kan., 22-24.
 Ohio Valley: Postoria, O.; Tiffin 26-31.
 Omar's Greater: Newton, Kan.
 Pacific Coast: Monroe, Wash., 26-31.
 Page Bros.: Alamo, Tenn.
 Page, J. J.: Clintwood, Va.
 Parada: Camden, Mo.
 Paramount Expo.: West Chester, Pa.
 Parris & MyIntyre: Lexington, N. C.
 Paul's Am.: Cassville, Mo.
 Pearl City: Oskaloosa, Ia.
 Peerless Celebration: Marlinton, W. Va.; Parsons 26-31.
 Penn Premier: Phillipsburg, N. J.
 Peppers All-State: Paris, Tenn.
 Pike Am.: Warsaw, Mo.
 Pine State Shows: Johnson City, Tenn.
 Pioneer: Montgomery, Pa.; Mansfield 26-31.
 Playtime Am.: Cambridge, Mass.; Quincy 26-31.
 Powelson, Happy: Middleport, O.; Gallon 26-31.
 Prell's Broadway: Wilmington, Del.
 Pryor's: Madison, W. Va.
 Raftery & R. & S.: Morehead City, N. C.; Washington 26-31.
 Raines Am. Co.: Mena, Ar't.
 Red River Valley: Malvern, Ark.
 Regent: Lewisburg, Tenn.; Clarksville 26-31.
 Reid, King: Potsdam, N. Y.
 Rockwell: Kingman, Kan.; Ness City 26-31.
 Rogers Bros.: Fergus Falls, Minn., 22-31.
 Rogers Greater: Crawfordsville, Ind.; Kokomo 26-31.
 Roof Garden: West Union, W. Va.; Shinston 26-31.
 Royal American: Omaha, Neb.; Davenport, Iowa, 26-31.
 Royal Crown: Chillicothe, O.
 Royal Expo.: Piedmont, Ala.

Royal Rides: Adamsville, Ala.; Bessemer 26-31.
 Rupe's Midway for Fun: Ogallala, Neb.
 Sam's Funland: Winston-Salem, N. C.
 Shafer's Just for Fun: Hamilton, Tex.; Athens 26-31.
 Shan Bros.: Pikeville, Ky.
 Shugart, Dr., & Son: Ladonia, Tex.
 Siebrand Bros.: Price, Utah; Ogden 26-31.
 Silver Slipper: Harriman, Tenn.
 Smith Am. Co.: Denton, Tex.
 Smith, Casey: Ardmore, Okla.
 Smith, George Clyde: Ironva, Pa.; Houtzdale 26-31.
 Snapp Greater: Coffeyville, Kan.
 Snyder's Greater: La Grange, Ky.; Carrollton 26-31.
 Southern States: Webster, Fla.
 Southern Am. Co.: Crane, Tex., 19-25.
 Southern Valley: Batesville, Ark.
 Strader, M. A.: Hastings, Neb.
 Stafford: Indianapolis, Ind.
 Standard: Scottsbluff, Neb.
 Steblar's Greater: Lebanon, Va.
 Stephens, C. A.: Gate City, Va.
 Strates, James E.: Harrisburg, Pa.
 Stumbo, Fred: Rogers, Ark.
 Sunflower State: Russell, Kan.
 Sunset Am. Co.: Newton, Ia.; Iowa Falls 26-31.
 Tassel, Sam: Sharon Hill, Pa.
 Texas Expo.: Johnson City, Tex.
 Tidwell, T. J.: Andrews, Tex.
 Tinsley, Johnny T.: Marietta, Ga.
 Tivoli Expo.: Columbia, Mo.
 Triangle: Bellaire, O.; East Liverpool 26-31.
 Turner Bros.: Clinton, Ill.
 20th Century: Great Bend, Kan.
 United Am. Co.: Artick, R. I.
 Utah Expo.: Brigham City, Utah.
 Veterans United: Fort Dodge, Ia.; Lake City 26-31.
 Victory Expo.: Enid, Okla.
 Virginia Greater: South Boston, Va.
 Virginia Rose Midway: (18th and Broadway) Louisville, Ky.
 W. B. J.: Swanton, O.
 Wade, W. G.: Kalamazoo, Mich.; Lansing 26-31.
 Wallace Bros.: Chicago Heights, Ill.
 Wallace Bros. of Canada: Sudbury, Ont., Can.
 Wallace, I. K., Attrs.: Freeburg, Pa.; Milton 26-31.
 Wallace & Murray: Benwood, W. Va.; Rochester, Pa., 26-31.
 Ward, John R.: Bellwood, Ill.
 Wason Am.: Franklinton, N. C.; Chase City, Va., 26-31.
 West Coast: Santa Rosa, Calif., 20-25; Santa Clara 27-June 1.
 White Rose Am.: Topton, Pa.; Pen Argyl 26-31.
 White Star Attrs.: Gallipolis, O.; Jackson 26-31.
 Whitney & Scott United: Des Moines, Ia.; Tama 26-31.
 Wilson Famous: Canton, Ill.; Muscatine, Ia., 26-31.
 Wolf Greater: Mankato, Minn.; Blooming Prairie 25-28; Lake City 29-June 1.
 Wolfe Am.: Laurens, S. C.
 Wonder City: Fairfield, Ill.; Princeton, Ind., 26-31.
 Wonder Shows of America: Bloomington, Ill.; Beloit, Wis., 26-31.
 World of Mirth: Elizabeth, N. J.
 World of Pleasure: Muskegon, Mich., 23-31.
 World of Today: Leavenworth, Kan.
 Wrightsman Am. Co.: Tracy, Calif.
 Zacchini Bros.: Wynne, Ark.
 Zeiger, C. F., United: Walsenburg, Colo.

With the Circus Fans

(Continued from page 51)

Maine, at the annual State election in September, 1946. He assumed duties of the office January 1. His address will continue to be Court House, Alfred, Me. Prior to being elected judge of probate, he was clerk of court for York county for many years.

Mr. and Mrs. George H. Barlow, III, of Binghamton, N. Y., caught Sparks Circus in Gainesville, Ga., March 24. They then headed for Sarasota where they spent several weeks, visiting the Ringling quarters nearly every day, and saw the circus train leave for the Garden. On April 9 they caught the Wallenda Circus at Bradenton, Fla.

Ten members of the Whitewater, Wis., club met in the Clarence A. Kachel home to "raise" a tent. Opening with a dinner, the table for which contained hand-carved elephants, clowns and cardboard elephant place-cards, the members selected the name of Frank E. Hall for the Tent. Frank operated a circus out of Whitewater for many years.

Officers are Roy N. Henderson, president; Mrs. Zella Hall, vice-president; Mrs. Mae Kachel, secretary-treasurer, historian and publicity director.

Membership includes Mr. and Mrs. R. Henderson, Dr. and Mrs. H. E. Fowler, Mr. and Mrs. Fred Mahanke, Laura Hamilton, Mrs. Zella Hall and Mr. and Mrs. Clarence A. Kachel.

San Antonio circus fans visited the Clyde Beatty Circus March 15-16. Tom Scaperlanda took color movies. Mr. and Mrs. Cecil Crow, CFA of Waco, visited, in addition to folks from the Dailey show, including Ben and Eva Davenport, R. M. Harvey, Ralph Noble and Jean Allen.

CLYDE BEATTY NOTES

(Continued from page 51)

Their next-door neighbor is named Wolf, which gives the neighborhood a circus atmosphere. . . Mr. and Mrs. Bill Antes and Mr. and Mrs. Bill McGough say they expect this to be their last circus season. Antes is planning to enter business in Los Angeles, while the McGoughs will devote their time to their Texas ranch. . . Bill and Stella Hamilton, well-known former circus people, had the McGoughs as their house guests while the show played Long Beach.

Capt. Harlan Dewitt has retired from the Los Angeles Fire Department. He now has two eye-catching fire engines, one of which is touring with the Beatty show. Dewitt expects to be with the circus for about three months after which he will take a vacation trip along the Alaska Highway. Former Los Angeles Fire Captain John Murphy will replace Dewitt when the latter closes. . . Dick Bartlett was on the show every day with his radio broadcasts. . . Walt Matthie's heart is with it and he'd like nothing better than to tour this season, but his judgment tells him to stay home a while and recover his health. . . Phil Bailey, writer, caught the show several times during the L. A. date. He is writing racing stories but will soon go to work on a circus novel.

Polack Bros. (Eastern): (County Hall) Charleston, S. C., 20-24.
 Polack Bros. (Western): Civic Auditorium, San Francisco, Calif., 22-June 1.
 Ringling Bros. and Barnum & Bailey: (Boston Garden) Boston, Mass., 19-21; Philadelphia, Pa., 23-31.
 Roger Bros.: Mead, Kan., 20; Ashland 21; Coldwater 22; Greensburg 23; Stafford 24; Macksville 25; Pratt 26.
 Sparks: Stratford, Ont., Can., 20; Guelph 21; Toronto 22-24.
 Wallenda: (Textile Hall) Greenville, S. C., 19-24.
 Yankee-Patterson: Cloverdale, Calif., 20; Ukiah 21; Lakeport 22; Willits 23.

Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Miller's, Irvin C., Brown-Skin Models (Palace) Dayton, O., 22-24; (Globe) Cleveland 25-31.
 Plunkett's Stage Show: Kermit, Tex., 19-21; Odessa 22-24.
 Renfro Valley Folks: East Palestine, O., 21; Salem 22; Niles 23; Newton Falls 24; Greenville, Pa., 26; Franklin 27; Meadville 28; Erie 29-31.
 World-Wide Animal Exhibit: Oklahoma City, Okla., 19-22.

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Lancaster, Pa., 20; Coatesville 21; Pottstown 22; Bethlehem 23; Hazleton 24; Pittston 26.
 Beatty, Clyde: Walla Walla, Wash., 20; Spokane 21-22; Sand Point, Idaho, 23; Missoula, Mont., 24; Butte 25; Helena 26; Bozeman 27; Billings 28; Lewistown 29; Great Falls 30; Shelby 31.
 Cole Bros.: Ashland, Ky., 20; Huntington, W. Va., 21; Parkersburg 22; Zanesville, O., 23; Columbus 24-25; Marion 26; Lima 27; Mansfield 28; Wooster 29; Canton 30; Akron 31-June 1.
 Cole, James M.: Elmira, N. Y., 20-21; Corning 22; Hornell 23; Bath 24.
 Cooke's All-American: Minden, La., 20; Cotton Valley 21; Plain Dealing 22; Alden Bridge 23; Summit 24; Adkins 25; Ringgold 26; Freyburg 27; Heflin 28; Sibley 30; Haughton 31.
 Davenport, Orrin: Fargo, N. D., 20-22.
 Hamid-Morton: Newark, N. J., 10-24.
 Hunt Bros.: Caldwell, N. J., 22; Boonton 23; Hasbrouck Heights 24.
 Kelly, Al G., & Miller Bros.: Scott City, Kan., 20; Leoti 21; Sharon Springs 22; Goodland 23; Colby 24.
 King Bros.: Montgomery, W. Va., 20; Sutton 21; Elkins 22; Grafton 23.
 King & Franklin: Gallatin, Tenn., 21.
 Mills Bros.: Jackson, Mich., 20; Ann Arbor 21; Dearborn 22; Pontiac 23; Port Huron 24; Flint 26-27; Bay City 28; Midland 29.
 Monroe Bros.: Dowell, Ill., 20; Steeleville 21; Evansville 22; Red Bud 23; New Athens 24; Lebanon 26; Marine 27; Bethalto 28; Bunker Hill 29; Wilsonville 30; Mount Olive 31.
 Montgomery, C. R.: Limon, Colo., 20; Burlington 21; Yuma 22; Sterling 23; Brush 24.

POPCORN

"Rush Hour" Mammoth Yellow Popcorn, \$9.25 per 100 pounds! Sample cheerfully furnished.

PEANUTS

Roasted in the shell, \$22.00 100 pounds. Run Jumbos in the shell, \$21.00 100 pounds. Price list of all supplies upon request.

STAR POPCORN MACHINES

Immediate shipment on all models. Literature upon request.

Prunty Seed & Grain Co.

— Popcorn Processors —

620 North 2nd St. St. Louis 2, Mo.
 "IN OUR 73RD YEAR."

HUNT BROS.' CIRCUS

WANTS

TRAP DRUMMER, UNION, TO JOIN ON WIRE.
 Address: Caldwell, N. J., Thursday; Boonton, Friday; Hasbrouck Heights, Saturday.

PRELL'S BROADWAY SHOWS

1912 - - - THIRTY-FIFTH ANNUAL TOUR - - - - 1947

WE PLAY WINNERS

TWELVE BONA FIDE BIG FAIRS

INCLUDING EBENSBURG, PA.; CARLISLE, PA.; COVINGTON, LYNCHBURG AND SOUTH BOSTON, ALL IN VIRGINIA; HENDERSON, LUMBERTON, NORTH WILKESBORO, ALL IN NORTH CAROLINA; LANCASTER, BENNETTSVILLE AND THE GREAT FREE COLORED FAIR, CHARLESTON, IN SOUTH CAROLINA.

OUR STILL DATES . . . CAN'T BE BEAT

WANT - - WANT - - WANT — Concessionaires to join now and reap the harvest.

WANT - - WANT - - WANT — Grind Stores of all kinds.

HENRY TRAVIS WANTS ARCADE MECHANIC AND MANAGER.

Now Selling Space for Our Fairs.

Custard and All Types Eat and Drink Stands.

WANT NOVELTIES WANT NOVELTIES

WIRE WIRE WIRE

SAM PRELL, PRELL'S BROADWAY SHOWS

WILMINGTON, DELAWARE, May 19-24; Then Per Route.

LAFF-LAND FUN HOUSE

Latest wonderful portable Walk-Thru built into a 30-foot semi trailer. 30 splendid laugh-making features. Remember, 30 not 2 or 3, as Walk-Thrus have had in the past. Chock full of funny surprises that make them laugh and scream. The only Walk-Thru that pleases patrons so well they come back again and again. This is the one Walk-Thru that repeats.

No help to pay. Cheapest and easiest to handle of any ride or show. Just place it on the lot and open for business in 30 minutes. Packs up in 15 minutes, then simply drive it away. An ideal money-maker for a traveling showman who wants to eliminate help worries and payroll.

Built in changeable sections. Priced as low as \$4,000. Four weeks' delivery.

LAFF-IN-THE-DARK RIDE

King of all dark rides. Gets money in bad weather. Appeals to all ages. Over 100 operating successfully all over the world. 10 weeks' delivery.

Has done \$30,000 to \$60,000 in one season. Easy to erect and operate. Goes in two wagons. Beautiful cars. Many fine stunts. Splendid tent, front, etc.

Sold in two sizes. Delivery in July.

TRAVER ENTERPRISES, INC.

3 TUXEDO PLACE

Phone: Cranford 6-1553

CRANFORD, N. J.

ANDERSON'S GREATER SHOWS

the fine old show with the grand old name

WANT WANT WANT
Will book Pea Pool, Over-and-Under and Pan Games, \$15 and one-third. Good opening for Bingo, \$35. Two weeks' deposit required. HAVE FOR SALE—Neat 24-foot Ball Game, with 4 stools, complete and operating. Also Beat-the-Dealer Table. Both for \$370. Will book on show for season. WANT Stock Stores of all kinds, \$20. Mrs. Britton wants Helper on Giant Funhouse. Want to book nice Kiddie Ride. Want Grind Shows with own outfits. New Tazewell, Tenn., this week; followed by Pineville, Ky., and on into the coal fields to the big pay rolls. Wire, do not phone.
ANDERSON GREATER SHOWS, New Tazewell, Tenn., this week.

C. A. STEPHENS SHOWS

CAN PLACE

FOR GATE CITY, VA.; JONESVILLE, VA., THE FOLLOWING:

Concessions that work for Stock, Candy Floss, Candy Apples, Custard, High Striker, Mug, Ball Games, Bumper, Balloon Darts.
Shows—Grind Shows with own outfits. Man for front of Snake Show, we have new Top, Front and Banners; good proposition to right man.
Rides—Especially interested in Tilt as we are going into good Tilt territory. Will book Spitfire or Octopus, Pony Ride or Kiddie Auto.

FAIR SECRETARIES, GET IN TOUCH WITH

ELY COOPER

We have a few Open Dates in October. All replies care Show.

Wallace & Murray Shows

WANT

WANT

Octopus, Roll-o-Plane or Spitfire. Very liberal Percentage.
WANT Monkey Show, Unborn Show, Fun House and Penny Arcade.
ESPECIALLY WANT Frozen Custard and all kinds of legitimate Concessions.
WANT Set of Diggers and Rotaries for season.
Tommy Wilson wants Cookhouse Help.
Bull Martin can use two more Freaks for new Side Show.
Address BENWOOD, W. VA., THIS WEEK; ROCHESTER, PA., NEXT WEEK.

RIDES FOR SALE

Number 5 Eli Wheel, new seats and other parts. One Parker Merry-Go-Round, new top, new inside and outside, scenery, new madelians, new sweeps, one band organ with drums. Smith & Smith Chair-o-Plane, in good condition and smooth running. Also one General Motor Diesel 60 Kw. 3 Phase Light Plant. Plant mounted on trailer with sides and back that opens, awning type, best plant in business. Just spent \$6,000 on these Rides. Have Concession Toys and Frames, Percentage Tables, etc., for sale. Selling account of illness. Equipment here in Miami. Prices on request or can be seen by appointment. Address:

MIGHTY MONARCH SHOWS

822 NORTH EAST 82ND STREET, MIAMI, FLORIDA

PHONE 785136

SIEBRAND BROS.' CIRCUS AND CARNIVAL

WANTS SHOW PEOPLE

For Girl Show, man and wife preferred; Side Show Talker, Ticket Sellers, one more Freak to feature. Can place Fun House. Useful people in other lines.

WIRE OR WRITE, PRICE, UTAH, MAY 19 TO 24; OGDEN, UTAH, MAY 26 TO 31

WILLIAM T. COLLINS SHOWS

WANT

WANT

GIRL SHOW—Have complete frame up, 75 ft. front. Must have four Girls. Can book a few more choice Concessions—Photos, Ball Games or any that work for ten cents. No Mitt Camps or Gypsies. Want Tilt and Roll-o-Plane Foremen. Address:

WILLIAM T. COLLINS, Mgr.

MORRIS, MINN., MAY 19-24; BRECKENRIDGE, 26-31.

GROVES GREATER SHOWS

Plaquemine, La., May 19-25; Jennings, La., May 26-31.

Want Ride Help on Wheel, Tilt, Chairplane. Want Agents for Mug Outfit; Robert Doty, answer. Agent for Devil's Bowling Alley, Pan Game, Hoopla. Can use Independent Shows; Billy Logsdon, answer. All replies

ED GROVES, per route

WANTED

For America's Greatest Blackface All White Minstrel

Boss Canvasman, Billposter, Performers, Girls for line, Concessions, Corn, Snow Cone, Candy Man, Truck Drivers, all useful people. Sleeping on new Pullman sleeper bus. One night to week stands. Best salaries. Wire

MILDRED CLARK

Or Come on Fairgrounds, Williamson, North Carolina.

GATE CITY SHOWS

CAN PLACE

Concessions of all kinds except Cookhouse and Popcorn. Want Musicians and people for Minstrel; salary from office. Want people for new Side Show, Patton answer. Want Kiddie Train, any Flat Ride. Capable help in all departments wire, no time to answer.

High Point, N. C., this week; Randleman, N. C., next week, with big Fireman's Celebration, Denton, N. C., to follow. All address

J. E. BAXTER, Mgr.

High Point, N. C.

LAST CALL

CORN BELT AMUSEMENT COMPANY

ALL PEOPLE CONTRACTED, REPORT MAY 22, MILAN, ILL.

WANT—Cookhouse, Scales, Custard, Guess-Your-Age, Cork, String Game, Fish Pond. WILL BOOK two more major Rides and two Shows.

I. T. AGUSTUS, 413 N. MADISON ST., BLOOMINGTON, ILL.

WANT WANT WANT

CAPABLE WHEEL AGENTS

Must be sober and reliable. Best of route. Good treatment. All reply to

DOLLY YOUNG, ROYAL CROWN SHOWS

CHILLICOTHE, OHIO, THIS WEEK.

JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

WANT FOR NEWBURGH, N. Y.

SHOWS—Want Operator for Panel Front Girl Show, Man for newly framed Snake Show. Place Monkey Show, Motordrome, any new or novel Show; will furnish canvas and transportation.

CONCESSIONS—Hoop-La, Duck Pond, Pitch-Till-Win, any legitimate Store. All address

JOSEPH J. KIRKWOOD SHOW

Dundalk, Md., this week; then Newburgh, N. Y.

Gruberg World Famous Shows

Playing day and date with
Ringling Bros. Barnum & Bailey Circus
Circus Opens Friday, May 23, to May 31

11th and Erie, Philadelphia, Pa.

Have some choice locations for Concessions on the streets, legitimate Grind Stores and Eats and Drinks. All people going to circus must pass all concessions first. Wire

MAX GRUBERG, P. O. Box 101, Philadelphia 5, Pa.

MERIT SHOWS

New Unit opens May 26-May 31 at Greenville, N. H. Concessions open; must be clean. Clothespin Pitch, Dart Game, Scales, Cork and Shooting Galleries, Over 12 Pan Game, Basketball, Guess Your Age, French Fries. Will place one or two clean Shows. Now booking Girl Shows for Maine Fairs, August 1 to October 15.

WHITE STAR ATTRACTIONS, INC.

#1 UNIT

Gallipolis, Ohio, this week; Jackson, Ohio, next week. 8 office-owned Rides. Want to book Coke Bottles, Huckley Buck, Photo Gallery, Arcade, High-Striker, Jewelry, Novelties, Lead Gallery, Custard, Root Beer or any other good clean Concessions. No gypsies or flats. Want to book on small percentage: Mechanical Farm, Monkey Show, Five-in-One, Hillbilly, Animal or Snake Show. Will furnish top and transportation. George Ankrum, Frisch, Geo. Laffwell and Popes, wire. Need Ride Help for Jimmy, Wheel, Super Roll-o-Plane, Chairplane and Kiddie Rides. Also need good Aerial Free Act. Aerial Madcaps, wire. Playing all good Ohio, Indiana and Michigan spots. Have a few open dates for committees. All replies to **A. O. COFFMAN**.



AMERICAN BANNER SHOW



FIREMEN'S MUSTER CELEBRATION, WARREN, R. I., MAY 19TH TO MAY 25TH.
TOWN SKATING RINK GROUNDS. THIS IS A HONEY.
THE SKYMAN, FEATURE ATTRACTION.

Will book Rides not conflicting. Shows, except Girl, with own transportation. Concessions—Pond, Ball Game, String Game, Coke Bottles, Striker, Devil's Alley, Over 12 Pan, Darts or any Hunky not conflicting. Agents for Swinger and P.C. Also Electrician with license. Ride Help and useful people with or without experience. Communicate:

Joseph E. Shiner, Mgr. Harry La Plant, Bus. Mgr.

RED RIVER VALLEY SHOWS WANT

Have best route of Celebrations and Fairs in Middle West. Carrying eight Wagon Rides, Kiddie Land, Want Manager for Bingo, good proposition: Cook House, Photos, Penny Arcade, Scales, Age, Lead Gallery, Cigarette Gallery, High Striker, any Show Stores. Duke Mitchell and all people with me before, will place you. American Palmistry. Ride Foremen on Wheel, Octopus, Chair-o-Plane, Spit Fire, Merry-Go-Round that drive Semi; top salaries and bonus. Man to handle Light Towers, also Kiddie Land. These Rides are practically new. Have new Tops, Panel Fronts. What have you to put in them? Will book Girl Shows with two or more actors.
MALVERN, ARK., THIS WEEK; THEN PER ROUTE.

FERRIS RIDES AND SHOWS

Want Photos, High Striker, Cane Rack, Cigarette Pitch, Coke Bottle, Fish Pond or anything not conflicting with what we have. Each store is exclusive. We book but one of a kind. Address all Concession correspondence to

DICK NEUGENT

En Route: Auburn, New York, May 19th-24th; Fulton, New York, May 26th to 31st.

FROM THE LOTS

Majestic Greater

AMBRIDGE, Pa., May 17.—Altho business was satisfactory, it was short of what was expected because of bad weather. A good crowd turned out Monday (5) in spite of rain. Snow on Wednesday, Thursday and Friday (7-9) hurt some but the three nights proved profitable. Weather was beautiful closing Saturday (10) and the Bubble Gum Matinee drew a big crowd. The night was good. Shows appeared under the auspices of the Sportsmen's Club.

John Ribar, city editor of *The Ambridge Daily Citizen*, wrote a nice story on the shows. Steve Swika left for home to see his new seven-pound daughter, Susan. A girl was born to the George Bradleys Saturday, (10). Nathan Roth died Tuesday (13) as a result of a cerebral hemorrhage suffered two days previously.

Visitors were Bert Rosenberg, general agent, Dumont Shows, and Jack Murray and Mr. Mitchell, of the Wallace & Murray Shows. Owner-Manager Sam Goldstein was laid up part of the week. The writer's mother left for her New York home Friday (9) following a week's visit. Local committee, headed by Harold Prevost and Herb Sikow, co-operated.

Two carloads of Owner Goldstein's relatives visited over the week-end. Bob Hallock paid a hurried visit. Mr. and Mrs. Al Stempin opened with their modern popcorn stand and reported good business. Shorty Morgan and Charles Frock, new ride foremen, are doing a dandy job as are Specks, George and Joe Martin. New Moon Rocket, handled by Frank Gross, is doing very well. Good business is reported by the Perrotta boys, concessionaries. John Obileiki's cookhouse is getting a big play. Dave, the chef, is turning out wonderful meals.

Clementine Coffey's Girl and Posing shows, Art Converse's Oddities and Don Thompson's Wall of Death are running neck and neck for top grosses. The Bob Thomases are having a good season, as are Mr. and Mrs. Erwin Eule. Clark Queer visited. Sam Solof left for Detroit. Atomic Blondes are proving tops.—**HARRY E. WILSON.**

Redwood Empire

UKIAH, Calif., May 17.—Of the 10 spots played so far this year, San Lorenzo Villa proved to be the best. Santa Rosa also was good.

Pat Connolly did a bang-up paint job on his equipment. Eddie Harris joined with five joints. Grind stores are operated by Chuck Heggler, Paul Kauffman and Nick Nickum. Other concessionaires are Ralph Ferring-ton, bowling alley; Bob White and Shadow Brown, cigarette gallery; Helen Farrington and Annette Kessler, over and under; Berta Harris, beat the dealer, and Bill Michaels

Baker United

PRINCETON, Ind., May 17.—Org moved in here a day ahead of schedule, opening Saturday (10) to fair business. Stand is sponsored by the Princeton Police and Fire Department, which has given excellent co-operation. Org came in here from Bedford.

Shows' staff and personnel follows: Tom L. Baker, owner-manager; M. G. Stokes, agent; Mrs. T. L. Baker, in charge of the office; William Ward, ride superintendent; Luther Tyra, lot superintendent; C. R. (Bud) Tower, front and transportation; James Turner, Ferris Wheel foreman; Coleman Wiggins, Octopus, and Max Gulkey, Tilt-a-Whirl.

Also Dick Hack, Roll-o-Plane; Don Cox, Merry-Go-Round; George Smith, Chairplane; Charles Swisher, kiddie rides, and Mrs. M. G. Stokes and Mrs. Luther Tyra, front gates.

Concessionaires are: Alex Freedman, novelties; Weber Crouch, custard; R. O. Root, popcorn and ice cream; Mr. and Mrs. Ben Miller, who has seven stores; C. D. Chesser and family, bingo and five others; A. E. Weaver, 4 stores; Ed Hall, with 2; John Colburn, 2; Henry Gore, high striker; Wilbur Farrell, diggers; Mr. and Mrs. William Lambert, 2 photo galleries; Charles Miller, cookhouse; Mr. and Mrs. Chester Pierce, 4; Dave Sewell, pitch-til-you-win; Luther Tyra, cork gallery; John Colburn, monkey show, and Bill Lichliter, sound car and candy floss; D. H. Gheen, train and one concession, and Richard Punch, scales and age.

and A. C. Steckle, add 'em up store.

Ted Davis, off the Foley and Burke Shows, has taken over the Ferris Wheel.—**G. L. PATRICE.**

LEE McDANIELS

Contact immediately.

Also Ball Game Agents.

SPLINTER ROYAL Royal Exposition Shows

Piedmont, Ala., this week.

WANTED

WEEK JUNE 23

Rides for local Carnival.

American Legion Post, Bedford, Virginia.

Same for Volunteer Fire Company,
week September 1, 1947.

REGENT SHOWS

AGENTS WANTED

Want Agents for Pin Store, Roll-Down, Skillo, Bowling Alley; also 1 good Wheel & 5 Concessions on midway. Address:

OSSIE EARL DIXON

Louisburg, Tenn., this week.

FLORIDA amusement company

WANTS

Join at once—Man handle office-owned Grind Monkey Show, 50-50; Man for Snake Show; Agent for Slum Outfits, 50-50; Agents, Tip-Up Count Stores. John Middle Terry, bus. mgr. Agent for Clothes Pin Coupon. Ride Men, preference truck drivers. Invading new territory.

HOWARD INGRAM
WAYNESVILLE, N. C., THIS WEEK.

ROOF GARDEN SHOWS

Want all Concessions except Popcorn, Ball Games. Want Concession Agents.

Want Talker for Freak Show. Want Talker for Girl Show.

West Union, W. Va., this week.



CINCINNATI STYLE ALUMINUM BOTTLES

for faster set-ups and better average. These bottles are cast, then finished in a lathe to give you the same 1/4" spacing between bottles, each time they are set up.
3 Lb. Permanently Weighted. \$3.00 Each
SOUND EFFECT BOTTLES
These contain sealed-in steel balls are used for Tops—Great Bally . . . \$3.50 Each
25% Money Order Deposit on C. O. D.'s.
CARNIE SUPPLY CO.
Box 61, Pleasant Ridge, Cincinnati 13, Ohio

WANTED Experienced Bingo Man

To take full charge of flashy Bingo Stand playing Chicago lots all summer. Good proposition if you know your business.

SAM MENCHIN

Phone: Superior 7243
11 W. Division St. Chicago, Ill.

WANTED TO BUY

Chair Scales. Have for Sale—16x24 Bingo, complete; top, frame, counter, seats; walk-in type, used only 3 months, \$300. Come and get it. All replies:

JACOB PRYOR

Madison, W. Va.

WANT

Rides and Concessions that do not conflict. Week May 24th to 31st, two Saturdays and Sundays. Best location and others to follow.

Wire

H. WOLFE

St. Francis Hotel Newark, New Jersey

WANT TO BUY

Full and complete Cookhouse with or without transportation.

BILL CROWSON

1705 Third Ave. BESSEMER, ALA.

WANTED

TWO SIX CAT AGENTS.
Frank Carver, Shorty Dobish, answer.

J. W. JERNIGAN

c/o Dumont Show Myersdale, Pa.

WANTED

Bingo for balance of season. Free gate. No grift.

C. A. STEPHENS SHOWS

Gate City, Va., this week; Jonesville follows.

FOR SALE

22 Ft. Fruehauf Van—Booster brakes; 2 large possumbellies, rubber in good shape, \$650.00. Stored at Wallace Goodrich Garage, Suffolk, Va.

BOB COLEMAN

c/o VIRGINIA GREATER SHOWS
South Boston, Va.

OHIO VALLEY SHOWS

Will sell Ex for season on Photos and Candy Floss. Want Stock Concessions. Wire

ROXY HARRIS

FOSTORIA, OHIO

WILL BUY OR BOOK

Kid Ride or any other that doesn't conflict. Free Act. No Gate.

F. B. DENNIS

Pauls Valley, Okla.

FOR SALE

Super Roll-o-Plane, in A-1 condition, newly painted. Can be booked on Show. Reason for sale, ill health.

HAPPY ARNOLD

c/o Virginia Greater Shows
South Boston, Va.

WANT GENERAL AGENT

Must know Tennessee and adjustments for P.C. V. Collier, answer.

PAGE BROS. SHOWS

Alamo, Tenn.

Crescent Canadian

VICTORIA, B. C., May 17.—Shows moved in here for a two-week stand after playing to good business in Vancouver for three weeks on as many different lots. Next stand is Vernon, B. C., at the industrial exhibition.

Executive staff follows: Henry Meyerhoff, owner-manager; Bob Randall, assistant manager; Herb Swanson, lot superintendent; Fred G. Moog, secretary; A. K. McMartin, advance publicity, and George Doherty, trainmaster.

Ride foremen: Ferris Wheel, Paul Lemay; Tilt-a-Whirl, Jack Zimmerman; Merry-Go-Round, Johnny Chernoff; Joy Ride, Steve Mosick; Boomerang, Gene Negrey; Roll-o-Plane, Francis Whitford; Silver Streak, Jack Campbell; Fly-o-Plane, Mike Sherstiboff; Octopus, J. Campbell; Spitfire, Charlie Ross; kiddie ride, Alex Munro; miniature train, Tom Sabourin, and Lindy Loop, Jack Badger.

Shows: Gorilla, Pearl Griffin, manager, and Bert Edwards, tickets; Iron Lung, Dixie Walker, the girl; talker and manager, Bingo Hauser. Crazy House, Elias Trapanier, manager; Alberta Slim and company and trained horse, Kitten; E. B. Winchester, talker, and Stanley Edwards and Eddie Flagel, tickets. Bally Clown, Moe McDonald; E. Flagel, impersonator; Garnet Clark, steel guitar; Annabelle, cow girl.

Concessions: Photos, Curly Allen; over and under, R. Randall; ball game, Jack McGee; cats, Jack McGee, operator, and Wayne Doucet; bottles, Jack McGee, operator, with M. Klause; big six, Eve Herstad and Emile Trudeau; cork gallery, May Hersted; candy wheel, Phyllis Allan. Dart games, No. 1, J. Maloff; No. 2, G. Gallinger. Pan game, T. Brawels; panda bears, T. Boomer; blankets, A. Coulombe; jingle board, J. Lytle; novelties, S. Bailey; rifles, R. Moog; pool game, J. Scully; wireman, Blackie Kapusta; pick out, D. Daniel; arcade, Slim Greenslade; diggers, Charlie Speers; floss, Mr. and Mrs. Fred Christmas; hoops, M. Pearlman, E. La Rocque. Juice No. 1, Mr. and Mrs. Maltezo; juice No. 2, S. Triet, G. Fisher. Jack McGee is *The Billboard* sales agent.

J. J. Page

GREENVILLE, Tenn., May 17.—Org hit near-frigid weather here most of the stand. Closing day, however, weather turned fair and warm, and this was reflected in good biz.

Show has not fully recovered from the twister which struck it in Johnson City, Tenn. Ferris Wheel, which was badly damaged, was shipped to the factory for repairs. Bingo, operated by Eddie Brenner, was a total loss, but no stock was lost. Several concessionaires, however, did lose stock. Minstrel Show was leveled and the Snake Show was a complete loss.

Marquee was torn to shreds, and the Merry-Go-Round top was torn in two. A new top for that ride and a new marquee are reported on the way. A wheel purchased in Miami was delivered here.

Freddie Boswell visited. Eddie (Rochester) Anderson, comedian on the Jack Benny show, stopped off and visited en route to Memphis.

J. R. Leeright

SEDAN, Kan., May 17.—This city gave shows a total blank, despite good weather. Org moved in plenty of time for a Monday (5) opener, but patrons just didn't come out. The only one who made any money during the week was the writer, who is *The Billboard* sales agent.

Mr. and Mrs. Martin Rose and daughter closed here. — SHERRY PEAVY.

CARAVELLA AMUSEMENTS



LAST CALL

LAST CALL

MAMMOTH DECORATION WEEK CELEBRATION

MAY 26-31

SAM NUNIS—RACES—FIREWORKS—ATTRACTIONS
BEDFORD FAIR GROUNDS, BEDFORD, PA.

BROOKVILLE, PA.

JUNE 2-7

CONCESSIONS—Floss, Bumper, High Striker, String Game, Huckley-Buck, Ball Games, Novelties, Basket Ball.

SHOWS—Best proposition for Motordrome, Mechanical City. Opening for Wild Life, Snake Show; plenty tops.

RIDES—Pony Ride. Will book or buy any Ride not conflicting.

RIDE HELP—Can place sober, reliable Ride Help on Octopus, Rollo-plane, Merry-Go-Round and those who can also drive semis. Want First Man on Ferris Wheel.

TALKERS—For Fun House and Unborn Shows, also Talkers and Candy Pitchmen for Girl Shows. Jack O'Dare, wire.

All wire

CARAVELLA AMUSEMENTS

NEW KENSINGTON, PA., THIS WEEK

Morris Hannum Shows
A tradition at Veterans' Conventions

Hazleton, Pa., May 26 to 31, including a tremendous Decoration Day Celebration

CAN PLACE

Capable Side Show Operator, also Illusion, Snakes, Iron Lung, Unborn, Penny Arcade; Ten-Cent Stock Concessions, come on; Long or Short Range Gallery, Guess Weight, String Game, Cats, Bowling Alley and Basket Ball. Jimmy Haines can place capable Ride Help.

Tamaqua, Pa., now; Hazleton, next week.

BISTANY inc.
GREATER SHOWS
for Fairs and Celebrations

WANT SHOWS

Have new 25x30 Side Show; good proposition to Manager with Organized Show. Have outfits for Grind Shows for capable people. Will book Shows with or without outfits. Want capable sober Ride Help; Truck Drivers given preference. Want Stock Concessions. Need Agents for office-owned Concessions. Wire

LEO BISTANY, Manager

Essex, Maryland, week May 19.

GEORGE CLYDE SMITH
shows

WANTED—Bowling Alley, Hoop-La, French Fries, Dart Balloons, Basket Ball, Penny Arcade.
WANTED—Side Show, Girl Show, Monkey Show, Crime Show, Plantation Show.
WANTED—Octopus Foreman, Second Man for Wheel.
WANTED—Truck Drivers and Semi Drivers. Address all replies to

GEORGE CLYDE SMITH SHOWS

Irvona, Pa., this week; Houtzdale, Pa., next week.

WANT

Foreman for Spitfire Ride about June 1st for new 1947 Model, also Ride Help and Working Men in all departments; those driving Semi Trailer preferred. Can place Agents for Cat Back and Ball Game, good territory for same. Write or wire to permanent summer address:

4501 MADISON STREET, RIVERDALE, MARYLAND.

BARNEY TASSELL UNIT SHOW

★★★ **MEMORIAL WEEK CELEBRATION** ★★★

NORRISTOWN, PA., May 26th to 31st, inclusive. One of the best Decoration Day dates in the East. **GARDEN STATE SHOWS** on the midway, featuring the Great Telesco nightly. **WANT** Grind Stores, Striker, Basketball, Coke Bottles, Cork and Lead Galleries, Scales, Rotaries, Diggers. What have you? Can place Five-in-One, will furnish new top and banners. **WANT** Grind Shows of all kinds. We have tops. Liberal P.C. to Shows, Fun or Glass House and Arcade. **WANT** Semi Drivers, A-1 Wheel Foreman; Cecil Courtney, contact immediately. **WANT** Man to handle new Roto Whip, Semi Driver preferred. **For Sale—**One Sunshine Choo-Choo, brand new, used three months, \$1250.00 cash. All address:

R. H. MINER, GARDEN STATE SHOWS

COPLAY, PA., THIS WEEK.

GETLIN and WILSON SHOWS

WORLD ON PARADE

WEEK MAY 26, CHARLESTON, WEST VIRGINIA
First Show This Season

- WANT:**— Legitimate Merchandise Concessions and Ball Games.
- WANT:**— Workingmen in all departments.
- WANT:**— PRESS AGENT who has had railroad show experience. Illness is the cause of this advertisement.
- WANT:**— Sober Train Help.
- Can place one or two American Palmistry concessions.
- CAN PLACE GOOD TALKER FOR CODY & CODY WESTERN HILLBILLY SHOW.**
- All address this week, Bluefield, W. Va.; then as per route.

WEST COAST SHOWS

291 Sixth Avenue San Francisco, Calif.

WANT FOR THE BEST ROUTE IN THE WEST

INCLUDING THE FOLLOWING FAIRS AND CELEBRATIONS

- Santa Clara Fifty-First Annual Fiesta.
- Livermore Rodeo.
- Klamath Falls, Ore., Fourth of July, Rodeo and Jubilee.
- Eugene, Ore., Pageant and Covered Wagon Days.
- Oregon Sweetheart Coos by Fiesta.
- Multnomah County Fair, Gresham, Ore.
- Lake View Fair and Rodeo.
- Yreka, Calif., District Fair and Golden Jubilee.
- Lodi, Calif., Annual Grape Festival and Fair.
- Santa Clara District and County Fair, San Jose, Calif.
- San Mateo Fair and Flower Show.
- Madera District Fair.

The biggest Columbus Day Celebration in the West, followed by Golden Jubilee Celebration and closing at the gigantic Army Celebration in Porterville, November 11.

Will book any Concession not conflicting. Will book Mickey Mouse, Grind Show or any Grind Show not conflicting. Must have own transportation.

Can place experienced Ride Help; Truck Drivers preferred.

Will buy for cash Caterpillar or Scooter; must be in first-class shape. Contact SHOW, Santa Rosa, Calif., May 20-25, or as per route in The Billboard.

BRIGHT LIGHTS EXPOSITION SHOWS

World's Brightest Midway

Featuring GANGLER BROS.' CIRCUS AS FREE ACT

Can place one more Flat Ride, place a couple more Grind Shows. Good opening for Fun House, Motor Drome, Penny Arcade, Diggers, Rotaries, Slum Joints or any Concessions not conflicting. Dannie Dominini wants Bingo Counter Men and Relief Caller, Razzle Dazzle Blower and Clothespin Agents. Joe Gangler wants Girl Lecturer for Snake Show. Gloria Gay wants Girls for Girl Show. Frank Joseph wants Octopus Help, also Fireman for new Spitfire Ride. Write or wire JOHN GECOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr., Martinsburg, W. Va., this week; Huntingdon, Pa., week May 26th.

J.J. PAGE EXPOSITION SHOWS

WANT

Chairplane Foreman and other Ride Help. Attractive proposition for Tilt-a-Whirl or Roll-o-Plane, also Miniature Train and Kiddie Rides. Bill Betterly wants Side Show Attractions that can pitch, also must be able to sell their act. Will give good proposition to Front Man. Pay your own. Will place one more Grind Show with own transportation. Will place French Fries, Guess Your Weight or Age. Will place good Lot Man.
CLINTWOOD, VIRGINIA, THIS WEEK.

LAWRENCE CARR SHOWS

New England's Finest

WANT CONCESSIONS

Frozen Custard, Shooting Gallery, Dart Store, String Game, Jewelry, Country Store, Photo, Diggers, Basket Ball Game, Novelties, etc.

USED MONKEY SPEEDWAY CARS, WITH OR WITHOUT MOTORS.

Lawrence Carr

New Bedford, Mass., May 19-24; Pawtucket, R. I., May 26-31.

From the Lots

American Banner

WESTPORT, Mass., May 17. — Org moved in here this week to good weather. Weather in Taunton, Mass., played May 5-10, was cold, but business was satisfactory. Opening night was lost to rain. Weather the following day was fair and biz excellent. Then weather turned chilly and for three days it remained so, but biz was fair. Final day weather was perfect and everyone had an excellent day.

Henry La Plant, general agent, returned to the show following a book- ing tour. Arthur Doyle completed a new front and purchased a new top for his Snake Show. Eddie Chapman arrived from Canada to take charge of electrical work. Eva Hipple is getting her concessions in shape. Frank Thompson was called to Philadelphia because of injuries to his son. Joe Weeks joined in Taunton with his concessions. Manager Joe Shiner, altho weak from his recent bout with pneumonia, continues on the job.—T. E. YORK.

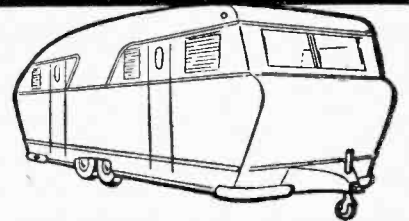
Siebrand

CORTEZ, Colo., May 17.—Midway was packed during org's stand here on anniversary of V-E Day, many Indians and ranchers coming in from surrounding territory. Town parade and an American Legion dance were added lure. Spitfire topped all rides.

Claypool, Ariz., proved excellent, folks turning out in the face of hot weather for a Sunday matinee. Snow cone joint, operated by Don Rey, had big biz. Circus jammed 'em in, and folks crowded onto the midway.

George Stevens observed St. George Day May 6 by treating some of the folks to a barbecued lamb. Invited were Ivan Henry, Cliff Henry, Ed Patrick, Mr. and Mrs. Ira Billingsly, Gordon Rogers, Harold Ware, Blackie and May Murray, Peanuts Freeman, Mrs. Freeman and Sam Siebrand.—TONI MADISON.

HOUSE TRAILER HEADQUARTERS FOR SHOW PEOPLE



- ALL MAKES
- ALL MODELS
- NEW AND USED

10% Discount To Authentic Show People

CHICAGO TRAILER MART, INC.

PAUL E. McDONALD

1815 S. Indiana Ave.

Chicago, Ill.

AMERICAN LEGION STATE CONVENTION

June 21-25

Plus 20,000 Soldiers Here Permanently. Want Caramel and Popcorn, Apples, Novelties, Ex. Diggers, Age-Weight, P.C. Dealers for Pea Pool, etc. Luther Church, answer.

GEN. MGR. BEACH PARK

Phone 616

Biloxi, Miss (7 Days—and All Year's Work.)

Wanted D-W SHOWS

To buy, rent or lease Ferris Wheel, Concessions—Photo, Bumper, Shooting Gallery, Short or Long Range, Coke Bottles, Bowling Alley, any Concession not conflicting. Mitt Camp, must be American; no children. Man for Chairplane, one who knows how to wire show.

TEX DABNEY LEWIS WILLIAMS
Havelock, N. C., May 19-24.

WANT SKILLO AGENTS

Brownie Cole, wire or call

ROY ALLEN CASEY

Smith Shows Ardmore, Okla.

MAY 26TH — FIRST AGAIN — THRU 31ST
MONACA, PENNA. BIG DECORATION DAY CELEBRATION

MAJESTIC GREATER SHOWS

Can place for Monaca and other real dates, also a big 4th of July Celebration in heart of town. SHOWS: Jig, Wild Life, Mechanical, Unborn, Fun House.

RIDES: Good opening for Kid Rides.

WANT IMMEDIATELY, FIRST CLASS BILLPOSTER. Address SAM GOLDSTEIN OIL CITY, PA., THIS WEEK; THEN MONACA

WANT

Man and Wife to work Ball Game. Seely will give head of Pin Store Quarters and Half, also Man who can frame Six Cat or will buy Six Cat complete. We are making money, believe it or not, regardless of weather.

JIMMY ANNIN

Washington C. H., Ohio, May 19-24.

WILL BOOK BINGO

For balance of season. Must be up to date. Can also place few more Stock Stores and Penny Arcade, also Second Men for Rides that drive Semis.

MIGHTY PAGE SHOWS

McMINNVILLE, TENN., THIS WEEK

WANT . . . WANT

CAPABLE WHEEL AGENTS

Must be sober and reliable. Best of route. Good treatment. All answers:

DOLLY YOUNG, ROYAL CROWN SHOWS

CHILLICOTHE, OHIO, THIS WEEK.

IRON LUNG TRAILER EXHIBIT

FOR SALE BY IRON LUNG MANUFACTURER

BRAND NEW—NEVER USED

Completely equipped with new Iron Lung. Will sell outright. Low terms. Will rent or lease on royalty basis. Also have money producing job for live wire. This is a job raising money for an iron lung to be donated to a community. Only neat, alert, progressive non-drinker need reply to this ad.

We will also furnish Iron Lungs at a large discount on any program where a community is raising money to donate a Lung to their city, on the Iron Lung Trailer Exhibit plan.

W. J. MULLIKIN IRON LUNG CO.

1010 Vermont Avenue, N. W.
Washington, D. C.

World's Largest Manufacturer of Iron Lungs

HARRY LEWISTON

WANTS WANTS

(A Gayer & Lewiston Unit)

FREAKS CURIOSITIES NOVELTY ACTS

For an already terrific Show. Can use additional Acts. Must be in keeping with my kind of program. Interested in capable Mental Acts. Unusual Annex Attraction.

My Show is presented in large buildings, Parks and under canvas at State Fairs. Can give you year around work. Best of treatment assured. No Up and Downs. No Hold Backs. ACTS: You know my reputation. Write or wire

GAYER AND LEWISTON ENTERPRISES

200 MONROE AVE., DETROIT 26, MICH.

GEORGE H. HARMS

WANTS

Agents for Over 12 Pans. Skillo, Roll-down, Wheels and Grind Stores. Contact me at Bluefield, W. Va. Also General Help, come on.

P.S.: Jimmie Nolan, Gene Hazen and Popeye, contact Ray Couillard.

% CETLIN & WILSON SHOWS

BLUEFIELD, W. VA., MAY 19-24.

JOHN MCKEE SHOWS

WANT

SHOWS: Fun House, 10-in-1, Wild Life, Concessions that work for Stock: Bumper, Balloon Dart, Country Store, Duck Pond, Hoop-La, Glass Pitch, Novelties, Huckley Buck, Lead Shooting Gallery, Clothes Pin, Cane Rack, Basket Ball. SCALE AGENT WANTED.

Smith & Smith Chair-o-Plane Man. Must know Ride. Also Second Men on other Rides. ADDRESS: Huntington, Ind., this week; then Michigan.

FOR SALE

Brand New

FROZEN CUSTARD MACHINES

Immediate delivery. Guaranteed.

Write or Wire for Details.

SAMUEL D. LIPMAN, Flag Park,

P. O. Box 596 Jacksonville Beach, Fla.

A AND P AMUSEMENT

Atton, Okla., this week; Arkansas next. We carry three office-owned Rides with organ music. Playing Uptown locations. No gate, no grift, no gypsies. One of the best Fourth of July spots in Arkansas, other Celebrations to follow. Will book Bingo, Photo, Lead and Cork Gallery. Need a few more Hanky Panks. Ride Help, Second Actors that can drive.

AGENTS WANTED

For Swinger and Color P.C. Must Up and Down outfits. No drunks. Join by wire only. Western Union.

W. R. STOPHEL

o/o DUMONT SHOWS, Meyersdale, Pa.

Page Bros.

HUMBOLDT, Tenn., May 17.—Biz here the week ending May 10 under auspices of West Tennessee Strawberry Festival Association, was up 25 per cent over last year. People spent freely, with the Ferris Wheel topping rides and the Merry-Go-Round second. Speedy Babbs' Motordrome led shows, with the jig show second.

Joe Robertson is clowning in front of the Funhouse, and business has increased. A fire hit the canvas spread over Doug Daugherty's trailer, but the trailer itself was not damaged.

John Stine joined with three concessions. Mr. and Mrs. Dillard, newlyweds, haven't had much time to honeymoon, as Mrs. Dillard is kept busy as concession manager for Daugherty.

Recent visitors were Mr. and Mrs. W. J. Williams, Rogers Greater; Oscar Bloom, Gold Medal, and Jimmie Byers, Byers Bros.

Wason Amusements

BAILEY, N. C., May 17.—Shows opened to fair crowds here and Owner-Manager M. J. Wason and concessionaires reported satisfactory business. Sanford also proved a winner, they reported. Mr. and Mrs. Weber have their Spitfire and Ferris Wheel and two well-flashed kiddie rides. Winnie and Dolly is the free attraction.

Line-up also includes Mr. and Mrs. Hamer, grab stand and string game; Mr. and Mrs. H. Morey, ball game, palmistry booth and guess-your-age; Mr. and Mrs. Weber, kiddie rides and photos; Happy Jack Long, Snake Show; Red Gerber, ball game and bowling alley; Mrs. Sam Spell, fish pond; Mrs. Mauney, cork gallery, and Eddie Monroe, candy floss.

Percentage dealers are Jack Lewis, pea pool; Fats Welch, beat-the-dealer; Nick Sham, over and under; Sam Spell, pan game, and Mrs. Lewis, penny pitch.

The writer is *The Billboard* sales agent and temporarily in charge of the Ferris Wheel. Barney Kilbane has charge of the bingo. Shows play to a free gate and route includes Pennsylvania, Maryland, New Jersey and Delaware.—GEORGE W. WEH-MAS.

Marks

HARRISBURG, Pa., May 17.—Shows opened here Monday (12) under ideal conditions. For the first time this season the weather on set-up day was bright and sunny. Warm nights gave the show top business.

Lot at 21st and Greenwood streets is in a residential section and well broken. Ride grosses were off to some extent, with shows doing the bulk of the business.

Extreme cold weather at Martinsburg, W. Va., the previous week, resulted in a blank, except for closing Saturday (10).

Tommy Hurley is now handling the French fry concession for Lew Hamilton, press agent. Hamilton is framing another concession. The custard was plastered with a \$50 manufacturing license here.—LEW HAMILTON.

Eddie L. Wheeler

DALTON, Ga., May 17.—Org, currently playing here under American Legion auspices, is owned by Mr. and Mrs. Eddie L. Wheeler, concession ops. Shows wintered in Rome, Ga., and has been playing spots in Northern Georgia. Business, despite adverse weather, has been fair.

It carries three major rides, one kiddie ride and two shows. The Cunninghams have the cookhouse, and Mr. Hancock, the mug joint.

Staff includes Eddie Wheeler, manager; Mrs. Wheeler, treasurer, and Hugh G. Coffey, secretary.

SIDEWALL

NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled No. 12 Duck.

6'x100' ... \$54.56 9'x100' ... \$80.00
7'x100' ... 63.04 10'x100' ... 88.48
8'x100' ... \$71.52

Made in any length at the above rate per running foot.

CANVAS

29" to 108" Wide. Plain or Treated, by the Yard.

36" — 1/8" Corrugated Rubber Matting, \$1.95 yard.

LEATHERETTE

All Colors, 36" to 54" wide.

• SATISFACTION GUARANTEED—PROMPT DELIVERY ON ALL ORDERS.

"If It's Made of Canvas, We Make It"

25% Deposit—Balance C. O. D.

MICHIGAN SALVAGE

417 W. JEFFERSON AVE.

Phone: Cadillac 5691

DETROIT 26, MICHIGAN

NEW CANVAS COVERS

WATER PROOFED—FLAME PROOFED
Made of full piece, first quality, closely woven, double filled material, approximately 16 oz. after treatment. Double stitched with 12-4 thread. Complete with reinforced corners and grommets. Stock up with a supply of these covers while they are still available at substantial savings.

Cut sizes.
10'x12' ... \$ 9.60 16'x30' ... \$38.40
12'x15' ... 14.40 20'x24' ... 38.40
15'x20' ... 24.00 30'x30' ... 72.00
Other sizes made to order in our shop at 8¢ a square foot.

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9 1/2 x 9 1/2 Umbrella, 8x10, 9x12 and 12x14 Wall Tents.

BOAT COVERS

DROP CLOTHS

Army Comforters, used, in good condition, \$1.95 Ea.

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LARGE PROFITS — NO SUGAR NEEDED

ORANGE SYRUP—\$1.90 Per Gallon

GRAPE SYRUP—\$2.10 Per Gallon

PINEAPPLE SYRUP—\$2.00 Per Gallon

F. O. B. New York City, Packed 4 Gals. to a Case.

One gallon of these syrups diluted with five gallons of ice-cold water makes six gallons of a delicious and refreshing fruit drink.

10% Discount on Orders for More Than 25 Cases.

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HEADED FOR PENNSYLVANIA

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Marlinton, W. Va., this week, Firemen's Celebration; then Parsous, W. Va., May 26 to 31, Street Celebration. All address

WM. J. MESPELT or FRED HEDRICK.

PRUDENT'S AMUSEMENT SHOWS

WANT

Wheel, Merry-Go-Round and Chair-o-Plane Foreman, also Griddle Man; fine treatment and top wages. Boozers and chasers, save "your breath."
FOR SALE—Bargain, Smith & Smith Chair-o-Plane, complete with Le Roi power unit, all in fine condition, \$1,400.00; also Kiddie Ferris Wheel, "Eli" make, \$900.00, also in first class condition. Both can be seen in operation. Want to buy Big Six Wheel.

M. PRUDENT

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PATCHOGUE, N. Y.

LEW ALTER WANTS

Freak to feature, Front Men, Ticket Sellers, Girl to handle Big Snakes. Tex & Sherley, get in touch with me at once. Can use Side Show Help of all kind. Address

LEW ALTER, Care Triangle Shows, May 19-24, Bellaire, Ohio; East Liverpool, Ohio, 26-31.

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Chairplane
Spitfire
Octopus
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For all or part of season in permanent Amusement Park. Park has many industrial picnics booked for week days and a big general picnic trade every week-end. This is an old established park with practically every attraction desired. Rides welcomed this year under policy of new owners.

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AT LAST! A REAL PORTABLE PUBLIC ADDRESS SYSTEM

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In 1 Complete Package

TOTAL WEIGHT LESS THAN 30 POUNDS

FOR INDOOR AUDIENCES UP TO 1,500 PEOPLE—FOR OUTDOOR AREAS UP TO 25,000 SQ. FT. SOUND COVERAGE

Compare these operating features with that heavy outfit you're lugging around—Normal power output 15 Watts—Peak power 30 Watts. One Microphone Channel 105 D. B. gain. One Phono Channel 75 D. B. gain. Fungus treated for longer life under humid conditions. Pleasing balance in frequency response from 50 to 1,000 cycles. AC operation—105 to 125 volts 60 cycles. Power consumption 90 Watts including turntable.

\$95.50

1/3 Deposit—Balance C. O. D.

TOM GIBBONS

2135 INDIANA AVE.

CHICAGO 16, ILLINOIS

From the Lots

Wonder City

HENDERSON, Ky., May 17.—Org moved here this week from Owensboro, Ky., where shows opened Monday (5) to good turnouts despite overcoat weather. Town was plastered by another org for a day and date engagement which failed to materialize, and Owner-Manager Joseph E. Karr crowded the air lanes with hourly announcements that the show had shifted its location to the West Ninth Street grounds.

Show had its best Saturday of the season so far at Princeton, Ky., May 3, with over 3,000 spending customers crowding the midway.

Tom Davenport, sound truck operator, was hospitalized at Princeton. His condition is reported as serious.

Mrs. Martha Price was called to Atlanta for the funeral of her brother-in-law, Paul Jones. Mrs. Nichols, photo gallery, went to Indianapolis to visit her husband who is with the Cole Bros.' Circus.

Staff besides Karr includes Walter B. Fox, general agent; Mrs. Joseph Karr, secretary-treasurer; Earl A. (Hoppy) Chapman, business manager; Col. W. E. Green, special agent; Sailor Evans, chief electrician; Honey Mae Karr, mail and *The Billboard* sales agent, and Leo Russell, mechanic.

Recent visitors included Harry W. Hennies, Hennies Bros.' Shows; Dave Bacon, of Owensboro; Mr. and Mrs. Fred Radford, of Hopkinsville; Bob Nash, Atlanta, and Specs Groscurth, Blue Grass State Shows.—WALTER B. FOX.

Pioneer

WAVERLY, N. Y., May 17.—Despite rain, snow and freezing temperatures, the show had several good days during its second week here. Matinee and night business on closing Saturday (10) was very good. The Chattanooga Choo-Choo got top money at the kiddie matinee. The Octopus led the major rides. Jerry Higgins's *Chez Paree* topped the shows. Manager Mickey Percell was away for two days on business.

A new mobile cookhouse was delivered to Frank Fakk here. Unit is trimmed in chromium and stainless steel, has fluorescent lighting and living quarters. A new streamlined office trailer with leather seats and indirect lighting was in the paint shop being readied for the first move. Joe Stefano and W. M. Dresler joined here.

Visitors were Gerald Barley, of the Orange Feed Milling Company, Red Lion, Pa., who remained several days; Joe Zolkosky, Sam Mofsky and Freddie Blythe, of the Caledonia Shows; J. P. Margolis and Harry Dupont, of Endy Bros.' Shows, and Paul Seaton, show secretary.—PHILIP J. KIRKLAND.

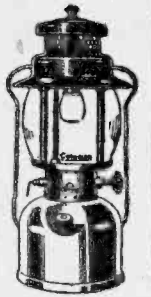
Imperial Exposition

REDDING, Calif., May 17.—Shows made the move in here from Marysville, Calif., in ample time and weather and business for the week's stand was good. Tuesday's opening was fair, with Wednesday night and Saturday's matinee being exceptionally good.

Owner Martin Arthur purchased a new semi and ordered new uniforms for the ride boys. The writer took over the *French Follies* in Marysville. Unit features Allura Gentry and Sunny. Lucille and Doc Gilligar joined here, Doc as store agent for Jack Kanthrol.

Fred Steward suffered an attack of asthma. James Doran and crew are repairing equipment. Sis Cook, penguin girl, is a feature of *Hollywood Oddities*. Lee Cole, of West Coast Shows, visited.—MONA VAUGHN.

Coleman FLOODLIGHT LANTERN



Dependable, powerful light for every outdoor night job. Floodlights 100-ft. area. Safe, can't spill fuel even if tipped over. Write nearest office for prices and information.

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PROMPT DELIVERY COLEMAN EQUIPMENT

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MERRY-GO-ROUND AND CONCESSIONS

Available to Organizations in Vicinity of Philadelphia.

Dates Open Starting June 15th.

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Reliable, independent Rides for two maiden spots and good ones, June 9 to 23. Could use Rides entire summer.

Also place Shows and Concessions for Mansfield, Pa. Fair, Aug. 27-30, day and night. Address:

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FOR SALE

Used one short season, combination Fun and Glass House, consists of Framed Shed Roof Top 26x16, with Floor, Webster Sound System, Banner, Laughing steel mirrors, 10 full length Plate mirrors, enclosed front, 26-ft. Fruehauf Trailer to haul same with living quarters in front, no tractor. Price for all \$1,800.00. Wire or come.

KENNETH MOHR
2010 SUPERIOR ST. RACINE, WIS.

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SPATTERLESS \$65.00 CASE
NEW RIFLES, Winchester 62 Gallery
Pumps \$34.00 Ea.
Send 1/2 deposit, balance C. O. D.

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707 Gee Street, N.W., Washington, D. C.

McCloskey Shows

Shows, Concessions and Rides, Come on.

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WANT TO BUY

1 Used Whip (prefer Mangels); also one Ferris Wheel. Both Rides must be in good condition. State full details.

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.22 Gauge Gallery Shorts FOR SALE

On account of Gallery location disappointment, will sacrifice 20 cases Winchester .22 Spatter-proof Shorts, fresh stock. For confidential low price phone, write or wire

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SHOWMEN—MAKE MONEY IN MICHIGAN

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WANT SHOWS with transportation—low percentage. Fat Show, Glass House, Fun House, Monkey Show, Life Show (Noller, wire if coming). Any worth-while Attraction can rack it up on this territory.

WANT Billposter with own transportation that can and will put up paper.

WANT Sensational Free Act to start week of June 9 for 8 weeks.

GOOD Casting, Wire or High Thrill Act.

ROYAL OAK, MICHIGAN TO MAY 31;
ROCHESTER, MICHIGAN, JUNE 2 TO 7

AMERICAN NATIONAL SHOWS

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High Free Act... Flat Rides... Merry-Go-Round... Kiddie Rides... Shows... Stock Concessions. State what you have. Good opening for Custard... Scales... Floss... Photos... Lead Gallery... Arcade.

WANT Second Man for Wheel and Foreman for Chairplane. Man to Up and Down Concessions. OTHER PROVEN TOWNS TO FOLLOW... NO CRIFT... NO GATE

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KANSAS CITY, MO.

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 Cardboard Strip Markers. 10 M for Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for 15.00
Thin Transp. Plastic Markers, Bwn. 3/4 M 1.00
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch. M 2.50
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

County Fair

DONIPHAN, Neb., May 17.—With rides doing near-capacity business, shows opened here May 1, greatly enlarged over last season. Four new light towers and an office trailer have been added. Ralph Starkey put trucks in shape in winter quarters. General Agent Gray directed paint activities on the rides and show fronts.

Date at Hastings, Neb., was good and shows moved in time for a successful opening May 5. Rain hampered activities until Saturday night, when the weather relented and good results were reported. Visitors included the Wilder Family and Ken Maynard. Wilder is a former Merry-Go-Round operator for the shows, while Maynard formerly operated the Swings.

Bouncing Betty, sword-box girl, formerly with Dodson's World's Fair Shows, also visited. Bob and Betty Betterly and son joined at Hastings, Neb., with their Jungle Zoo, Big Tom and dart game. Fred and Sally Gray, former owners of Rio Grande Shows, are expected to join soon with their Athletic Show and ball game.

General Agent Gray returned here from a successful booking tour in Iowa. Among fairs and celebrations inked are the American Legion fetes at Beatrice and Ord, Neb.

Staff and line-up includes H. H. (Angel) Gray, owner; Fred E. (Pappy) Jordan, manager and mail man; O. F. Gray, general agent and lot man; Ralph Starkey, mechanic; Luther Nickols, electrician; Joe Gillinger, night watchman; Ruth Kinney, *The Billboard* sales agent.

Shows are Mr. and Mrs. Jack Sears, Mechanical; Mrs. J. Sears, tickets; Ruth Kinney, Midnight Vanities; Frances Marlan, talker; Ruth Kinney and Barbara Martin, dancers.

Rides are Merry-Go-Round, Johnnie Kromer; Mrs. G. Snidow, tickets; Chairplane, George Snidow; Betty Buterly, tickets; Tiny Tot Speedway, George Horner; Ilene Snidow, tickets; Baby Ferris Wheel, Mike Ross; Baby Swing, Bill Barker; Electric Train, Grimna Waltz; Mrs. Waltz, tickets.

Concessions: Oscar F. Gray, corn game and three percentage games; Mr. and Mrs. Bill Block, cookhouse; Mr. and Mrs. R. E. Houston and son, blower and two ball games; Mr. and Mrs. Clifford Wallace, popcorn and candy floss; Mr. and Mrs. Gus Abbott, fish pond and pitch-til-you-win; Mr. and Mrs. Mitchell, palmistry booth and scales; Mr. and Mrs. Dutch and Albert Hanzlick, lead gallery; Bill Black, bumper and country store; Mr. and Mrs. L. S. Nicols, two ball games, cork gallery and bottles; Drew Johnson, big six; Ralph Starkey, over and under and novelties; Joe Gillinger, beat the dealer; Howard Trout, chuck-a-luck; Louis Louis, jingle board.—RUTH KINNEY.

Alamo Exposition

VICTORIA, Tex., May 17.—Stand here was the worst of the season. Ideal weather prevailed and there was plenty of publicity, but the folks failed to come out.

Mrs. Rosemary Ruback arrived from San Antonio and will be with the shows the remainder of the season. Ben Hyman, bingo manager and lot superintendent, with the org 23 years, is doing an outstanding job of laying out the shows on small lots.

Slim Russell, sound truck operator, has been working the new car on the streets of the show town and in nearby towns. He gives the area intensive coverage.

George Lane, with three concessions, reports fair biz. Personnel is awaiting the three weeks along the gulf because of the chance of going fishing and bathing. After three weeks org will head north for celebrations and fairs.—TED CUSTER.

STILL the most economical because . . .
of NEW DRASTICALLY REDUCED PRICES

Our government has requested price reductions to stem inflation and we are going to help—EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15%—This brings the cost of POPSIT PLUS close to the price level of solid seasonings at a very opportune moment, since the new outdoor season is with us.

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C. F. Simonin's Sons, Inc.
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SEASONING SPECIALISTS TO THE NATION

J. F. MARTIN SHOWS

WANT WANT WANT

Will sell exclusive on the following Concessions: Cane Rack, Jewelry, Country Store, Bowling Alley, Duck or Fish Pond, Novelties, Dart Game, String Game, Photos, Pitch-Till-You-Win.

Wanted—Agents for Balloon Dart.

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ATTENTION! FISH PONDS—DUCK PONDS—WATER GAMES

Available Once Again — **COLORED GLASSWARE**
Also Complete Line of SLUM PLASTER, CRYSTAL GLASSWARE
FLASH. FREE PRICE LIST.

THE JOHN ROBBINS CO.

340 Third Ave.

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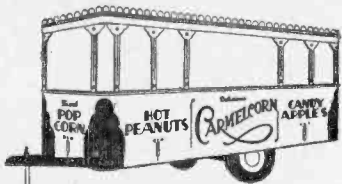
POWER GENERATING SETS

5-10-20-25-30 Kw.—Exceptionally Low Prices

OLDHAM AND SUTHERLAND

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CONCESSION TRAILERS



IMMEDIATE DELIVERY
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Florida Amusement Co. Endorses THE SUN SHINE CHOO CHOO

Howard Ingram wires as follows: "The Sun Shine Choo Choo has proven satisfactory and everything you claimed. It is among our WINNERS on the season and we proudly recommend it. Many thanks."

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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.)

ATTENTION, SHOWMEN!

Have enough EMBRYOS to make several Shows. Great Money Makers. They haven't been shown in many years. Now is the time to show them and make money. Will sell at great sacrifice. Call SAGinaw 2659 or BAYport 1528. Write to MRS. SAM J. GORDON, 2441 E. 79th Street Chicago 49, Ill.

BINGO

New 16x24 available for booking because of disappointment.

EDW. DIETZMAN

35 Lester Place Buffalo 10, N. Y.

HELP WANTED

A colored man or Side Show Worker to impersonate the Horn Boy. Top salary. All replies to

WILLIAM McDOUGAL
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6 DIGGERS, 4 BUCKLEYS and 2 MERCHANTMEN
Excellent condition. Will take \$600.00.

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DROME RIDERS—NO TEARDOWNS

Can use Male and Female. Straight Riders. For 17 weeks in World's Largest Amusement Park. Opening May 14th. M. Lease, contact me. Write or wire!

WILLIAM CALAMARI

RIVERVIEW PARK CHICAGO, ILL.

HOOSIERS BLAZE RADIO TRAIL

12 Air Studios For Ind. Plant

Award 238G contract for construction of radio center—race paddock at fair

(Continued from page 3)

Company, Indianapolis. Contract calls for the erection of a two-story brick building, the first floor of which will be a paddock for grand circuit harness horse races. Two outside entrances with lobbies will open to stairs leading to the studios on the second floor. Building which will measure 68 by 170 feet, will be built directly east of the grandstand, and will be ready for the '47 event.

A 20-foot corridor will separate the studios into two rows on the second floor. Each room will be visible from the corridor thru double plate-glass panels in the walls. Concealed lights will be used thruout. Glass brick will go into the outer walls of each studio, with a steel casement window in the center.

An office for the radio division of the fair's publicity staff also will be on the second floor along with a utility room and toilets.

Radio Men Consulted

Fair board last spring called in execs and engineers from the four Indianapolis stations (WFBM, WIBC, WIRE and WISH) to help plan the set-up. At the outset Levi P. Moore, long-time member of the State fair board in charge of publicity, had pointed out that because of the short-run use of the studio every year that radio stations using the facilities could not expect chrome, carpets or marble halls. He explained the fair sought a practical, yet inexpensive, layout containing the essential items.

At the '46 fair 24 stations were on the grounds, with all the locals and a few others originating studio shows from the fair. Others did live or recorded pick-ups. The number is expected to grow with the flood of new license applications. Heretofore, when studios were necessary, makeshift set-ups were framed in various rooms and auditoriums and even tents were used.

Moore To Allot Studios

Moore said he will parcel out the new studios first to stations which will have actual show shots from the fair. Next to get attention will be those airing live pick-ups from the grounds. Ample storage space will be provided in the new building for portable recording equipment.

Indianapolis radio men, in on the planning of the new set-up, are enthused over the project. They were the hub of a new tie-up, effected last year, wherein nearly all Indiana stations then in operation worked co-operatively with the fair.

Saturday Nighter Again

In that deal, Hoosier stations agreed to plug the fair on a public service basis in return for sharing in the fair's annual opening Saturday night talent show, which previously had gone to an out-of-State radio biggie.

A similar arrangement is on again this year with Harry Smythe, WOWO, Fort Wayne, again building the Saturday nighter. On the ballyhoo side of the fair, Fort Wayne publicity firm

Around the Grounds

Harness Races Back at St. Paul; Quebec Ups Prices in Coliseum

Minnesota's State Fair at St. Paul this year will add harness races to the program but will not rely solely upon them to lure the folks into the grandstand. Four days of sulky races will be offered during the 10-day event, but on those days a rodeo, under supervision of John R. Guthrie, Muskogee, Okla., also will be staged on the race track. Purses for the four-day harness horse race card total \$8,500.

Skating Vanities, roller skating show, which this year will be presented in the Coliseum at the Exposition Provinciale, Quebec City, instead of a revue and vaudeville acts, will have a higher admission scale than has prevailed for the Coliseum in the past, Emery Boucher, secretary-manager, announced. General admission will be 75 cents for adults and 50 cents for children, as against 60 cents and 25 cents, respectively. Reserved seats will go at \$1, \$1.50, \$1.75, \$2 and \$2.25. Past scale for reserved seats was 85 cents, \$1 and \$1.50. Increase is due to the added cost of the roller skating show, Boucher said.

Ben Nelson, who resigned recently as athletic director of Sioux Falls (S. D.) College, will become secretary of the Spencer, Ia., fair board at the close of the college year.

Lester R. Schrader, manager, St. Joseph County Fair, Centerville, Mich., is worried over how the fair will be able to handle the night grandstand crowds this year. Last year, he points out, it was necessary to hold two shows nightly, and even then it was impossible to accommodate the crowds. The White Horse Troupe has been booked for the opening night and the remaining five nights will offer a revue booked thru Barnes-Carruthers Theatrical Enterprises, Chicago. All grandstand seats for the night show, Schrader infos, are reserved.

Annual mid-year conference of the Ohio Fair Managers Association is scheduled for June 19, at the Desler-Wallick Hotel, Columbus. Mrs. Don A. Detrick is executive secretary.

A portable grandstand costing \$3,100 and seating 1,200 has been ordered by the Tioga County Fair at Oswego, N. Y. Stand, which will have steel framework and wood

of Armond Gemmer and associates again will handle the stations, functioning as the radio arm of Moore's publicity machine.

Swine Bldg. Addition Set

Indiana State fair board this week also awarded a \$389,817 contract for the construction of a 46,000 square feet addition to the swine building. It will provide 300 additional stalls and will be open on all sides. Full basement under it will house fair's electrical, machine, paint, carpentry and other shops.

Contract went to the Harry D. Touseley Company, Indianapolis. Construction starts within a few weeks with the building skedded for completion before the fair's opening.

seats, is expected to be up for the '47 event. It will double the fair's present seating capacity. A new stage and bandstand also will be erected, William M. Miller, fair secretary, announced.

Bucyrus Cancels; Finds It Impossible To Make Ready in '47

BUCYRUS, O., May 17.—Plans for resuming Crawford County Fair here this year have been canceled. Fair board decided it would be impossible to get the grounds ready in time, Fred Hocker, secretary, explained.

A junior fair will be held, however. Meanwhile, the board will plan for the revival in '48, when it will observe the 100th anniversary of Crawford County Fair.

Last full-scale fair was held in 1939. During the war the grounds were used as an army camp. When the grounds were released by the army, the federal government paid the county \$20,000 in cash for restoration purposes and gave it most of the buildings it had erected and some of the equipment it had installed. Some of the buildings and equipment were sold by the county and part of the proceeds were used for maintenance of the grounds and restoration purposes.

Race track has been partly rebuilt and some buildings completely rebuilt for fair usage. Fair fund is reported having a \$49,264 surplus.

Raum's Rodeo Inked For Milford, Mich.

MILFORD, Mich., May 17.—Milford Fair here August 6-9 will revert to a rodeo this year for its grandstand show. Contract has been awarded to the Jack Raum Rodeo. Last year fair presented animal and high wire acts, but they failed to draw adequate crowds, according to Melvin H. Moore, fair secretary.

Moore, originally a race promoter, also will stage auto races at the fairgrounds June 8 and again about four weeks after the fair. Moore also plans to stage race meets at one or two other spots in lower Michigan.

Fair is now operated by a fair association headed by 15 local business men. Grounds were purchased in 1945 by Moore, but were taken over last year and operated for fair purposes by the association.

Majestic Greater Shows will be on the midway.

To Feature Chuckwagon Races at Regina Annual

REGINA, Sask., May 17.—Chuckwagon races will be featured nightly, just prior to the grandstand performance, at the Regina Exhibition. The races will be apart from the rodeo events to be presented each afternoon.

Machinery and auto exhibits will be resumed.

Three-a-Dayer Set for CNE; Ink Thrillers

Act Bill To Run 1 1/4 Hours

TORONTO, May 17.—Because it has been definitely established that the Canadian National Exhibition will have to stage its first post-war showing without a grandstand, the management has decided to present a program of circus-type acts. From 2,000 to 3,000 chairs will be reserved at a nominal fee as a convenience for persons unable to stand thru the planned lengthy show. The revenue thus derived will, of course, be negligible as compared to grandstand grosses at former annuals.

Feature Thrill Acts

Elwood A. Hughes, general manager; Charles Ross, attractions manager, and George A. Hamid, head of the booking office bearing his name, decided on a show which will emphasize thrill features. Program will run for about 1 hour and 15 minutes and be presented three times daily. The night shows will be backed with a large fireworks display.

Acts signed are the Berosinis, high wire; Benny and Betty Fox, sky dancers; Outten and Brunner, water show; the Collegians, acrobats; Harold Barnes, wire walker; the Sheldons, acrobats; Ben Mouton, aerialist; Maxine and Bobby, hand balancing, and Winnie and Dolly.

May Use Name Bands

There is the possibility name bands will be presented in the Coliseum for seven days. The large tent used for this purpose in the past is slated to house exhibits. One or more bands will be featured daily in the band shell. Ross has a number of specialties of local origin and sporting events scheduled, including aquatic events for the water front.

Officials hoped until recently that the new grandstand, or at least temporary seating arrangements, would be completed in time for the staging of the annual. However, plans for the new grandstand, which is being built by the city, are said to be so pretentious that construction is expected to take at least a year. The new unit will include restaurants, exhibit space and general offices. The old stand burned during the war when the grounds were occupied by troops.

Bell Gets Franklin Press Post; Annual Sets 6 Race Nights

FRANKLIN, Mass., May 17.—Floyd Lee Bell, one-time Ringling Bros. press agent, more recently with headquarters in Boston, where he handles publicity and public relations for various accounts, has been engaged to head the publicity department of the Franklin Agricultural Fair here August 10-17.

Annual will feature six nights of pari-mutuel harness racing. Horse show will be held afternoon and night of opening day, with Earl C. Whelden Jr. as show manager.

Playtime Amusements will be on the midway, Cort R. Hincken, fair's secretary-manager, announced.

B'ham Stock Show, Austry-Headed Rodeo Draws Record 80,000

BIRMINGHAM, May 17.—A turnout of 80,000 attended the Birmingham Stock Show and Rodeo at the State fairgrounds last week. Records tumbled, both in attendance and live stock entries. Grandstands were packed for matinee and night performances of the eight-day run of Gene Austry Rodeo, and turnstiles rang up a new high in spectators for the cattle show.

L. J. Heth Shows, set up on the fairgrounds between the main entrance and grandstands, reaped a ripe harvest from the throngs, coming and going. The midway was a new addition to the stock show and rodeo. Weather was good thruout run.

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Hamilton County, McLeansboro, July 1-5,
Perry County, Pinckneyville, July 7-11,
St. Clair County, Belleville, July 21-26,
Randolph County, Sparta, July 29-Aug. 1,
Washington County, Nashville, Aug. 5-8,
Washington County, Ashley, Aug. 11-15.

All these fairs are short moves. None over 60-mile jump. Contact **JACK STUMPE**, Pinckneyville, Ill., Secretary Southern Illinois Fair Assn.

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Laramie County Fair Board, Pine Bluffs, Wyoming

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 16.

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.

COLORADO
Calhan—El Paso Co. Fair. Sept. 12-14. Fred C. Wagoner.
Julesburg—Sedgwick Co. Fair. Sept. 10-12. D. W. Acott.

IDAHO
Homedale—Owyhee Co. Fair. Aug. 22-23. Rodney Hawes, Marsing, Idaho.

ILLINOIS
Antioch—Lake Co. Fair Assn. Aug. 15-17. E. E. Elsbury, Gurnee, Ill.
Farmersville—Farmersville Agrl. Fair. July 23-24. John E. Murphy.
Monee—Monee-Will Co. Fair. Aug. 7-10. Scott McLaughlin.
Odell—Odell Community Fair. Sept. 4-6. Lowell Burns.
Ottawa—LaSalle Co. Junior Fair. Aug. 25-27. Edmund Freese.
Petersburg—Menard Co. Agrl. Fair. Aug. 27-29. Lloyd W. Chalcraft.
Pleasant Hill—Pike Co. Fair Assn. Aug. 6-8. J. L. Laugharn.

INDIANA
Winamac—Pulaski Co. 4-H Fair. Aug. 12-16. Archie Hiatt, Star City, Ind.

MAINE
Springfield—North Penobscot Agrl. Soc. Aug. 30-Sept. 1. L. A. Averill, Prentiss.

MICHIGAN
East Jordan—Charlevoix Co. Agrl. Soc. Sept. 2-5. Calvin J. Bennet.
Stalwart—Stalwart Agrl. Soc. Sept. 3-4. Mrs. Mae Warren.

MISSISSIPPI
Maud—Mutual Assn. Colored Fair. Aug. 28-30. Laura E. Young, Union City, Tenn.
New Albany—Union Co. Fair Assn. Sept. 16-20. Leo C. Wilson.

MISSOURI
St. Louis—Greater St. Louis Co. Fair. Aug. 23-Sept. 1. V. M. Huff, 7927 Forsythe.

NEW JERSEY
Belvidere—Warren Co. Farmers' Fair. Aug. 13. C. Fred Lorenzo.
Branchville—Sussex Co. Farm Show. Aug. 6-9. John W. Raab, Newton, N. J.
Paulsboro—Gloucester Co. Agrl. Fair. Aug. 21-23. Everett Thompson, Mickleton.
Woodstown—Woodstown Community Fair. Sept. 11-12. Robert M. Snetten.

NORTH CAROLINA
Hendersonville—Western N. C. Fair. Sept. 1-6. H. B. Kelly.
Louisburg—Franklin Co. Fair. Sept. 22-27. Dr. A. H. Fleming.
Yadkinville—Great Yadkin Fair. Sept. 22-27. J. E. Shew.

OKLAHOMA
Beaver—Beaver Co. Free Fair. Sept. 10-13. Lola Benjegerdes.

OREGON
Tygh Valley—Wasco Co. Fair. Sept. 12-14. Art Muller.

PENNSYLVANIA
Albion—Albion Community Fair. Sept. 15-20 (tentative). Charles Wiggins.
Claysburg—Greenfield Tp. Farm Show. Sept. 1-6 (tentative). Kermit Wright.
Cochranon—Cochranon Community Fair Assn. Sept. 11-13. Leland F. Milshaw.
Conneautville—Conneautville Community Fair. Sept. 11-13. Ethel Micolis, Springboro.
Coopersburg—S. Lehigh Home Fair. Oct. 16-18. Charles Coyne.
Dalmatia—Lower Mahanoy Tp. Community Fair. Oct. 22-24. Mrs. Ruth Tressler.
East Greenville—Upper Perkiomen Community Fair. Oct. 16-18. V. S. Ensminger.
Edinboro—Edinboro Community Agrl. Assn. Sept. 11-13. Norman P. Manners.
(See FAIR DATES on page 79)

Indian Village Set For Gresham, Ore.

GRESHAM, Ore., May 17. — An added feature of the Multnomah County Fair here this year will be an Indian Village, A. H. Lea, secretary-manager, announces. Village will be set in the center of the fairgrounds. Lea says the plan is to have Yakima and Warm Springs tribes erect the village and live in it.

A new livestock judging arena and one new livestock barn will be built in time for the fair, Lea said. Housing of the textile and art departments already have been remodeled.

Two events are scheduled for the fairgrounds before the fair's opening. An All-Arabian Horse Show, sponsored by the Arabian Horse Breeders Society of Oregon, will be presented June 15. The Portland Mounted Police Show will be staged sometime in July.

Judge Rules Taylor Ineligible To Serve As Ky. State Manager

FRANKFORT, Ky., May 17.—C. Waitman Taylor, Lewisport, Ky., Wednesday (14) was ruled ineligible to serve as Kentucky State Fair manager, a position he was elected to hold on a full-time basis at \$5,000-a-year salary. Ruling was handed down by Circuit Judge William B. Ardery here in a friendly ouster suit brought to determine Taylor's eligibility.

Judge Ardery in an oral opinion held that the 1946 State Fair Reorganization Act created the office of manager, and that, inasmuch as Taylor was a member of the Legislature which passed that act, he is ineligible to fill the post.

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180 Skaters Vie for Top Slots in RSROA Northeastern Regional Meet in Brooklyn

Public, Operators Turn Out for Competitions

BROOKLYN, May 17.—One hundred and eighty skaters competed in the Northeastern Regional Championships staged by the Roller Skating Rink Operators' Association of the United States and the United States Federation of Amateur Roller Skaters at Eastern Parkway Roller Rink here, Tuesday thru Thursday (13-15).

An attendance peak was hit Thursday when more than 1,100 spectators watched Pat Carroll, of Queens (Long Island) Roller Rink, defeat Peggy Wallace, of Park Circle (New York) Rink for the senior ladies' title. Later Miss Wallace teamed with Norman Lane to win the senior pairs from Miss Carroll and Tommy Lane. Attending pros said the skating in both events was of national championship caliber.

Hold to Schedule

Attendance during the rest of the meet hovered between 200 to 400. Nearly all events ran on schedule. Thomas Esposito handled details for the rink. Operators and contestants were present from six States.

The Winners

Results: Juvenile girls, Sherry Danner, New Dreamland, Newark, N. J.; Constance MacDonald, Bal-A-Roue, Medford, Mass., and Sally Peabody, Riverdale, Natick, R. I. Junior girls, Joan Westenberg, Walcliffe Skating Rink, Elmont, L. I.; Patricia Devereux, Bay Ridge, Brooklyn, and Barbara Trayer, Park Circle, Brooklyn. Junior boys, Rudy Goldman, Park Circle; Ronald Rancourt, Skating Palace, Hartford, Conn., and James Brown, Bay Ridge. Novice men, Roy Studsrud, Park Circle; Donald Tuohy, Queens Roller Rink, and Earl King, Park Circle. Novice ladies, Dorothy Glintenkamp, Park Circle; Margaret McAleer, Riverdale, and Violet Farina, Park Circle. Intermediate men, Paul Bauman, Park Circle; Calwyn Bauman, Dreamland, and Peter Gullo, Park Circle. Intermedi-

ate ladies, Gloria McCarthy, Park Circle, Julia Boone, Ventner, N. J., and Virginia Werner, Dreamland. Senior men, Norman Latin, Park Circle; Thomas Lane, Queens Roller Rink, and Howard Shelton, Dreamland. Senior ladies, Patricia Carroll Queens; Peggy Wallace, Park Circle.

Dancing: Junior, Robert Laventure and Gertrude Pichette, Whalom Park Rink, Fitchburg, Mass.; Edward Smith and Marilyn Scully, Bal-A-Rou, and George Smith and Elizabeth Mahoney, Bal-A-Roue. Juvenile, Robert Edgert and Laurie Baker, Bal-A-Roue; George and Joan Chandler, Bal-A-Roue, and Ann Gallo and Roy Abernethy, Bay Ridge. Intermediate, Fay Johnson and Thomas White, Bal-A-Roue; Henry Kirsche and Joan Westenberg, Walcliffe, and Joan and Robert LaBriola, Eastern Parkway. Seniors, Patricia Fifield and Charles O'Connell, Bal-A-Roue; Patricia Carroll and Tommy Lane, Queens, and Mary and Charles Kennedy, Bal-A-Roue.

Pairs: Junior, Peter Gullo and Barbara Trayer, Park Circle; George Kuzma and Vernie Bauer, Gay Blades, New York. Novice, Gloria McCarthy and Roy Studsrud, Park Circle; Merry Ann McSweeney and Joseph Davis, Bay Ridge, and Evelyn Bidermann and Ernest Palm, Park Circle. Intermediate, Violet and Richard Lynch, Park Circle; Carol Smolla and Robert Cawley, Park Circle, and G. Kuester and Donald Tuohy, Queens. Senior, Margaret Wallace and Norman Latin, Park Circle; Patricia Carroll and Tommy Lane, Queens, and Dorothy Glintenkamp and Paul Bauman, Park Circle.

Fours: Novice, Peter Gullo, Barbara Trayer, Rudy Goldman and Gloria McCarthy, Park Circle; John Chricton, Merry Ann McSweeney, Joseph Davis and Patricia Devereux, Bay Ridge, and Roy Studsrud, Honey Carlton, Frank Meyer and Edna Grasso, Park Circle. Intermediate, Tommy Lane, Patricia Carroll, Donald Tuohy and Jeanne Kuester, Queens; Paul Bauman, Dorothy Glintenkamp, Earl King and Evelyn Bidermann, Park Circle, and Robert Cawley, Carroll Smolla, Richard Lynch and Violet Farina, Park Circle.

Operators Turn Out

Operators present were Victor J. Brown, New Dreamland, Newark, member of the board of control and a past president of the RSROA; Fred H. Freeman, Bal-A-Roue, member of the board of control and a past president of RSROA; Joseph Seifert, Bay Ridge Roller Rink, Brooklyn, member of the board of control; Carl Carlson, Bay Ridge Roller Rink; Nathan Steinberg, Queens Roller Rink; Vincent Padula, Leo Harrison and Morris Traube, Park Circle; Garry Lerner and I. West, Walcliffe; Billy Carpenter and Russell Armbruster, Town Hall Rink, Scranton, Pa.; (See 180 Skaters Vie, opposite page)

RSROA Decal Sale Under Way

MEDFORD, Mass., May 17.—Officials of Bal-A-Roue Rollerway here report excellent reception on the part of skaters to the world championship decal sale currently being held at the rink to help finance the coming world championship to be held July 6-8 in Oakland, Calif., by the Roller Skating Rink Operators' Association of the United States.

Upon payment of 25 cents, skaters are given a decal for transfer to skate case or auto windshield. Sent to all RSROA rinks, the association hopes to partly defray the estimated \$25,000 to \$30,000 cost of the meet thru the sale. Officials state that the estimate does not include expense of the U. S. nationals, to be held the preceding week.

Medcalfs and Club Members Stage Show in Great Falls

GREAT FALLS, Mont., May 17.—Roller skating took the spotlight at Frank's Roller Rink here May 3 and 4 when 10 State champions of the Roller Skating Rink Operators' Association of the United States and 45 members of the local figure and dance club presented *Skating Fantasy*, reported Jim and Julia Medcalf, pros and managers at the rink.

The Medcalfs directed the show and contributed solo and pair specialties between elaborate production numbers. Proceeds were used to help defray expenses of sending 10 State champions from Great Falls to the Rocky Mountain regional contests at Pueblo, Colo., May 12 and 13. Local skaters won their titles at a recent event here, competing against skaters from Billings and Missoula.

Summer Spot in N. C. Opens

MOORESVILLE, N. C., May 17.—Mr. and Mrs. Frank O. Brown have opened Brown's Swimming Pool and Skating Rink here for the summer. Admission to each is 25 cents, and the operators furnish picnic facilities. Pool is open day and night, and the rink is open nightly.

Hartford Palace Celebrates

HARTFORD, Conn., May 17.—Hartford Skating Palace is noting its seventh anniversary. Last week, in conjunction with the anniversary, the rink put on several special programs.

Roller Rumbblings

Park Circle Roller Rink, Brooklyn, recently installed a vibrato organ.

Mr. and Mrs. Fred H. Freeman, of Bal-a-Roue Rollerway, Medford, Mass., recently returned from their Florida vacation.

Earl Van Horn's Mineola (L. I.) Roller Rink continues to stage trio voo-doo numbers, offering Liberty skates as prizes. Van Horn also plans installation of a plastic floor during the summer.

Manager George Carbonell, of Friendly Roller Rink, Hartford, Conn., has announced a 10-cent reduction in admission price to 50 cents.

Dean Songer, pro at Oaks Park Roller Rink, Portland, Ore., plans operation of a motor boat concession on the Willamette River during the park season.

CARSA Meet "Best Yet"; Entries Big

Martinez Gets URO Trophy

PASADENA, Calif., May 17.—For the third successive year, Martinez Figure Skating Club of Mrs. Hazel G. Barker's Skateland won the California Amateur Roller Skating Championships May 3 and 4 at Moonlight Rollerway here to gain permanent possession of the challenge trophy offered by California members of the United Rink Operators, reported Paul J. Gilbert, Skateland manager and Western division publicity director of the URO.

Moonlight Rollerway operators, Ralph Perkins, Nat Halpern and Abe Rosenblum, were hosts to 62 skaters competing in the contests which were held under auspices of the California Amateur Roller Skating Association, an affiliate of the United States Amateur Roller Skating Association.

Nine Clubs Compete

In addition to the Martinez group, competing clubs included Rainbow Rollers Club, Buena Park; Lucky Roller Club, Sonoma; Rainbow Rollers Dance Club, Sacramento; Del Monte Roller Club, Monterey; Motor City Roller Club, Placeville; Rhythm Roller Club, Watsonville; Moonlight Dance & Figure Club, Pasadena, and Les International Skating Club, Oakland, the last two organizations finishing second and third, respectively, in the contests.

While the quality of skating by all competitors was high, there were several skaters who stood out above all and succeeded in getting the lion's share of the spotlight. These were Joe Hottinger Jr., Martinez, and the sister team of C. and G. Ross, Pasadena, who captured the perpetual trophies offered by Mrs. Barker. Hottinger scored in novice men's figures, while the Ross sisters took a one-year lease on the trophy for their first place in senior pairs skating.

How They Finished

Results: Juvenile men's figures, Robert Wood and Donald Newman, Sonoma. Juvenile ladies' figures, Patricia Quick, Oakland; Christine Ross, Pasadena, and Barbara Ziem, Martinez. Novice ladies' figures, Betty Braun and Carol Smith, Pasadena, and Joy Marljar, Martinez. Novice dancing, B. Brown and A. Cooper, Pasadena; J. Richter and Joe Hottinger Jr., Martinez, and E. Zimmerman and H. Frates, Oakland. Novice men's figures, Joe Hottinger Jr., and LaMar Williams, Martinez, and Guy P. Abbot, Oakland. Junior ladies' figures, Genevieve Ross, Pasadena, and Gladys Pollastrini, Oakland. Juvenile dancing, V. Bohanon, Martinez, and D. Newman, Sonoma, and E. Davis and R. Wood, Sonoma. Novice mixed pairs, Barbara Ziem and L. Williams, and J. Marljar and J. Hutchins, Martinez. Senior ladies' pairs, C. and G. Ross, Pasadena; F. Benedict and J. Marljar, and D. and L. Wearne, Martinez; junior dancing, Betty Brown and Pete Este, Pasadena. Junior dancing, Betty Brown and Pete Este, Pasadena, and P. Russell and M. Carvalho, Oakland.

Officials. Judges, Romona Allen and Dorothy Lindgren, Oakland; Howell James, San Francisco; Ozzie Nelson, New York; Mrs. Kathryn Turner and Otto Dallmayr, Los Angeles; Faith Benedict, Martinez, and Robert East, Oakland. Nelson and Miss Benedict also refereed. Records, Blanche Collins, Martinez; (CARSA Meet Clicks, opposite page)

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Mount Vernon Snags AOW Race Trophy as Big Crowd Looks On

ELIZABETH, N. J., May 17.—In defending its lead in the finals of the America-On-Wheels inter-rink racing season at Twin City Arena here May 10 Mount Vernon (N. Y.) Arena ran its points total to 375 to win the coveted AOW challenge trophy, reported Jack Edward, director of speed in the William Schmitz-operated chain.

In the place and show spots were

Twin City and Passaic (N. J.) Arena, with 310 and 280 points, respectively, followed by Hackensack (N. J.) Arena, 75; Boulevard Arena, Bayonne, N. J., 45; Perth Amboy (N. J.) Arena, 40, and Capitol Arena, Trenton, N. J., 0.

Edwards's program, called AOW's most spectacular of the season, offered 22 events that drew a capacity crowd that overflowed into the reserve section to occupy the 200 seats at the finish line. Edwards reported that 161 uniformed racers took part, the events consuming 90 minutes. Races will be resumed in September at Mount Vernon.

Winners Get Medals

To first-place winners went gold medals, with runner-up getting silver awards. Highlights of the evening were a championship match race between John Gregory, 1947 AOW intermediate champ of Mount Vernon, and John Buckholtz, USARA national titleholder of Twin City, the former coming out the winner, and a three-miler won by Joe Horvath, of Passaic.

Results: Quarter mile, midgets, M. and Al Eckwerth, Mount Vernon, and Donald Meerdink, Hackensack, 51:5. Quarter mile, juvenile boys, Edward MacIntyre and Raymond West, Twin City, and William Butler, Hackensack, 1:50. Quarter mile, intermediate ladies, Catherine Paterson, Twin City; Geraldine Abbattello, Mount Vernon, and Alma Garaffa, Perth Amboy, 0:50. Half mile, intermediate men, John Gregory and Anthony Sweikata, Mount Vernon, and Herb Plump, Hackensack, 1:34. Half mile, intermediate men, John Buckholtz and Larry Ennis, Twin City, and Robert Eifert, Hackensack, 1:32. Quarter mile, ladies, Dorothy Laboucky, Perth Amboy; John Conroy, Hackensack, and Marge McCoppin, Mount Vernon, 1:54. Quarter mile match race, Dan Manning, Boulevard, and Harry Barna, Passaic, 0:47. Quarter mile, senior ladies, Doris Harrington, Twin City; Gloria Cipolla, Mount Vernon, and Miriam Hoey, Boulevard, 0:49.

Quarter mile, junior girls, Ginger Mann, Marge Higgins and Marilyn Miller, Mount Vernon, 0:50. Quarter mile match race, Tessie Raiffe, Twin City, and Marge McCoppin, Mount Vernon, 52.5. Quarter mile, junior boys, Harold Hand, Mount Vernon; Robert Claus, Hackensack, and Jude Cull, Twin City, 0:50. Half mile, juvenile boys, Raymond West, Twin City. Quarter mile, juvenile boys, Edward MacIntyre, Twin City; William Butler, Hackensack, and Raymond West, Twin City, 1:59.5. Half mile, midgets, M. Eckwerth, Mount Vernon; Donald Meerdink, Hackensack, and Al Eckwerth, Mount Vernon, 1:56. Quarter mile, senior men, Dan Manning, Boulevard; Joe Horvath, Passaic, and Hugh Greenwood, Twin City, 0:45. One mile, ladies (open), Doris Harrington, Twin City; Alma Garaffa, Perth Amboy, and Geraldine Abbattello, Mount Vernon, 0:50. One mile, men (open), John Buckholtz, Twin City; Jude Cull, Twin City, and Robert Eifert, Hackensack, 2:55. There were also four half-mile races for senior men.

CARSA MEET A CLICK

(Continued from opposite page) Charles Hepburn, Oakland; Opal Jordan, Martinez; Mrs. Margaret Alt-house, Thomas Henry and Robert Bent, Pasadena, and Archie Hepburn, Oakland. Merrill Neinkamp was organizer, with Mildred Nesckhe handling recordings. Clifford Nesckhe, Stoddard Gumaer and Gilbert handled announcing duties.

USARSA To Shift Nationals?

CINCINNATI, May 17.—United States Amateur Roller Skating Association has changed its plans about holding the 1947 national competitions at Julius Navari's Flamingo Roller Palace, Pittsburgh, according to a report from New York. Contests will be held in another Pittsburgh rink or shifted to a rink in Richmond, Va.

180 SKATERS VIE

(Continued from opposite page) George Gelinas, New Castle, Del.; Thomas Muscarella, Newburgh, N. Y.; Edward LaVenture, Whalom, secretary of the New England Chapter, RSROA; Ernest Young, Natick, treasurer of the New England Chapter; James Price, Co-Ed Rollerdrome, Allston, Mass.; Charles Santoro, Roll-Land, Norwood, Mass.; Benjamin Morey, Eli Skating Club, New Haven, Conn.; Harry Neches, Hartford Skating Palace, and Jack Adams, Eli Skating Club, New Haven, Conn.

Manufacturers present were Max Hyde, Hyde Athletic Shoe Company, Cambridge, Mass., and Harry Portugal, Rollaway Skate Company, Cleveland.

Judges: Russell Gardiner, Lansing, Mich; Edna Haber Davis, Pittsburgh; Joan Blazek, Cleveland; Lois Steiner, Pittsburgh; Dorothy Law, Cleveland; Marion Fortunato, Cincinnati; Arnold M. Heyman, Baltimore; Francis Taber, Detroit, and J. Vaughn. Edward Beninati was emcee.

Fair Dates

(Continued from page 75)

- Home—Ox Hill Community Fair. Sept. 1-3. D. B. Hill.
- Lampeter—Lampeter Community Fair. Aug. 27-29. Wayne B. Rentschler.
- Lebanon—S. Lebanon Community Fair. Oct. 1-3. A. L. Lamm.
- Linesville—Linesville Community Fair Assn. Sept. 3-5. C. C. Lance.
- McConnellsburg—Fulton Co. Fair. Sept. 17-20. Charles W. Eadsley.
- Martinsburg—Morrison Cove Community Fair Assn. Oct. 22-25. Ella S. Ebersole.
- Meadville—Crawford Co. Fair. Aug. 19-22. L. O. Hotchkiss.
- Mercer—Mercer Central Agri. Soc. Aug. 19-23. Harry Moore, R. D. Sharon, Pa.
- Mill Hall—Clinton Co. Grange Agri. Assn. Sept. 10-13. H. C. Hayes.
- North East—North East Community Fair. Sept. 18-20. Mrs. Margaret M. Luebke.
- Perkasie—Sell-Park Community Farm Show. Sept. 25-27 (tentative). Hugh Niles.
- Pleasant Valley—Springfield Farm Show. Oct. 23-25. Roy H. Giesmann.
- Shanksville—Stony Creek Community Fair. Oct. 1-4. Edith Geisel.
- Slatington—Upper Lehigh Valley Fair. Oct. 2-4. Mae Jones.
- South Fork—Allegheny Co. Free Fair. Aug. 28-Sept. 1. John L. Herson.
- Spartanburg—Sparta Community Fair. Sept. 11-13. Telford S. Berkey.
- Tionesta—Forest Co. Fair Assn. Sept. 18-20. Karl W. Flowers.
- Unionville—Unionville Community Fair. Oct. 23-25. Roland Conrad.
- Washingtonville—Montour-DeLong Community Fair. Oct. 14-17. John E. Sidler.
- Waynesburg—Greene Co. Fair. Sept. 18-20. J. Wood Williamson.
- Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 16-18. Ray M. Fisher.

SOUTH CAROLINA

Charleston—Charleston Fair. Oct. 27-Nov. 1. E. S. Welch.

TENNESSEE

Covington—Tipton Co. Fair Assn. Sept. 9-12. B. B. Overall.

Dickson—Dickson Co. Fair Assn. Aug. 27-30. T. I. Hickerson.

TEXAS

Pecos—Fall Fair & Festival. Sept. 25-27. Alton Hughes.

WASHINGTON

Darrington—Darrington Fair Assn. Sept. 12-13. Muriel Fleming, R. 3. Arlington.

WISCONSIN

Webster—Central Burnett Co. Fair Assn. Aug. 18-20. R. E. Krause.

WYOMING

Douglas—Wyoming State Fair & Rodeo. Sept. 4-6.

Lusk—Niobrara Co. Fair. Aug. 22-24. Dale C. Windom.

Sundance—Crook Co. Fair. Aug. 29-30. Mrs. L. G. Landers.

CANADA

ALBERTA

Lethbridge—Lethbridge Exhn. & Rodeo. July 3-5. C. E. Parry.

ONTARIO

Caledonia—Caledonia Agri. Soc. Oct. 2-4. Reg. M. Hudspeth.

Lansdowne—Lansdowne Agri. Soc. Sept. 8-10. L. W. Moxley.

Strathroy—Strathroy Fair. Sept. 8-10. F. Langan.

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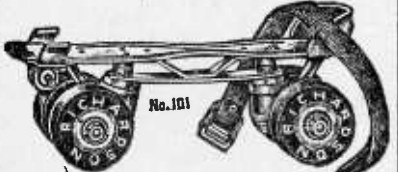
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A Sample, of course, is free. But write all or wire your order for a moderate supply and be convinced. Or, better yet, WIRE YOUR ORDER "COLLECT" for Honor Scrolls and same will be SHIPPED C. O. D. Hire a sales crew and clean up big profits.

R. F. BURNS COMPANY, DEPT. B.B., 743 LUZERNE STREET, JOHNSTOWN, PENNA.



12"x16" — Six Blended Colors
Sells for \$1.00
Costs you20
(and less)

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EVERY SERVICE MAN OR HIS FAMILY WANTS AN HONOR SCROLL

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This novel, solid plastic EYESHIELD for sun bathers—a sensation when introduced in a few territories last season—is a natural for this year. It permits a full-face tan—no owl-like white rings as usually left by goggles. And, unlike sun glasses, it exposes the sinus passages to full benefits of the sun. Easily adjusted to fit anyone. Choice of attractive colors.

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\$2.25 PER DOZ. SMALL DUCKS, \$1.60 Per Doz.

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Cut-Out Toys (Asst. Subjects), Gr.	1.00	Kitchen Stools (all White), Ea.	1.50
Plastic Crucifix, Gr.	1.00	Everedy Chicken Fryers (with Wooden Handle), Ea.	1.40
Plastic Thimbles, Gr.	1.00	Glass Lamp with Glass Shade, Ea.	1.35
Asst. Plastic Airplanes, Gr.	1.25	10-Pc. Gift Set (Glasbake), Ea.90
2" Paper Squawker Horns, Gr.	1.25	11-Pc. Gift Set (Glasbake), Ea.	1.50
Lead Guns, Gr.	1.50	Everedy Dutch Oven, Ea.	1.35
Paper Pennants on Stick (Asst. College Names), Hundred	1.50	Everedy Skillet (with Wooden Handle), Ea.	1.00
Imported Metallic Hats, Gr.	2.00	Hunting Knife in Leather Case, Ea.	1.00
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Asst. Stone Rings, Gr.	1.00	Six 9-Oz. Decorated Water Tumblers with Wire Holders, Ea.55
Imp. 1-Blade Toothpick Knives, Gr.	2.00	Boudoir Dolls (Asst. Colors), Ea.	3.00
Imp. 3-Blade Toothpick Knives, Gr.	3.60	Lg. Chenille Dolls, 24" Doz.	16.50
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Lead Pocket Watches, Gr.	2.75	Metal Whiskey Set (Metal Rack, Decanter and 6 Gold Rim Whiskey Glasses), Ea.	1.25
Small Hawaiian leis, Gr.	3.25		
Ocelluloid Pinwheels, Gr.	4.80		
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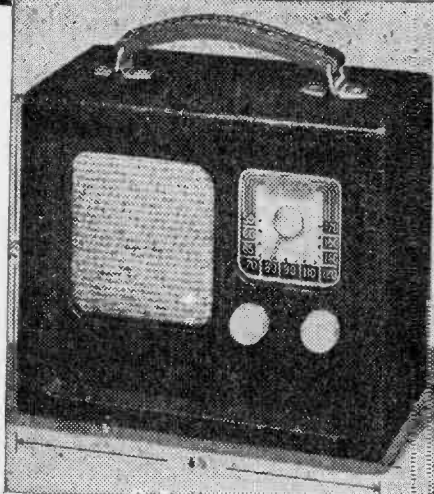
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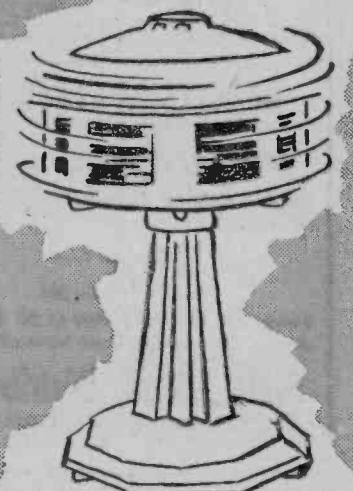
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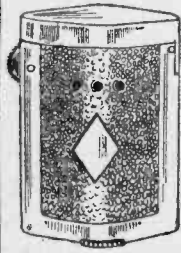
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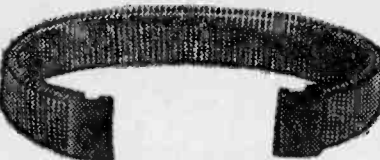


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Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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Adams, Frank J.
Akers, Ann
Allen, Fred L.
Allen, John Warren
Allen, Mr. Sunny
Almany, A. F.
Anglion, Roy
Ankrum, G. E.
Arnold, Harry
Arnold, Mrs. P. E.
Arthur, Prof.
Ashley, Mr. Bonnie
Ashley, Earl
Ashley, Thos. L.
Avery, Tommy
Ayers, Homer C.
Ayers, James Norman
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Bain, Mrs. Riley
Baker, Bill
Baker, Pat
Barbay, Stanley
Barber, Roy (Howard Bros. Shows)
Barnes, Mrs. Jack
Barnes, Mrs. Virginia
Barnett, Carlton
Barnhill, Wilson
Bass, Mr. Jean
Baxter, J. E.
Beard, Herb
Bender, Chas. A.
Benjamin, A.
Bennington, Robt. L.
Bernard, Mrs. Victor J.
Berryhill United Shows

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Goodlett, Bill
Goodwin, Everett (Minstrels)
Goss, Robt. L.
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Grey, Geo. P.
Grey, Jimmie
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Groner, Sidney
Grundy, Betty Ann
Guien, Johnnie (Hoosier John)
Gunn, Geo.
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Hama, Red
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Harrison, J. Dewey
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Hayes, John W.
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Head, Harry
Healy, Wm.
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Hefley, Wm. F. (Bud)
Helin, Hymie
Hendrickson, Gladys I.
Hendrix, Harold
Henley, Arvil F.
Hern, Gary
Herndon, Glen
Herom, James
Higgins, George J.
Higgins, Jerry
Hilton Sisters & Co.
Hinckley, Raymond H.

KuroPotwa, Vincent
LaBa, Dewey
LaRose, Elmer
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Lamay, Eddie
Land, Gwen
Langford, Harry H.
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Laswell, Mary
Layton, W. C.
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Ledoux, A. B.
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Lee, Ora
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Lewis, Harry
Lieberknecht, George W.
Lind, Gus
Lindsay, George
Little, James
Littlefield, Grace
Livingston, Earl
Lockhart, Louella
Lone Star Show
Long, Jerry
Long, Leon
Lorow, Cortez
Lowe, Russell A.
Ludwig, Arthur
Lundquist, L. O.
Luse, Ople E.
Lylo, Thomas B.
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McCall, Jim
McCrea, Emile G.
McCreery, Robert W.
McDaniel, Mickey
McDonald, Markaret
McDonald, Mickie
McDonald, Frankie
McDougall, Madge
McDowell, Mickey
McGarry, Floyd
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McGinnis, Joe and Reba
McGonigal, Fern
McQueen, Ralph
McMahon and Adelaide
McNair, K. W.
McNally, Harry
McNutt, Bill
McPaige, Dan Trio
McSpadden, Myrtle
Male Esq., Walter
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Mantlin, L. and Princess Divine
Manning, Jack
Mansfield, Frank
Mansfield, Man- (Shooting Man- fields)
Marba, Curley
Marks, Joe
Marks, Miller
Mark, Signor
Marks, Tom
Martin, Tommie
Martin, Wm. T.
Mason, John H.
Masters, Raymond
Mayman, Amanda Cook
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Meeks, Rosie
Mehl, Tom
Mesley, R. D.
Mespelt, Alva
Metcalfe, John L.
Meyer, Clinton V.
Meyers, Joseph
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Miller, C. B.
Miller, Ephrain
Miller, Irvin C.
Miller, Pete
Miller, Ralph
Mills, John L.
Minun, Ruth
Mintzer, Jimmie
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Mitchell, Walter
Mohamed, Behee
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Moore, Elmer M.
Moore, G. E. Dick
Moore, L. Pudse
Moran, Duckie
Moran, Willard
Morocco, Bill
Morton, C. V.
Moesley, Ranzy
Mott, Sande
Muse, Howard
Nabor, Bert
Nabours, Helen
Narell, Tommie
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Nason, George L.
Nelson, Lucky
Newcomb, Frenchy
Nicholas, Joy
Nimerick, Bert
Nixon, Francie
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Norton, Greta M.
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O'Kelly, J. C.
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Oliver, William
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Olson, Robert K.
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Orton, Vern
Osbourne, Walter
Page, Norman T.
Pappas, Gus

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Parrish, Dale
Parsons, F. S.
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Paxton, Pat W.
Pelley, Burnham
Penniman, Frederick G.
Peters, Frank E.
Peugh, Roy F.
Phelan, Pete
Phelps, Fred
Phillion, Jack C.
Phillip, Myrtle
Phippenney, John
Pickard Victory Shows
Poole, C. S.
Porter, Katie
Potter, Jimmy
Powell, Charles M.
Powers, Ben
Prewitt, John W.
Pringle, Prescott
Pugh, Willie
Qualls, Knox
Quente, August
Radice, Lois
Radtch, C. W.
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Rainbo Carnival
Randl, Robert
Rardon, Dave E.
Raum, Jack Rodeo
Reddick, Johnnie
Reed, Anna Lee (Little Bit)
Reese, Joseph O. P.
Reeves, Glenn
Reineke, Arthur F.
Reisman, Leo F. (Orchestra Leader)
Renton, Bob
Reschke, A.
Rhoades, Dusty D.
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Rice, G. L.
Richards, Pat
Ridderman, Ritchie
Ridenour, Clyde L.
Riley, Clarence
Riley, Mrs. F. A.
Riley, R. T.
Ritchey, T. U.
Ritchie, Eulah
Rogers, Babe
Rogers, H. L.
White
Rose, Joy
Rosenberg, L.
Ross, Jay Harry
Ross, Henrietta
Ross, Jack C.
Ross, John
Rounds, Leonard J.
Rouse, Ervin
Rowe, Darrell V.
Rudino, Erma
Runbley, W. E.
Runion, Hoy
Russell, Mrs. B. D.
Russell, Bert
(Russell Players)
Russell, Harry
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Rutledge, Mrs. E. C.
St. John, Mrs. Irene
Saba, Jean
Saprito, S. J.
Saeza, Frances L.
Sammons, Floyd
Sanders, Mrs. Monroe
Sandfors, The
Sandlin Luther
Saulsberry, Robert
Sax, Frank
Scaleman, Lloyd
Schanck, Frank
Scheiman, Wm.
Schlesinger, Wm.
Schlor, William
Schrifteleitung
Schwartz, John
Schwartz, Raymond
Schwartz, Juliet A.
Scott, John
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Seymour, Robert M.
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Shafer, Capt. Billie
Shaffer, James E.
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Sheaks, Floyd
Sheeley Jr., J. M.
Sheets, Billie
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Shepardson, Kenneth C.
Sherman, Linda & Ray
Shemeski, Harry
Shoemaker, Dot
Sholtz, Jack
Shoreck, Roy
Shoreck, Roy Hank
Short, Bill
Sica, Aniello
Sieglar, Joe
Simley, L. R.
Simmons, H. W.
Simmons, W. H.
Simpson, Shirley Mae
Slaughter, Kenneth C.
Smiley, Neal
Smiley, G. M.
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Stacy, W. A.
Stallings, Bert W.
Stanko, George
Macician
Stanley, Little Bud
Starr, Hedy Jo
Stevens, Carl L.
Stevens, Opal
Stewart, Clyde
Stewart, Patrick
Stockton, Fred
Stoddard, Doc
Stokes, Leonard
Stombach, Herman
Stone, Carl
Stratton, Louis
Suber, H. M.
Sublett, Red
Sutton, Elmer
Swain, Cecil W.
Sweeney, Lotty Dot
Symph, Thelma
Symph, Walter
Stanley

Tan, Alex
Tan, Gus
Taylor, Kenneth
Taylor, Lucille
Towner, Marvin
Tucker, Hoxie
Turner, Bud
(Drome Rider)
Tonites, John
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VanKirk, June
Vanier, Roy
Vaughness, K. O.
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Watts, Virginia
Watts, W. B.
Ward, Travis

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Wilson, Vonnice
Winegarden, Harrel J.
Winters, Ruth
Woodson, William
Brownie

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Curly
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Zern, Charles
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Zuckerman, Louis

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Crossley, Gordon
De Pascale, Alfred
De Siata, Joseph
Dublin, Joe
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Emerson, Cleon
Fisher, Pittsburgh
Jackie
Frazier, William
Gillespi, Edward
Grauer, Ernie
Homis, Callie Moore
Jeffcott, Thomas F.
Johnson, Albert
Russell
Kasian, Barthay
John
Lapin, Mrs. Fritz
Lanrello & Frisco
Lorin, Bob
Lorraine, Blanche
Ludown, Frances
Marks, Dorothy
(Miller Marks)
Masterman, George
E.
Mayes, Lirington
(Prof.)
Matira, George
Melia, E. F.
Merli, Mary

Mitchell, Charlie
Morton, Leo
Nazzo, Joseph
Nealand, Walter D.
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O'Shea, G. K.
(Australian O'Sheas)
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Parker, Bobbie
Pavey, Marie
Pecoroni, Anton
Perry Sr., Captain
Robert
Posty, Charles F.
Provencher, Lucien
Read, Catherine
(Alligator Queen)
Rector, Patricia
Reese, Al
Renton, Fay
Richman, Daniel
Rilck, Gomel
Ross, Anthony
Sichrest, Stappard
Sinitzen, Olya
Garnett

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Vernon, E.
Weber, Joe
Whalen, Leone
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Wilson, Jerry
Woods, Al
Yvonne, Bubbles
Zuleka (Radio's)
Voice of Wisdom)

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Detwiler, Bryan A.
Drake, Mrs. Rob
Edwards, Buddy
Edwards, Joe
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Enis, Elwyn
Etclison, L. L.
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Henderson, John
Henderson, Tommy
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Hill, Monk
Holcomb, Mr. & Mrs. Charles
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Hughes, Willyis L.
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Hutchison, John T.
Hutson, Henry
Hutzler, Margaret
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(Joe)
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Jones, Percy
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Konieczny, Kirk
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Blackie
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Dee
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Williams, Chick
Wyatt, Jack
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Yelton, Mrs. Bob
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Allen, William H.
Anthony, Marvel L.
Bahr, Ernest
Bales, Mrs. Dorothy
Bales, Mr. & Mrs. Pete J.
Babard Bros.
Beck, Don
Bell, Ada E.
Bishop, Bill
Bommersheim, Leo
Boswell, Leon
Boswell, William
Thomas
Bozwell, Bill

Brandenburg, Mrs. Nancy
Brooks, James P.
Buck, Miss Dottella
Ruckingham, Robert
Bullock's Amusement Shows
Burns, Robert
(Bob)
Bunch, Sam
(Blackie)
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Caswell, George
Caulder, Wade
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Evanchih, Alex
Goldstein, Nate
Gould, Jay
Hoffman, Louis
Kirk, Wayne
Lantz, John
Lesinski, Leo

Mandrake, Narda
Miller, Harvey A.
Miller, Whitey
Pape, Billy
Pendleton, Chas. & Mary
Ressen, Reilla
Ronse, Ervin
Sanborn, Fred
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Willard, Jess
Wright, Jessie

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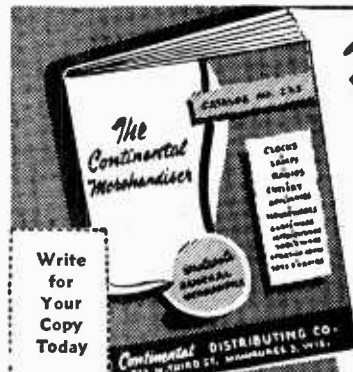
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CARDS { 54 Items
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All Merchandise sold either in Bulk or on Attractively Colored Display Cards.
OUR MATCHES ARE MACHINE MADE.

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Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys,
Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips,
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Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type
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ACME PREMIUM SUPPLY CORP.
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WRITE FOR OUR 1947 PRICE LIST.

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2125 COMMERCE

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Realistic Novelty Items

MINIATURE BEER - WHISKEY - ASH TRAYS - SALT and PEPPER SHAKER NOVELTIES



JOBBERS:
Write for our complete
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MANY NEW
ITEMS

**Bella's SOUVENIRS
NOVELTIES**
SPECIALTY MANUFACTURING COMPANY
433 NORTH SECOND STREET - MILWAUKEE 3, WISCONSIN

If your jobber can't supply you, write direct to us.

CUDDLY DOLLS

FLASH AT A PRICE

CHUBBY MARY LOU HAS EYE-CATCHING APPEAL.
BIG 16" SIZE. Here's a fat, fast selling, cuddly doll.
Soft flannel body, stuffed with cotton. An unbreak-
able face neatly and colorfully painted. Yarn hair.
In a variety of lovely colors and patterns.
SAMPLE POSTPAID, \$1.00.

B19X46—IN LOTS OF 12 OR
MORE. EACH..... **80¢**

New Spring Catalog showing thousands of profit makers
just off the press. Write for yours today. Mention
your business. 25% deposit required on C. O. D. orders.

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WHOLESALE DISTRIBUTORS SINCE 1911

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OAK-HYTEX No. 920 TOSS-UPS

Walt Disney
MICKEY MOUSE TOSS-UPS
FAST SELLERS EVERYWHERE



TWO-COLOR prints on both head and body. Assorted color balloons. Supplied with heavy cardboard feet. Stands 20" high.

Popular Prints
MICKEY MOUSE and PALS

Walt Disney characters in two-color prints on assorted color balloons. Available in several sizes.

Look for the Diamond Trade Mark. It is stamped on each genuine OAK-HYTEX Mickey Mouse Balloon.

The OAK RUBBER CO.
216 S. SYCAMORE ST. RAVENNA, OHIO

LEVIN BROS.

Distributors for Oak-Hytex Balloons
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GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM
KIPP BROS.

Wholesale Distributors
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TOY AND NOVELTY CO., INC.
Distributors for Oak-Hytex Balloons.
Carnival Goods—Mr. Hynson.
1215 E St., N.W. Wash., D. C.

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The "Newburyport Plan"

10% Off Regular Prices on All Orders Received by June 1st.
"Morse Finish" stock stands up. Complete line engraving numbers and electric engraving equipment.
"ALWAYS SOMETHING NEW!"

EDW. H. MORSE & CO.

ATTLEBORO, MASS.

"WE LEAD, OTHERS FOLLOW"

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY!
WRITE TODAY for new wholesale catalog on tonics, oil, saline soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are **MANUFACTURERS PHARMACISTS** established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X COLUMBUS 9, OHIO

MEDICINE MEN
YOUR LABEL OR OURS
HERB MEDICINES, HERBS, SALVES, LINIMENTS, TABLETS, PILLS, ETC.
LOWEST PRICES HIGHEST QUALITY
Write for free confidential catalog.
QUAKER MEDICALS, Dept. B.
220 GEORGE ST. Cincinnati 2, Ohio

Pipes for Pitchmen

By Bill Baker

What specialties are you planning to spring with this Decoration Day?

CHARLIE LYONS . . . is in Sioux City, Ia., looking the town over for a possible pitch site.

SIGHTED . . . recently in Washington corralling lettuce with balloons was Albert Sarkees.

Fancy Freddie knows that the simplest way to breed contempt is to assume a wise-guy attitude.

SARI LEE HAVES . . . has been clicking off strong scores working Louisville with a plastic grater demonstration.

JACK GRAHAM . . . scored handily with sheet in Grand Junction, Utah, recently, according to word hitting the pipes desk from that neck of the woods.

This year's April showers, supplemented by snow, have continued right into May.

SI LOUIS . . . opened with Lyons Polish in Rockford, Ill., May 12 to sock results. His wife, Bea, left Milwaukee for a May 17 opener in the S. S. Kresge store in Cedar Rapids, Ia., with the same item.

TIM SULLIVAN . . . blasts from Atlantic City that he recently arrived in that playground to find something similar to a gadget man's convention in progress. He adds that Barney Weiner's gadget store is really turning the tips and that everyone else looks prosperous.

Remember that local citizens have the right of choice. Too often we are wont to forget that we have no right to discriminate against their choosing.

MACK AND PEARL McCARTY . . . well known in pitch circles, have been off the road for the past two years and are operating a night club in Sicklerville, N. Y., with Lady Dortha, the feature, getting her share of the long green with astrology charts.

STANLEY NALDRETT . . . chalked up a sock Mother's Day business with Nat Morris's new lay-out of streamlined kitchen gadgets in the H. L. Green Store, Columbus, S. C., Naldrett says, despite the good business, he will cut short his originally contracted two-week stand in favor of moving over to Greenville, S. C.

The optimist knows that it is tough in some towns but he salves his wounds with the thought the next city might be a red one.

H. TENNEY . . . continues to stack up good tips and business in Utah where he's on the sheet.

THE HALLSTROMS . . . Tip and Lil, are still seen every Sunday on Maxwell Street, Chicago, working to good returns.

Quitting your job and profession is the best method we know of solving your discontentment.

ST. LOUIS REPORTS . . . have it that Sid and Teresa Sidenberg have taken delivery on a new truck and are getting their equipment in shape to hit the road as soon as their daughter, Arleen, is graduated from school.

GABE GABLE . . . is unloading big loads of gadgets in McCrorey's, Reading Pa., reports from that sector indicate. Gabe, they tell us, is sporting a new Packard and plans to head for Atlantic City soon for his annual summer hiatus.

Now is the time for all good pitchmen to shoot some pipes. Oldsters and J. C. L.'s alike, we want to hear from all of you.

DICK KANTHE . . . and Mary Ragan, in private life Mr. and Mrs. Dick Kanthe, have stored their med show in Ohio and are operating Dick's Athletic Show on Long's United Shows on the West Coast.

JACK CUSTER . . . pitchman from the old school, has quit the road because of his wife's ill health and is making his home in Sedalia, Mo. He's currently selling fishing tackle and gear at the resort lakes to good business.

Are you among those who are summing up the spring with: "Everything I did was wrong?"

A LIKELY LOOKING . . . winner for pitchmen is the National Home Show to be held in Cincinnati's Music Hall, June 6-15, under auspices of *The Cincinnati Enquirer*, Home Builders' Association of Greater Cincinnati and the Real Estate Board. Show is the first of its kind to be held in the Queen City since before World War II and officials are anticipating an attendance of at least 100,000. Show will be presented by John W. Daly as general director.

"WE'RE STILL WITH . . ." Tivoli Exposition Shows, where we are pitching books on our Face the Facts Show," blasts Madaline E. Ragan from Marshall, Mo. "Fred Hudspeth and family visited us in Sedalia, Mo., while they were en route to Jamestown, N. Y. I guess all the med workers are staying out of this part of the country as we haven't seen anyone pitching med this year. My husband, Ray Herbers, is doing a bang-up job on the front of our show. We

WORKERS—PITCHMEN—AGENTS NOW YOU CAN GET THE ORIGINAL COMB-BRUSH

A comb and brush in one; with one stroke you brush gloss into your hair AND smooth it down. The nylon bristles are removable for easy washing; the hand-fit comb is crystal-clear. This genuine all-nylon Bristler, sold at department stores for \$2.50, may be had and sold for \$1.00 with a good profit for yourself. Millions of customers waiting to buy this new Comb-Brush—so hurry. Contact, wire, write to

LE TEL COMB-BRUSH COMPANY
New York City
509 Fifth Avenue.

WIREWORKERS

We have been making wire for wireworkers since 1875. Send for our price list. Quick service.



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GIANT DAREX BALLOONS

For IMMEDIATE DELIVERY

DEWEY AND ALMY CHEMICAL COMPANY

CAMBRIDGE 40, MASS.

REG. U. S. PAT. OFF.

TARGET BALLOONS

#30—Inflate 42"
All Red—50 to Box
11¢ ea.

#22—Inflate 22"
All Red—100 to Box
8¢ ea.

No less than 100 sold. All heavy rubber. Guaranteed firsts. Deposit on all orders.

H. HALSBAND

242 Fourth Ave. NEW YORK CITY

PITCHMEN STEP RIGHT UP TO PAGE 89



NOVELTY MERCHANTS! TAKE A PEEK AT PAGE 89

HAPPY HAPPY HAPPY
NOVELTY STORE
TRICKS - GAMES - LAMPS
EVERYTHING FOR YOU



AIRSHIPS

New Silver Airship Balloon in attractive envelope, complete with cabins and fins. Special price, \$8.00 per gross. All Silver Workers, 25¢ each.

H. S. NETTLES

575 Winton Terrace, N. E. ATLANTA, GA.

CARNIVAL PLASTER

Plenty Stock, Flash and Tinsel. Large, 27¢; Medium, 13¢; Small, 4¢.

K & M NOVELTY CO.

6011 Gertrude Ave. CLEVELAND, OHIO
If Near Pick-Up, No Lorrys. Phone: MI 6788

Pitchmen—Demonstrators

KITCHEN GADGETS, PEELERS, BOOKS

MAKE YOUR \$\$\$\$\$ AT

CINCINNATI NATIONAL HOME SHOW

Biggest Exposition Ever

Held in Music Hall

JUNE 7-15

EXHIBITORS SPACE SOLD OUT (200 EXHIBITORS)

FOR EXCLUSIVE

Write **JOHN W. DALY**

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907 UNION TRUST BUILDING
CINCINNATI, OHIO

CALL MA 8764
DU 3613

Sponsors—The Cincinnati Enquirer
The Home Builders' Association
of Greater Cincinnati
The Real Estate Board

1 BANNER SALESMAN
2 PHONEMEN

cut up some jackpots recently with Jack Custer, former pitcher, during a visit with him at Sedalia. Ray and I were grieved to learn of the recent death of Jimmy Wells in Chicago, bringing to mind that he and another old-timer in the pitch field, Tommy Burns, passed away a month apart in Chicago. Let's have more pipes in the column from the boys and girls in the profession."

Tripod Terry Says: "I've learned long ago that sitting under a shade tree in the summer has its good points but they don't add up to guaranteed comfort in the winter."

THE BERSTELS . . .
Marge and Joe, are reported to be cleaning up with slum jewelry thru Central Pennsylvania.

STILL CONFINED . . .
in Homer Kiefer Hospital, Detroit, is George Dougherty, vet pitcher. He'd like to read letters from friends in the profession.

DANNY LEWIS . . .
who sold his Pacific United Shows last February, is back on the sheet, working to click turns on the West Coast.

BILL MEADER . . .
is still purveying his wares in the Detroit area to reported top takes.

SIGHTED . . .
in the Motor City recently was Cowboy Williams passing out plenty of foot products.

"JUST ARRIVED HERE . . .
and things aren't too good," scribbles Jack Huddard from Los Angeles. "Worked to good turns while crossing the country, but business has been poor since hitting the West Coast. Met an old friend, Lee Seymour who is doing fair business on the sheet. Any of the boys who are thinking of coming out to California had better give it another thought for (See PIPES on page 96)

Park and Carnival Specials

FEATURED IN CATALOG 261 JUST ISSUED
WRITE FOR YOUR COPY—STATE YOUR BUSINESS

BALL GAME STOCK		FOR STOCK STORES	
1" Hawaiian Lels. (3 Gr. pack) . . .	Gr. \$ 3.25	Miniature Glass Beer Bugs	Gr. \$3.50
2" Hawaiian Lels. (1 Gr. pack) . . .	Gr. 6.75	9 Oz. Glass Tumblers	Gr. 4.32
Aluminum Milk Bottles	Ea. 1.50	1 1/2 Oz. Whiskey Glasses	Gr. 2.50
Wood Milk Bottles, loaded	Ea. .85	Glass Teacups, green tint	Gr. 5.00
Comic Hat Bands, 18"	100 1.65	Glass Saucers, to match cups	Gr. 5.00
Worth Baseballs	Doz. 2.15	Glass Candle Holders	Gr. 4.80
Junior Batons, 22 1/2", silver tinsel head	Gr. 8.50	Glass Ashtrays	Gr. 3.50
Lancaster Batons, without Bells	Gr. 16.50	Glass Custard Cups, Fire King	Gr. 4.50
Lancaster 36" Swaggers	Gr. 9.75	Glass Dessert Dishes	Gr. 4.50
Plastic Crook Handle Canes	100 15.00	Handled Grape Dish	Gr. 5.50
8" Fox Tails, W/Comic Card	100 5.50	Enamel Tin Cigaret Cases	Gr. 5.00
11" Fox Tails, W/String, no Card	100 21.50	Stone Set Rings	Gr. 1.00
14" Fox Tails, W/String, no Card	100 27.00	Gold Plated Band Rings	Gr. 1.65
20" Fox Tails, W/Comic Cards	100 28.00	Plastic Toy Knives, Forks and Spoons	Gr. 1.00
Flying Birds, metallic, bright colors	Gr. 19.50	Decorated Aluminum Ashtrays	Gr. 3.50
		Large Animal Plastic Charms	Gr. 1.10

All items packed in units as listed, no less sold.

C. O. D. Orders Must Be Accompanied by 25% Deposit. Other Articles of "Wanted Merchandise" Are Shown in Our Latest Catalog—Write for Your Copy Today. State Your Business.

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

NEW COCKTAIL BRACELET

richer looking!
bigger!

\$12.00

Per Doz. Individually Boxed



BR-260J

BRAND NEW FEATURES

- ★ Extra Safety Clasp.
- ★ Extra Wide Heavy Mesh Band.
- ★ New Pear-Shaped or Square Jewels.

All richly set with glittering rhinestones and simulated rubies and sapphires.

24K Gold Plate or Rhodium Plate.
25% Deposit With Order, Balance C. O. D.

Write for circular to

MORRIS GOLDENSTUK
310 WASHINGTON SQUARE BUILDING, 7TH & CHESTNUT, PHILADELPHIA 6, PA.

4TH OF JULY SPECIAL!

SPARKLERS

for IMMEDIATE DELIVERY!

#8—Packed 8 sparklers to box, 12 boxes to carton, 12 cartons to shipping case. Case consists of 144 10¢ packages.
YOUR COST—\$6.00 Per Gross.

#10—20¢ Sellers. 10 sparklers to each box. Takes in \$28.80 per case.
YOUR COST—\$12.00 Per Gross.

U. S. MDSE. & FIREWORKS CO.
10216 Superior Ave. Cleveland 6, Ohio

WHILE THEY LAST



"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110
\$3.60 Per Dozen in Lots of 12 Dozen or More.
\$4.60 Per Dozen in 1-Dozen Lots.

ROHDE-SPENCER CO.

223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

TERRIFIC NOVELTIES!
FOR SALEBOARDS • CONCESSIONAIRES
TOY AND GIFT SHOPS

LEAPIN' LENA \$7.50 Doz.

SWINGDANCERS

WALKS!

Electric Light Jazz Bow Tie, \$11.50 doz. Complete with Battery and Colored Bulbs.

Mail your order today. 25% with order, balance C. O. D.

Write for novelty catalog.
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501 Sixth Ave. Dept. BK
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DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!

We are distributors for every kind of fireworks; catering to jobbers and retail outlets. **WHOLESALE ONLY.**

ACME SALES CO., Inc.
Dept. 2, 781 Marietta St.
ATLANTA, GA.

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TO CONCESSIONAIRES
All Glass Parts. Ready To Plug In.
\$9.00 Doz. in Quantities.

J. L. KANNER
333 4th Ave. NEW YORK

BALLOONS

#8, Asst'd Colors \$ 1.90 Per Gross
#15, Asst'd Colors 1.75 Per Gross
#9, Asst'd Colors 4.00 Per Gross
#11, Asst'd Colors 6.00 Per Gross
#9, Squawker Balloons 3.50 Per Gross
#16, Asst'd Colors 12.00 Per Gross
25% Deposit With Order—Immediate Shipment.

DIANA NOVELTIES
3641 Leland Ave. Chicago 25, Ill.

Hollywood BALL PENS



A SURE "HIT" ANYWHERE

Curved the modern way with every modern improvement, this Ball Point Pen will be your top seller. An ideal money maker, it will write from three months to one year without a refill. This Ball Pen has replaceable Cartridge and 14K Gold Plated Trims. Colors—Maroon and Black.

Each pen is unconditionally guaranteed against all Mechanical Defects. Gross Lots Only **\$72**

Write, Wire or Cable
HOLLYWOOD PEN CO., INC.
160 FIFTH AVENUE, NEW YORK 10, N. Y.

GENUINE LEATHER WALLETS

(Factory Seconds)

from one of America's largest wallet manufacturers.

10¢ each in lots of 100 or more

Add \$1.00 postage, balance returned to you.

Check, cash or M. O. with order.

AMERICAN AUCTION & LIQUIDATING CO.

34 Patton Street Springfield 4, Mass.

CARNIVAL, CIRCUS, PARK SPECIALS



ROBIN HOOD HAT WITH FEATHER. \$10.00
SWAGGER CANES WITH TASSELS. Gr. 8.00
 12-Inch Fur Monkeys. Doz. 6.75
 #9 Paddle Balloon, Printed. Gr. 5.50
 #14 Kat Balloons, Printed. Gr. 9.50
 Airships, inflate 30 inches. Gr. 14.00
 Airship Workers. Ea. .30
 Flying Birds. Gr. 15.00
 Whips, Long Lash. Gr. 12.00
 Large Gun & Holster. Gr. 13.50
 Swords. Gr. 42.00
 5-Inch Compo Dolls. Gr. 9.60
 7-Inch Compo Dolls. Gr. 15.00
 Feather Dress for Dolls. Gr. 9.00
 Red Balloon Sticks, 24-Inch. Gr. .75
 Knob Sticks, Painted, 100. 3.25
 Beach Balls, Multiple colored. Doz. 6.00

Foil & Plastic Pinwheels. Gr. \$ 7.00
 Heavy Maple Canes. Gr. 48.00
 Mickey Mouse Toss-Ups Balloons. Gr. 15.00
 Chenille Monkey. Doz. 2.50
 Small Hawaiian leis. Gr. 3.25
 Baseballs. Doz. 2.25
 Darts. Gr. 12.00
 Comic Hat Bands. 1000 15.00
 100 1.65
 46-Ligne Comic Buttons. 1000 10.00
 4 1/2-Inch Comic. 100 10.00
 Swiss Warblers. Gr. 1.10
 Metal Crickets. Gr. 2.40
 Rubber Animals. Slum. Gr. 4.20
 Plastic Bracelets. Slum. Gr. 4.20
 Lead Slum, large Asst. Gr. 1.50
 #4 Balloons. Gr. 1.75
 #5 Balloons. Gr. 2.00
 #6 Balloons. Gr. 2.50
 #418 Balloons. Gr. 2.75
 #16 Paddles. Gr. 10.80
 #J-30 Targets. 100 14.00



Cowboy Doll, 30-Inch. Composition Head, Feet and Hands. Rayon Silk Shirt and Kerchief. Suede Vest and Chaps. \$37.50 doz. \$3.50 ea.

Baby Bumpkin, 14-Inch. Choice of three colors: Rose, Gold or Blue dresses. Composition Head. \$40.00 doz. \$4.00 ea.



Galby Charlie, 30-Inch. Hi-Hat, White Satin Shirt, Tuxedo. Composition Head, Arms and Shoes. Movable mouth, operated by string. \$54.00 doz. \$5.00 ea.

We take orders for special buttons and pennants. SEND FOR FREE ILLUSTRATED CATALOG. 1/3 Deposit with order.
KIM & GIOFFI
 MARKET 7-280 PHILADELPHIA 7, PA. \$54.00 doz. \$5.00 ea.

YANKEE-PATTERSON

(Continued from page 50)

Jimmy Wood. Allen Wood left for Venice to aid his father in working on the movie *Nightmare Alley*.

Visitors at Santa Cruz were Dixie Olson and her husband, Alex, together with their mothers. At Chowchilla, Glenn, Ethel and Gary Henry visited.

Following a fair day at Sunnyvale and Walnut Creek, Calif., strong winds played havoc with the show at Rio Vista and Vallejo. At Rio Vista we blew our first matinee of the season because of the weather. The wind leveled the top of the writer's trailer.

Mr. and Mrs. Johnnie Carwell drove to Los Angeles from Sunnyvale on business. Kenneth Turner visited the Cardwells at Vallejo. Theodore Essad, brother of Cecelia Bowery, visited with his family at Vallejo. George Everett Coe, general manager of the West Coast Shows, visited at Martinez. George Taber joined with his chimpanzee act. Dale Petross visited friends in San Francisco.

At Walnut Creek, the writer's aunt and sister, Mrs. Frank O. Courtmarsh and Pearl de Pellaton, visited and were guests at a dinner party. Others attending were Mr. and Mrs. John Cardwell, Ruby Wood, Mr. and Mrs. Robert Thornton, Mr. and Mrs. Charles Gordon, Sid Wild, Mr. and Mrs. Charles Martin, Jimmie Davison, Ismael Escalante and Merle Claybough.

George Perkins, purchasing agent, visited in Oakland. Mr. and Mrs. Henry Payne entertained guests in their house car in Sunnyvale.

Special Agent George McConnell and the Herbert Wilsons visited at Rio Vista. Mr. and Mrs. Milo Hartman and Mr. and Mrs. William De Barrie took in the San Francisco sights, Fay Avalon and Blacky Koehler visited Polack Bros.' Circus in Oakland.

Cecelia Bower's backyard notes: Bonnie and Leo Cabrillo visited at Los Gatos. . . . Fred Bowery is doubling in brass in the big top, taking over the Liberty drill and menage horses following the departure of Danny Daniels and Gordon Ballard for their home in San Diego. Dale Petross, owner of the Liberty drill, keeps the horses in top condition and is one of the hardest workers in the backyard. Grace and John Fairburn, aided by Fay Avalon, added several new routines to their clown acts. Anna and Joe Metcalf entertain a host of friends at every location. The big top workers have the tent erected in record time daily and credit goes to Frank Chicarello, Sweaters McFarland, Jimmie Davison, Merle Claybough, Charles Marshall and Ishmael Escalante. Mr. and Mrs. William DeBarrie and Mr. and Mrs. Milo Hartman entertained visitors at Gonzales and Santa Cruz. With hotel rooms at a premium, Mr. and Mrs. Johnnie Cardwell and their agents have been forced to commute daily between towns. Robert Gailbraith, mechanic, has been working about 18 hours a day on the trucks. J.-Jo, the clown, visited his wife at Los Gatos. —WALTER DE PELLATON.

Mr. and Mrs. Jess Murden, B. H. Burkhardt, father of our general manager, Noyelles; Butch, Mellee and Kenny Burkhardt, Joe Hoffman and Lyman Dunick. Other visitors were Mr. and Mrs. Rudy Rudynoff and son, Rudy Jr., Mickey King, Mr. and Mrs. Bradley and daughter, Mary Jane; Mr. and Mrs. Phil Eddy, Ralph Holt, W. E. Atwater, Ann Knight, Mrs. George Davis and Bonnie Jean Davis and daughter. —FREDDIE FREEMAN.

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BULOVA · WALTHAM · ELGIN
GENTS' WRIST WATCHES
 16 JEWELS
 Gov't Surplus

Immediate Delivery
 • Waterproof • Shockproof • Shock Resistant • Sweep Second Hand • Stainless Steel Back

1/2 DOZ. LOTS \$14.75 Each
 SINGLE SAMPLES—\$15.75 EACH
 • ALL WATCHES GUARANTEED •
 10% Tax for Non-Resale Purpose.
 25% With Order, Balance C. O. D.
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 737 Walnut St., Dept. C
 PHILADELPHIA 6, PA.

GIANT FAWN
 IT'S NEW! IT'S BIG!
 MEASURES 34 IN. FROM HOOF TO EARS
 MADE OF ALL PLUSH
The Hottest Concession Item of the Year

THE PRICE IS RIGHT \$42.00 DOZ.
 Sample \$5.00 in Advance

Sturdy Built—Graceful Lines—Made of Fine Delustered Plush in an Attractive Champaign Shade With Sprayed Patches and Dots — Wide Ribbon Around Neck — Fawn-Like Face—Long Black Felt Eyelashes.
 MADE TO RETAIL FOR \$12.50 EACH.
 25% Deposit With Order, Balance C. O. D.

34 Inches High

MAYFAIR MERCHANDISE COMPANY
 16 West 23rd Street New York 10, N. Y.

IF YOU WANT A FAST SELLER AND A GOOD REPEATER THEN FEATURE THE "MESHUGA" MYSTERY BOXES

Can't be beat for a desirable SOUVENIR. Retail for 29¢ or 35¢. Send \$1.00 for six Assorted Samples. Money refunded if not satisfied. Dealer's Price, \$24.00 Gross. Jobbers, write for quantity prices.

KANN MANUFACTURING CO. BOX 486, NORTHWESTERN STATION DETROIT 4, MICHIGAN

Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order, 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 10c EA.

Your Profit \$11.00

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

ATTENTION—WAGON JOBBERS
SACCHARIN TABLETS

1000	1 Grain Saccharin Tablets, U.S.P., to Bottle	\$18.00 Per Doz.
100	1 Grain Saccharin Tablets, U.S.P., to Bottle	25.00 Per Gross
1000	1/2 Grain Saccharin Tablets, U.S.P., to Bottle	12.00 Per Doz.
100	1/2 Grain Saccharin Tablets, U.S.P., to Bottle	15.00 Per Gross
100	1/4 Grain Saccharin Tablets, U.S.P., to Bottle	10.80 Per Gross

All Prices Net F. O. B. Smithfield, N. C. Write for Our New Price List of Fast-Moving Items at the Right Price.

B & B MERCHANDISE CORP.
 P. O. Box 329, Smithfield, N. C.

COLE BROS.
 (Continued from page 50)
 Mary Neulph, Roseanna Sullivan, Joe Becker, Father Bozarth, Monsignor Welsh, Harold Young, Mr. and Mrs. Fred Young, Fred Sneger, H. Cooke,

TARGET BALLOONS
 40-Inch, all orange, 300 to a carton.
9c Each SAMPLE 25¢
 60-Inch Target, 75 to a carton.
 18¢ EACH; SAMPLE 50¢

TOY BALLOONS
 # 5 ROUND. Per Gross \$ 1.90
 # 7 ROUND. Per Gross 2.75
 # 9 ROUND. Per Gross 4.00
 #524. Per Gross 4.60
 #11 ROUND. Per Gross 5.50
 8x30 ZEPPLINS. Per Gross 10.00
 8x30 ZEPPLINS, complete. Per Gross 13.00
 WORKERS, 25¢ each

CAT HEADS
 # 7 Per Gross \$ 4.50
 #10 Per Gross 8.00
 #14 Per Gross 9.00

No orders filled less than \$25.00. 25% required with all orders. These prices are F. O. B. Boston. Wire, call or write

BOSTON BALLOON CO.
 222 CAMBRIDGE ST. BOSTON, MASS.

★ POCKET KNIVES ★
 of Every Description at
• REDUCED PRICES •
 Send for Free Catalog.
S. RABINOWITZ CO.
 108 Neptune Ave. Brooklyn 24, N. Y.

TOY AIRSHIPS
 Sensational Toy Airships, complete in attractive envelope, \$9.50 per gross. Airship Balloons, all silver and inflating to 40 inches. \$7.00 per gross. #7 Balloons, \$2.50. #9 Balloons, \$3.25.

FREEDCO SALES
 BOX 68 REVERE 51, MASS.

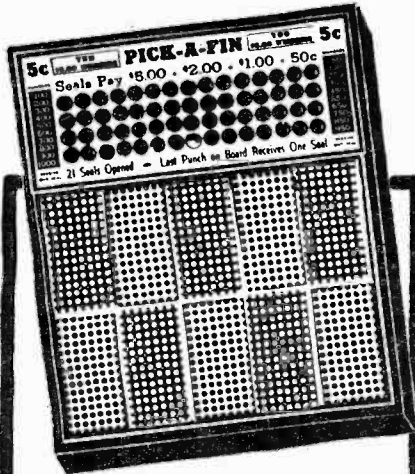
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ALERT AUTO ALARMS
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NOT SOLD IN STORES

Pitchmen! Agents!
 Over 100% Profit. Demonstration Sells It Fast.
\$18.00 Per Doz. Write for FREE Sales Advertising Plan.

1A MFG. CO.
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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

NEW! SUPER 1/2" HOLES



1ST NEW BOARD DESIGN IN 30 YEARS!
6 TICKETS IN EACH HOLE—25c
220 HOLES @ 25c \$2.88
Takes In \$55.00
PROFIT (Ayr.) 28.75
PROFIT (Maximum) 44.50
Send for Complete Catalog
PROFIT MANUFACTURING CO.,
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THE LARGEST AND MOST COMPLETE LINE IN THE INDUSTRY

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Buy Direct from Factory
BEST MERCHANDISE—LOWEST PRICES
Write for Free Catalog and Price List

CIRCLE PRODUCTS CO.

4421A N. Clark

Chicago 40, Ill.

PUSH-CARD OPERATORS!
PUSH OVER TO PAGE 89



SALESBOARD SIDELIGHTS

New York:

J. Robert Williamson, Williamson Salesboard Merchandising Company, is on a trip in the South. . . . Bill Hardley, Boston; Abe Sack, Atlantic City, and Howie Rich, Chicago, were some of the salesboard operators in town last week. . . . Bernie Fox, Fox Merchandising Company, reports that Sam Needleman, up-State New York, and Bill Paulson, Boston, were in his offices last week. . . . Atlantic City salesboard sales are reported higher than thought possible two months ago.

Murry Silverstein, Keeley sales executive, will be married June 2, to a Baltimore girl. Murry expects to settle in Teaneck, N. J., where he recently purchased a house. . . . Nick Reiss, of Indianapolis, reports he is now jobbing salesboards in addition to operating a route of 73 assorted coin machines. . . . Paul Kierman, New England op, is on his way back from Florida—he intends to mix biz with pleasure and doesn't expect to be back in the city before June 1.

Al Hirsch, Bork Manufacturing Company, is still on the road. . . . Bob Stein, Stein Sales Company, reports watches getting attention from premium board buyers. . . . Novelty merchandise on premium boards is not going as well as expected, according to Myer Weinstein, Miller and Goldstein. . . . Carl Braun, Gary, Ind., writes that he will be in New York about June 15. . . . Phil Ackerman, Augusta, Ga., was a last-minute salesboard buyer in town last week.

Chicago:

Jack Morley, Superior Products president, reports that Seymour Trott, who is vice-president and director of sales, left by plane May 13 for Texas. Trott will be gone about 10 days to do some groundwork there for the firm's fall issues. Joe Brodsky has also left on a business trip which will take him thru Montana and Idaho to do similar work. Firm's new headquarters at 2133-59 West Fulton Street will soon be ready for occupancy. As open house is scheduled.

Gilco Products' Edward and Sol Gill intend leaving for Philadelphia in a couple of weeks to visit their mother. Boys will make it a combination vacation-business trip.

Pioneer Manufacturing Company's William T. Wollpert, who has been covering Indiana territory the past few days, was scheduled to be back in the city May 19. . . . Jim Reddy, of Amusement Industries, will leave Chicago this week for a two-week business jaunt to New York.

Excel Manufacturing Company's Indiana salesman, Art Myers, was in town for a few days last week. Art said business is up in Indiana. Ben Maltz's son, Marshall, is said to be putting on weight since his marriage.

Boys at Excel say the knot, tied in January, is doing him good.

Charles Leedy, Gardner & Company, returned from his two-week Eastern trip May 14. He says Gardner's national sales force is on its toes and doing "right by old Eli." Entire staff is planning vacations, with one member taking the Queen Elizabeth in June for a European trip.

Altho most of us are agreed that the spending honeymoon, which dominated the war years especially, is over, there is still enough money riding around to guarantee a livelihood. Make the bank roll you have accrued be the outlet for additional moola by investing it in additional stock to be used when you need it most.

AVAILABLE AGAIN

Skip-number Push Cards with major winner under Master Seal in 4-16¢, 1-20¢, 1-8¢, 1-8¢, 1-4¢, 1-5¢ and 1-9¢ in 12, 15, 20, 24, 30, 35, 48 and 66 Holes, with take-ins from \$9.00 to \$25.32.

Skip-number Push Cards with every push a winner in 1-29¢, 1-39¢, 1-49¢, 1-59¢, 1-69¢, 1-79¢, 1-89¢ and 1-99¢ in 12 and 24 Holes, with take-ins from \$3.10 to \$21.50.

Other styles and sizes from 10 to 600 Holes, including Put & Take Cards, Cigarette Cards, etc. Write for Free Jobbers' Catalog.

W. H. BRADY CO. *Mfrs.*
CHIPPEWA FALLS, WIS.

FOR SALE

Sales Boards made by Consolidated and Superior Products. 1/3 below our cost.

WHITE PIGEON NOVELTY CO.

Box 267 White Pigeon, Mich.

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

GOOD AS GOLD

CHARLIE BOX

176 WINNERS

THOSE WHO KNOW

USE JAR O' DO

THE NEW TWISTER

STAND WILL GIVE LIFETIME SERVICE

TAKES IN 1000 TICKETS @ 25c. \$250.00
PAYS OUT (Actual) 200.00
PROFIT (Actual) \$ 50.00
176 WINNERS

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"World's Foremost Mfr. of Jar Games"

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ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

MAY SPECIALS

Holes	Play	Description	Profit	Net Price
1000	25c	JACKPOT CHARLEY, THICK, AVG.	\$51.98	\$.95
1000	25c	JACKPOT CHARLEY, THIN, AVG.	51.98	.80
1000	25c	DEFINITE CHARLEY BOARD	50.00	.80
1000	5c	DEFINITE CHARLEY BOARD	17.00	.80
500	5c	DEFINITE CHARLEY BOARD	7.00	.50
100	25c	TWO BIT BABY, AVG.	9.90	.50
400	5c	DOLLAR GAME, THICK, DEF.	7.00	.50
1000	1c	CIGARETTE BOARD, SECTIONED	.65	.50
600	3c	WIN A PAK, SINGLE TICKET	.50	.50
600	3c	ODD PENNIES, THICK	.50	.50
2170	5c	RED, WHITE, BLUE, SINGLES	36.00	1.25
		GROSS LOTS		150.00

BLANK BOARDS — 100 HOLES PER SECTION

1000 HOLES	\$.65	1200 HOLES	\$1.00
1500 HOLES	1.45	2000 HOLES	1.95
2500 HOLES	2.45	3000 HOLES	2.95

WE CARRY A COMPLETE LINE OF MONEY BOARDS AND MERCHANDISE DEALS
25% DEPOSIT WITH ORDER — BALANCE C.O.D. FREIGHT PREPAID ON ORDERS OF \$75.00

SPECIALTY SALES CO. Euclid-71st Bldg., Cleveland 3, O.

FOR SALE

Salesboard Factory

Live, going business.
Fully equipped—complete.
All cash deal.
Bids accepted to June 15, 1947.
Write
BOX 834, Care The Billboard
155 N. Clark St., Chicago 1, Ill.

Pipes

(Continued from page 93)

there are more paper men out here than there are to sell paper to. Plan to leave soon for Detroit and Chicago. I also met Jake Kaplan, Monty Jones and a number of JCL's. I'd like to see pipes in the column from Goo-Goo Davis, Sam Bedrick, Jack Smart and Graham Gogles."

WALTER DE LENZE . . . is pitching magic decks and tricks at a Detroit park.

E. B. GRAHAM . . . the Golden West vet, letters from Phoenix, Ariz., that he has retired from the med business, having sold his equipment and trade name to Frank J. Williams, Knoxville drug-gist. Graham plans to leave Phoenix as soon as his son, Edward Jr., completes school and will head for a cooler climate, with Long Beach, Calif., a possible choice. Graham, who will be 64 years old soon, says he plans to remain off the road. He adds that he was saddened to learn of the recent death of Earl A.

Ketring. Graham recently renewed acquaintances with Harry Tinny and W. J. Jackson, former sheeties, whom he hadn't seen in 35 years.

Papermen

By E. F. Hannan

HENRY WYETH, long-time friend, cards from Richmond, Va.: "Noted the mention of an organization for pitchmen in the pipes column. What do you think?"

It's been tried, Henry, and sponsors didn't seem to get co-operation. But in your own biz of sheet-writing, what about an org? There was a semblance of such a body at one time. Where is it now? It's a cinch that circulation managers; yes, even farm bureaus and other such organizations, would welcome such a move.

Last summer two never-work-clean scripters launched a program of promise that never materialized, using a flash receipt and other matter that looked like a million dollars. There was no such sheet and their New England territory has been hard to work for some time now.

A start here might work into

Greased Skids

A. L. Clark, celebrated purveyor of socks and owner of Jobbers' Supply Company and National Trading Company, Little Rock, is telling all who will listen how he slipped up recently. It seems that for the last several years there has been a greater demand for lard than socks, so early in the spring Clark, thinking that pure hog lard would be higher in price and continue in demand, purchased several car loads.

Now he finds that the 35,000 pounds of lard, which cost him 36 cents per pound not including drayage costs, are stored in a cooler at Little Rock, and worth only 24 cents per pound. Clark says the price is still slipping and if it continues to drop at its present rate, he'll not only be free from paying income tax but someone will owe him several grand.

something wider. Here's something for talk in the pipes column.

Ed's Note: This column welcomes good, sound discussion on the establishment of an organization composed of pitchmen, demonstrators, et al., to protect their interests. Past experiences have indicated to all connected with Pitchdom that such organizational attempts were short-lived. At any rate, let's have your reactions, pro and con, on the subject.)

DAILEY BROS.

(Continued from page 50)

for odd animals. The zebra actually is learning a few tricks.

Since the trampoline dried out, Tommy Junedes, the Greek god, is doing double backs in swing time. Typical British understatement of Nellie Kitchie to Si: "Do you want a drop of water?" She then proceeded to pour a half a pail on him. Whitey Haley is not speaking to his dog.

The Bill Snyners were guests of honor at a dinner marking their 23d wedding anniversary, given by Freddie Fredericks, the Tommy O'Briens and Hazel King.

Jean Allen is mourning the death of Boots, her dog companion for 16 years. Snowball, former minstrel of Rome, Ga., was host at a chicken dinner, with Johnnie Williams, Elmer Webber, Lucky Allen, Duke Walker and Bo Jordan as guests.

New faces: Maxine King, Pat Taylor, Mary Lou Curtis.

Visitors: A host of Cetlin & Wilson folks, including Al Cody, Swanee, Junior and Eddie and Marie LeDue. From the J. J. Page Shows came Manager Billie Clark, Mr. Morrisey, Mrs. Dot Earl, Mrs. R. E. Savage. Others included Mrs. Jack Fox, visiting Jean Williams; Jimmy Salter, Pretty Boy McLain, Al Tomani, Jack Wilson, Jingles Karsey, Charles Sparks, C. C. L. Ray, Jack Ryan, Fred Werrzel, John Fox, Jack Lane and Tommy Poplin.

Mr. and Mrs. Paul Gardner, formerly of Cole Bros.' Circus, are handing out eats and drinks from a very classy lunch wagon.—HAZEL KING.

RINGLING-BARNUM

(Continued from page 50)

(Marie) Wolthing is stooging for Natal, the monkey man, who works as Truzzi did with the popcorn gag. He brings down the house at every performance with his monkey shines. The Alzanas are still knocking them dead with their high act. Nightly jackpots are held in the lobby of the Manger Hotel with the showfolk taking over after the light performance. Lou Jacobs and his four-foot cigar is always good for a gag. Paul Jung and Emmett Kelly, playing their

CLYDE BEATTY

(Continued from page 50)

Dan, participated in the performance. He gave the show a fine after-notice the following day.

Susanville . . . with the chilly weather, this proved a heyday for "the bell ringers" of the women's dressing room. The baby camel has been introduced in spec. The National Barn Dance has nothing on the corn-fed trio of Phil Escalante, Manuel Velarde and Mel Rennick as they do a Tennessee fling while Billy Hammond's entourage perform their horseback quadrille. Phil actually looks like Uncle Gordo during this skit.

Alturas . . . everyone is suffering from wind-burned faces and chapped skin in this cold. Billy Hammond and Georgie Royce kept themselves warm by reshoeing all the ringstock.

Klamath Falls . . . P. M. Silloway, CFA, of Lewistown, Mont., contributed a fine advance article on the show in *The Lewistown Democratic News*. My apologies to Emil Pallenberg Jr. and others I omitted from the Polack visitors.

Montague . . . first baseball game of the season was enjoyed here. Most ambitious person on the show is Charley Cox, Side Show talker. Besides helping erect the kid top and doing his lectures, he also is seen aiding all departments on the show. "Can't Find the Way" found his way up a near-by mountain and won a \$5 bet from Eckhart Lawson. He now is an honorary member of the Montague Mountain Climbers' Association.

Medford . . . Lefty Swanson practices his rope spinning, twirling and catching daily. Little Johnny Joyce is a constant visitor to the Side Show. He is entertained by Johnny Rio, midget magician. Billy Powell is the fisherman of the dressing room, having caught a three-foot mountain trout by clubbing him on the head in a near-by stream. Mark Anthony looks terrific as Ali Ben Rag, astride the dromedary in spec with his long-netted train and extended cigarette holder.

Roseburg . . . crazy lot here with the dressing top at the front door, a stream running between cookhouse and the menagerie and snakes and spiders all over the place. Latest report has it Mel Rennick is barred from the pie car because of a midnight curfew.—DICK ANDERSON.

MILLS BROS.

(Continued from page 50)

they were hurrying so as not to be late for the grand entry.

Jay Goody reports she sold more snow cones while wearing a fur coat in Massillon than at any other time or in any other town.

Following the afternoon show in Massillon, the Elks Club was host to a number of Mills Bros. personnel, including Mr. and Mrs. Jack Hoxie, Jimmy O'Neill, John Knight, Louis Watson and Dick Lehman.

A baby monkey has been added to the menagerie. Here's a scoop, Peggy Zinnerman and Albert Hafford are the newest of newlyweds. Ray Goody says because of the Christmas weather we've been having we ought to change "choosing day" from May 1 to May 10.

Visitors at Cleveland included Walter L. Main, the Melillo Family, uncles and aunts of the Riding Conleys, Mrs. W. R. Parker and Mr. and Mrs. Russell Zeigler.—BONNIE BAKER.

10-cent whistles, are a riot in the men's dressing room. Prince Paul entertains friends backstage. Boston is the Prince's home town. Vander Barbette catching up with the reading of his fan mail between numbers. Gag of the week: A First of May, speaking in earnest—"Where are the showers?"—DICK MILLER.

LIFT YOUR PROFITS WITH a New FREE PLAY Glamour Board

FREE-HOLE FUN 5¢

JACKPOT PAYS 54
KEY HOLES PAY 30

THICK SLOT SYMBOL TICKETS 5¢ SALE 166 FREE PLAYS KEEPS 'EM COMING AVERAGE PROFIT \$28.04

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SALESBOARDS

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Over 100 different boards to choose from
FLASH, COLOR, GLAMOUR
Red Hot WINNERS

If It's A "PLAYER APPEAL" Board, It's A "Dominion." For the Latest And Most Profitable Boards Regardless Of Payout Or Purpose.

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Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

A-1 STAMP MACHINES, SINGLES, \$5.95;
Doubles, \$19.50; Triples, \$29.50. Folders, 80¢ thousand. U. S. P., 100 Grand, Waterbury 5, Conn. my24

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. jy26

AAA1 POSTAGE STAMP MACHINES AND
Popcorn Machines, all kinds, bought and sold. Multiprises, Box 1125, Waterbury, Conn. my31

ADAMS-FAIRFAX HAS SCARCE ITEMS!!
Ball Gum, 70¢ per pound; 25-lb. box, \$17.50. Candy-Covered Peanuts, only 28 cents per pound. Candy Mix, for vending machines, 35¢ per lb. Terms: Third cash with order, balance C.O.D. Adams-Fairfax Corp., 3721 W. Jefferson Blvd., Los Angeles 16, Calif. je7

ATTENTION, OPERATORS — MECHANIC
wants work. Thoroughly experienced in consoles, slots, some arcade equipment. Married man, sober, honest, reliable. Will go anywhere. Can furnish best references. Write or wire James Hayes, 410 N. Jefferson St., Princeton, Ky.

BALL GUM—5¢, 3500 to 3800 PER CASE.
One to ten cases, \$18.50 per case. Eleven cases and up \$17.50 per case. 120 count imported Bubble Gum, 10 boxes, \$11.00; 36 boxes, \$39.00. Cash with order. H. D. Harris Vending Machine Co., Box 589, Lexington, Ky. my31

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. my31

BURBLE GUM—ATTRACTIVELY PACKED.
100 5¢ sellers, \$3.00 postpaid. 240 1¢ sellers, \$1.50 postpaid. For immediate shipment, send money order or check. Hyde Park Distributors, 301 Wood Ave., Hyde Park, Mass.

BUBBLE GUM, 300-400-500 COUNT BOX.
Bubble Ball Gum and Ball Gum, 100 to 500 count box or 25-pound case. Lowest prices, immediate delivery. Used Atlas, Advance, Silver King Ball Gum Machines. Williamstown Gum Co., 508 Columbia Ave., Williamstown, W. Va.

CANDY - COVERED PEANUTS (BOSTON
Baked Beans), 28¢ per pound. Packed in 50-lb. cartons. Sweet, tasty, hard shell. 1/2 cash with order, balance C.O.D. Adams-Fairfax Corp., 3721 W. Jefferson Blvd., Los Angeles 16, Calif. my24

CHALLENGER, SLIGHTLY USED, \$30.00.
Kicker Katcher, \$15.00. Shocker, \$10.00. Smiley, \$5.00. Peanut Machines, \$3.00. 1/2 cash with order. Penny Scales, Box 1784, Louisville, Ky.

"CHARMS" DOUBLE, TREBLE PROFITS FOR
peanut vendors! Write quickly for details, samples, and start getting more "take" from cashable commotion "Charms" create for your machines. Becker Vending Service, Brillion, Wis. my31

CLOSING OUT—70 MASTER NOVELTY VEN-
dors, like new. Never had any peanuts in any. All or part, \$10.95 each F.O.B. Guaranteed A-1. Also 15,000 pre-war Charms, 200 kinds @ \$3.75 per thousand. Lots big Charms, some cost \$2-\$3 per hundred. Ridout, 630 E. Third St., Charlotte, N. C.

DIGGERS FOR SALE—EXHIBIT HAND-OPER-
ated and Electric Iron Claw Digger. Six each. Good condition. Also Step-Up Transformer. Kennedy, 1802 Quindaro Blvd., Kansas City, Kan.

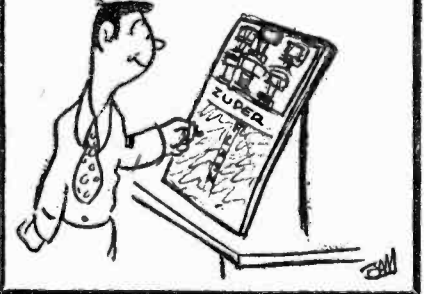
SALESBOARDS

IMMEDIATE DELIVERIES—25% Deposit			
Holes	Name	Def.	Profit
400	5¢ Dollar Board, Thick	Def.	\$ 7.00 \$.55
600	5¢ Diamond Dust	Def.	11.00 .68
300	25¢ KUPOR COLOR, Tk.	Def.	15.00 .79
600	25¢ Charley Board, Thick	Def.	51.00 .79
1000	1/2 Cig. Bd. (Girls)	26 Pk.	.79
1000	25¢ Charley Board	Def.	50.00 .89
1000	5¢ Nickel Charley	Def.	17.00 .95
1800	5¢ LULU BD., X Th.	Def.	18.00 1.39
1000	25¢ Jackpot Charley	Avg.	\$50.00 \$.98
1000	25¢ J.P. Charley	Avg.	\$2.08 1.05
1000	25¢ J.P. Charley, Thick	Avg.	\$2.08 1.20
1000	25¢ J.P. Charley, X Th.	Avg.	\$2.08 1.25
1000	10¢ Ready Money, Jbo.	Avg.	\$0.70 1.85
1000	5¢ Win-a-Fin, Jumbo	Avg.	\$2.40 1.79
1200	25¢ Texas Char., Seal	Avg.	\$102.28 \$1.79
1180	5¢ Bingo, Jumbo	Avg.	29.10 2.39
1180	5¢ Jumbo Tens, Jumbo	Avg.	32.20 2.39
1000	5¢ Assorted (Girls)	Avg.	27.00 2.59
1020	25¢ Block Buster, Tk.	Avg.	81.56 2.59
1800	5¢ J.P. Lulu, X Th.	Avg.	31.75 2.59
2160	10¢ Rd. Wh. Bl. Sglt	Tickets	72.00 1.49
2170	5¢ Rd. Wh. Bl. Sglt	Tickets	36.00 1.49
2520	5¢ J.P. Jar Tickets	Avg.	48.00 2.49
120	Baseball Ticket Books	Am. Nat.	Doz. 1.89
120	Tip Ticket Books	\$20.00 Gr. Doz.	1.95

GRAND PRIZE & REAL MCCOY BOARDS.
Send for Catalog.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building, Blue Earth, Minn.

PUNCH-BOARD MEN!
PUNCH OVER TO PAGE 89



FOR SALE—AMBER, \$234.50; SMOKEY,
\$234.50; Sea Breeze, \$199.50; Super Score, \$219.50; Big Hit, \$139.50; South Seas, \$100.00; Knock Out, \$49.50; Gum Club, \$47.50; Hi Hat, \$42.50; Jungle, \$49.50; Captain Kidd, \$49.50; Broadast, Band Wagon, Dixie Sport Parade, \$27.50; Sport Special, \$79.50; Blue Grass, \$89.50; Club Trophy, \$149.50; Victory and Eureka, \$29.50; Mills Owl, \$39.50. 1/2 deposit. The Music Machine Co., Brunswick, Ga.

FOR SALE—BALLYROLL SKEE BALL AL-
leys, 14" long, \$90.00 each; or will trade for Ten Strikes, Total Rolls or Chicken Sams. Will buy Bally Alley Scoring Units. Reliable Skee Ball Co., 2512 Irving Park, Chicago, Ill.

GUMBALL MACHINES—VERY REASONABLE.
Also Bubble Gumballs, 1/2", app. 150 to a lb., 60¢ a lb. net, F.O.B. Englewood, N. J.; minimum, 35 lbs. Bergen Vending Machine Co., P.O. Box 322, Englewood, N. J.

HAVE CONSOLES TO TRADE FOR SEEBURG
Guns. Write to Coin Amusement Games, 1335 E. 47th St., Chicago 15, Ill. je7

MECHANIC WANTED—ON MUSIC AND
GAMES. Steady work. Regular hours. (Dick, reply.) A. B. Amusement Co., Margaretville, N. Y.

MILLS BONES, 5¢, \$125.00; 10¢, \$140.00;
25¢, \$155.00. Pace 5¢, \$50.00; 10¢, \$50.00. Mills Blue Front Castings, \$2.00 each. H. J. Horn, 137 E. Market, Akron, O. my31

MILLS CLOCKS REPAIRED, \$5.00. FIFTEEN
rebuilt Clocks, \$5.50. Cash Boxes, \$10.00 dozen; 100, \$50.00. Brass no-value Checks, Penny, Nickel, Dime, Quarter, \$2.50 M. Coleman Novelty, Rockford, Ill. je7

ONE BALLS AND SLOTS READY FOR LOCA-
tion: Blue Grass, Sport Special or Fortune, \$29.50 ea. 5¢ Mills Q.T., excellent condition, \$62.50 ea. Used reconditioned Columbias, \$74.50 ea. Terms: 1/2 deposit, balance C.O.D. Hunter Sales Co., 2621 McKinney Ave., Dallas, Tex.

ONE GOOD-AS-NEW RECONDITIONED MA-
chine and 500 Balls Gum, \$10.50. 1/2 cash. Thomas Novelty Co., Paducah, Ky. je7

PHOTOMATIC, INSIDE LIGHTS, NEWLY
painted, \$595.00. Photomatic, outside lights, \$495.00, with preheater. Voice-O-Graph, like new, \$1,000.00. Rock-Ola Phonograph, bought November, like new, \$600.00. Whizz, with stand, used one week, \$89.00. All above now operating. A. T. Snyder, Wilton, Conn.

PIN TABLES—WHITE SAILS, ROXY, \$17.50;
Formation, Champion, Gold Star, Convention, \$22.50; Target Skill, Metro, \$29.50; Spot Pool, Horseshoe, ABC Bowler, Sport Parade, \$31.50. Slightly used Bally Payout Motors, \$7.50. Counter Machines: Non-Coin-Operated Marvel Cigarette Reels, token payout, \$18.50; Ginger-Cigarette Reels, 1¢ play, token payout, \$7.75. Bruce Rufing, Wells, Minn.

PRICED TO SELL—WURLITZER 71, \$149.00.
1/2 deposit, balance C.O.D. Shields Gro. & Service Sta., Box 629, Cumberland, Ky.

REBUILT POPCORN MACHINES FOR SALE—
Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. my31

RECONDITIONED PENNY PEANUT OR BALL
Gum Machines with 5 lbs. Peanuts, \$8.50. 500 Balls Gum, \$9.50. 1/2 with order. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. je7

SATISFACTION GUARANTEED—SKOOTER,
\$5.00; Call-o-Scopes Drop Pictures, \$18.50; latest APT Game Meter, \$27.50; 5¢ play Watling and Jennings JP Bell, \$35.00; Callie Console Gripper-Shocker, \$27.50; Mills Punching Bag or Lift Strength Test, \$69.50; Evans Tommy Gum, \$74.50; Bally Alley, \$49.50; Acme Shocker, \$8.50; also Seeburg Guns, Anti-Aircrafts, Parachute, Torpedo, Rapid Fire. Crating, \$4.00 extra. 1/2 deposit. W. McLennan, 335 W. Nevada, Detroit, Mich. To-75730.

SIX IDEAL LOBOY SCALES, GOOD CONDI-
tion. First \$200.00 gets them. Also ten Hamilton Scales, still in crates, \$75.00 each or all for \$725.00. T. Kupras, 430 S. Torunda, Buffalo 11, N. Y.

TWENTY-FIVE ANDREWS VARIETY 1¢
Candy and Gum Vending Machines in good condition. Make me an offer. E. Peck, 1601 Hill St., Anderson, Ind.

VENDING MACHINE STANDS—NEW, DE-
mountable, all metal, 14" base; shipping wt., 15 lbs. Price, \$4.95 F.O.B. 1/2 with order, balance C.O.D. E. C. Johnson, 448 Leahy, Bellflower, Calif.

WANTED—USED PEANUT AND BALL GUM
Machines. State make, model and quantity. Thomas Novelty Co., Paducah, Ky. my21

WANTED TO BUY—USED SEEBURG RAY
Guns and Ten Strikes. Also can use a quantity of Seeburg Ray Gum Parts and Ten Strike High Dial Scoring Units. Chicago Bowling Machine Co., 2512 Irving Park, Chicago, Ill. my24

2 A.B.T. CHALLENGERS (SLIGHTLY USED),
\$45.00 each. 2 A.B.T. Target Skill (early model), \$19.50 each. 2 A.B.T. Target Skill (Model F), \$24.50 each. Deposit with order. Chas. Cash, Bryan, Tex.

2 SLOTS MECHANICS—10 YEARS' EXPERI-
ence. Will go anywhere in U.S.A. John Blacklum, 104 Edward St., Mingo Jet, O. my24

4 NEW MILLS NICKEL VEST POCKET SIL-
ver and Gold Bells, \$65.00; 6 used one month, \$35.00. Write for list late Salesboards at sell-out prices. Duvy, Childersburg, Ala.

10 EXHIBIT ROTARIS, 18 EXHIBIT IRON
Claw Diggers, 16 Eric Diggers, 9 Panama Diggers, 8 Buckley Treasure Island Diggers. National, 4243 Sanson St., Philadelphia, Pa.

25 HOT NUT VENDING MACHINES—PRA-
ctically new. 2707 Pingree, Detroit 6, Mich.

25% DISCOUNT FROM ADVERTISED PRICES,
thirty Cash Consoles: Wurlitzer 600-42, elegant condition, \$225.00; 616's, \$97.50. Coleman Novelty, Rockford, Ill. je7

30 VICTORY POSTAGE STAMP VENDING
Machines, in lots of five, \$20.00 each. Never been on location. W. Hansen, 3185 S. 20th, East Salt Lake City, Utah. my24

48 VICTORY POSTAGE STAMP VENDING
Machines. Make offer on any quantity or total. George W. Gutridge, 2823 Forest, Kansas City, Mo. my31

150 VICTORY DUPLEX POSTAGE STAMP
Vendors, \$13.50. Any quantity over 25, \$12.50, guaranteed. Northside Co., Indianola, Iowa. jy12

BEE JAY

THE LATEST CREATION
THE TALK OF THE NATION
"PLAY BALL"

It's a Hit!
WITH THE BASES LOADED

WRITE FOR LITERATURE AND JOBBERS' AND DISTRIBUTORS' DISCOUNTS TODAY

NEW DEALS ARE FLOWING CONSTANTLY FROM THE BEE-JAY PLANT

Takes in: 2,000 Holes @ 10¢ . . . \$200.00
Definite Payout \$124.00

Definite Profit \$ 76.00
Each Board Contains Coins in the Amount of \$7.70.

BEE-JAY PRODUCTS, INC.
"THE HOUSE OF QUALITY"
6320-32 S. HARVARD CHICAGO 21, ILL.

BEE JAY

WHOPPER WINNERS
200 Holes at \$1 Each
(FIVE 25¢ TICKETS)
Takes In \$200.00
Ave. P.O. 118.56
PROFIT \$81.44
No. 201 MGL

THE NEW M.G.L.
Just what YOU'VE been waiting for!

G-LOVELY
200 Holes at 25¢ Each
(SIX 5¢ TICKETS)
Takes In \$50.00
Ave. P.O. 23.62
PROFIT \$26.38
No. 200 MGL

G-LOVELY
25¢
SIX 5¢ TICKETS
Takes In \$25.00
Ave. P.O. 15.00
PROFIT \$10.00
No. 150 MGL

JACKPOT
Takes In \$5.00
4.00
3.00
2.00
1.00
TWO ADVANCES TO GOLD POT

HARLICH MANUFACTURING CO.
1200 North Homan Avenue
CHICAGO 31, ILLINOIS

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
820	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	8.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	8.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

Exports Resume Climb in February Report, Gaining In Numbers and Valuation

Reveals Tremendous Strides Made During Past Year

WASHINGTON, May 17.—Exports of all types of coin machines resumed their upward climb in February after a temporary drop in January, registering gains both in the number of machines shipped and in dollar volume, according to a report from the U. S. Department of Commerce.

A total of 20 countries were included in the export list along with a miscellaneous category of "other countries" under which small individual purchases were lumped.

Total number of coin machines, including juke boxes, venders and amusement games, was 1,924, a gain of 463 over the number of units shipped during the previous month. Total value in dollars of the February exports was \$471,278, an increase of \$91,242 over the January volume.

Shows Export Growth

Dramatic demonstration of the strides that have been made in the export field during the past year is revealed thru comparison of figures for February, 1947, with totals for the same month last year.

In February, 1946, a total of only 255 coin-operated machines of all types was shipped from this country. And, according to the Commerce Department report for that month, the 255 machines were valued at only \$25,410. A breakdown of figures for the month shows there were 32 juke, 51 venders and 172 amusement games included in the month's total.

Report for the past February, however, shows a much brighter picture with the following machine totals and valuations: juke, 906 for a total of \$382,886; venders, 322 for a total of \$23,711, and amusement games, 696 for a total of \$64,681.

Games Up Most

In comparison with January totals, games made the greatest advance in the number of units shipped, but juke went the farthest in dollar volume. Increases in the three divisions in number and valuation over the previous month follow: games, 290, \$18,531; juke, 95, \$56,580, and venders, 78, \$16,131.

Canada again led the field in the number of purchases made and Mexico led again in total valuation of purchases. Mexico took a total of 447 machines of all types, valued at \$152,501, and its purchases are broken

Boxcar Pinch Ended, RR Spokesmen Claim

CHICAGO, May 17.—Coinmen here learned of a more favorable boxcar picture this week when John J. Hayden, district manager of the Association of American Railroads, said conditions in the Chicago area were such that no shipper needing a boxcar lacks one.

American Railway Car Institute also reported an improved rail transportation trend. The Institute stated that 4,123 freight cars were delivered during April—1,240 over the March output of 2,883 cars.

Steel companies injected an even brighter note when they told a Senate investigating committee recently they hoped to begin turning out cars on a 10,000-a-month basis by July.

down as follows: juke, 297, \$131,907; venders, 87, \$17,324, and games, 63, \$3,289.

Canada received a total of 993 machines with a valuation of \$143,427. Breakdown shows: juke, 315, \$97,245; venders, 227, \$4,257, and games, 451, \$41,925.

Africa Comes Back

South American countries continued to run third among customers of American coin machine manufacturers, and the Union of South Africa, which was in a slight recession during January, came back up in February. The South African territory always is found among the Latin American countries in dollar volume.

Cuba was the country actually in third place in the total value of exports received, coming up from sixth place in January. It was followed by Argentina, which was down near the bottom in the January report.

Price Sidelight

An interesting sidelight on music machine exports is revealed in the average price per machine paid by the various countries. Leading the field in this respect was Brazil, which bought 21 juke boxes and nothing in the other two fields. The average price paid for the 21 juke was \$912.

This compares with Honduras, the lowest on the average list, which bought a total of 13 juke and nothing else, paying an average of \$243 per machine.

Only five countries paid an average of more than \$700 per juke box. These were Brazil, Venezuela, Guatemala, Colombia and Newfoundland.

Hold Your Own Newsreel Showing

Prints of The Billboard's convention newsreel are ready for showing. The 16mm. sound movie, taken during the 1947 annual coin machine convention and show, runs 25 minutes. In it are booth shots, personality pictures and close-ups of many of the new types of equipment shown for the first time. There is no charge for the film, which was designed for distributor showings, association and operator gatherings.

If you want to show the movie to a group in your city, address your request to:

Convention Film Department
The Billboard
155 North Clark Street
Chicago 1, Ill.

In your request give full particulars as to the purpose of the gathering, estimated attendance, and a choice of two dates. The movie requires a 16mm. sound projector for showing. It will be sent free of charge with the understanding that the person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to the next stop without delay.

V. George, Veteran Coinman, Dies

AKRON, May 17.—Virgil George, long prominent in the coin machine industry, died at his home here May 11.

Born in Syria in 1895, George came to Akron during the rubber boom that followed World War I. Originally a salesboard operator here he eventually entered the music machine, pinball game and bell machine fields.

Funeral services were held Wednesday (13) at St. Vincent's Church here.

Buyers' Market Seen in Radio Parts Industry

CHICAGO, May 17.—Exhibitors at the 10th annual Radio Parts and Electronic Equipment Show at the Stevens Hotel here this week were skeptical of any general price reductions in the near future, altho the show indicated the arrival of a buyers' market.

Meeting under the most competitive conditions since 1939, principal topics among the some 8,200 registered representatives were prices, labor and supplies. An estimated 40,000 people attended the exhibit during the five days, only the last of which was open to the public.

Exhibit Sales Good

Altho Kenneth C. Price, general manager of the show, stated early in the week that the visitors were there "to be sold rather than to buy," indications on the last day of the exhibit were that more actual sales had been made during the week than at any previous exhibit.

Very little new equipment was included in the 162 displays, the show having a tendency to lean to exhibition of replacement parts.

Altho most of the industry members attending the show expressed concern over the possible effects of price-cutting, J. A. Berman, president of Radio Parts & Electronic Shows, Inc., said the industry expects some retail price reductions within a few weeks if only to clear out outmoded and lower quality merchandise.

Normal Adjustment

Some visitors didn't express any alarm over the price situation, viewing it more as a normal adjustment brought about by competition from the producer of raw materials all the way down to the consumer. Others seemed to feel that the downward revision of prices would eliminate a lot of newcomers to the field.

Benjamin F. Bills, Chicago educator and realtor, delivered the keynote address at a dinner Monday night (12), urging manufacturers to increase production rather than to cut prices.

"To attempt in one breath to cut prices and in the next to raise wages, and do nothing more, is to gain the privilege of increasing your loss on your next new inventory," he declared.

Atlantic City Group Becomes NAAMO Chapter

ATLANTIC CITY, May 17.—At a meeting yesterday the Atlantic City Arcade Association (ACAA) voted to become a chapter of the National Association of Amusement Machine Owners (NAAMO), according to F. McKim Smith, president of both the national and local groups. ACAA also voted a \$1,000 gift to the United Jewish Appeal at the same meeting.

Among those attending the meeting, besides Smith, were Richard Keyler, George Litot, Jake Friedenberg, William Weinstein, I. Steinberg, Al Goodman, Myer Wolf, Mrs. Rose Friedenberg, John Singer, Jerry Joyce, Francis Smith, Jules Kornblau, Jack Cohn and Irving and Charles Fishelberg.

COIN MACHINE EXPORTS February, 1947

Country	No.	Totals		Jukes		Venders		Amusement Games	
		No.	Value	No.	Value	No.	Value	No.	Value
Mexico	447	\$152,501	297	\$131,907	87	\$17,324	63	\$3,289	
Canada	993	143,427	315	97,245	227	4,257	451	41,925	
Cuba	136	28,905	41	19,114	—	—	95	9,791	
Argentina	69	24,501	69	24,501	—	—	—	—	
Venezuela	29	20,818	29	20,818	—	—	—	—	
Union of South Africa	44	19,624	30	17,624	—	—	14	2,000	
Brazil	21	19,160	21	19,160	—	—	—	—	
Salvador	23	13,840	23	13,840	—	—	—	—	
Panama	19	10,480	19	10,480	—	—	—	—	
Philippine Republic	43	9,558	22	7,706	—	—	21	1,852	
Guatemala	10	7,468	10	7,468	—	—	—	—	
Costa Rica	8	3,521	8	3,521	—	—	—	—	
Canal Zone	22	3,232	—	—	—	—	22	3,232	
Honduras	13	3,159	13	3,159	—	—	—	—	
Colombia	4	3,011	4	3,011	—	—	—	—	
Bermuda	5	1,600	—	—	5	1,600	—	—	
Chile	12	1,517	—	—	—	—	12	1,517	
Newfoundland	2	1,506	2	1,506	—	—	—	—	
Switzerland	1	693	1	693	—	—	—	—	
Sweden	1	683	1	683	—	—	—	—	
Other Countries	22	2,074	1	450	3	529	18	1,095	
Totals	1,924	\$471,278	906	\$382,886	322	\$23,711	696	\$64,681	

AVERAGE PRICES OF EXPORTED MACHINES February, 1947

Country	Jukes	Venders	Amusement Games
Mexico	\$444	\$199	\$51
Canada	309	18	93
Cuba	466	—	102
Argentina	355	—	—
Venezuela	717	—	—
Union of South Africa	588	—	143
Brazil	912	—	—
Salvador	602	—	—
Panama	552	—	—
Philippines	350	—	88
Guatemala	746	—	—
Costa Rica	440	—	—
Honduras	243	—	—
Canal Zone	—	—	146
Colombia	752	—	—
Bermuda	—	320	—
Chile	—	—	126
Newfoundland	753	—	—
Switzerland	693	—	—
Sweden	683	—	—
Other Countries	450	176	61

State Tax Calendar

Alabama

June 10: Tobacco stamp and use tax reports and payments due. Tobacco wholesalers' and jobbers' reports due.

June 15: Income tax second installment due.

June 20: Jasper occupation tax return and payment due. Sales tax report and payment due.

Arizona

June 15: Gross income report and payment due. Income tax second installment due.

Arkansas

June 20: Gross receipts tax report and payment due.

Colorado

June 14: Sales tax report and payment due.

Delaware

June 1: Merchants' license tax reports and payments due.

Georgia

June 10: Cigar and cigarette wholesale dealers' reports due.

June 15: Income tax second installment due.

Idaho

June 15: Cigarette wholesalers' drop shipment reports due.

Illinois

June 15: Cigarette tax return due. Sales tax report and payment due.

Indiana

June 10: Cigarette distributors' interstate business report due.

June 15: Cigarette distributors' drop shipment reports due.

Iowa

June 30: Cigarette distributors' and wholesalers' license fees due.

Kentucky

June 10: Cigarette wholesalers' reports due.

Louisiana

June 1: Tobacco wholesalers' reports due.

June 15: Soft drink wholesalers' reports due. Tobacco wholesalers' reports due.

June 20: New Orleans sales and use tax report and payment due.

Massachusetts

June 20: Cigarette tax report and payment due.

Michigan

June 15: Sales tax report and payment due.

Minnesota

June 15: Income tax (over \$30) second installment due.

Mississippi

June 15: Income tax second installment due. Sales tax report and payment due.

Missouri

June 1: Income tax due.

June 30: Soft drinks manufacturers' reports and payments due.

Montana

June 15: Income (corporation license) tax due.

New Mexico

June 15: Occupational gross income tax report and payment due.

North Carolina

June 15: Sales tax report and payment due.

North Dakota

June 10: Cigarette distributors' reports due.

June 15: Income tax second installment due.

Ohio

June 10: Cigarette wholesalers' reports due.

June 15: Cigarette use tax and report due. Toledo estimated income tax second installment due; amended tax declaration due.

Oklahoma

June 10: Cigarette wholesalers', retailers' and vending machine owners' reports due.

June 15: Income tax second installment due. Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's reports due.

South Carolina

June 15: Income tax second installment due.

Tennessee

June 20: Sales and use tax report and payment due.

Utah

June 15: Excise (income) tax second installment due.

June 30: Cigarette licenses expire.

Vermont

June 15: Personal income tax second installment due.

West Virginia

June 15: Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin

June 10: Cigarette wholesalers' and manufacturers' reports due.

Wyoming

June 15: Sales tax report and payment due.

3 Shows Slated For Billboard Show Newsreel

CHICAGO, May 17.—Requests are still coming in from coinmen all over the country for the showing of *The Billboard's Coin Machine Convention Newsreel* and three showings have been scheduled for the latter part of this month.

Film was shown this week before a meeting of the Northern New York Coin Operators' Association. A wire received at *The Billboard's* Chicago office Friday (16) from C. B. Witham Jr., chairman of the association, stated:

"Just finished showing coin machine convention newsreel. It was greatly appreciated and enjoyed. More of the same on other topics would be wise, we think. Thank you very much for sending same."

Philadelphia Date

Film will be shown in Philadelphia following a dinner to be held May 26 by the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey and the Amusement Game Association of Philadelphia.

Other showings scheduled this month include Okemah, Okla., at the request of P. M. Huff, H & H Amusement Company, May 24, and New Orleans, May 24, at the request of Louis Boasberg, New Orleans Novelty Company.

The letter from Huff stated: "We only have about 20 operators in our neck of the woods, but we try to get together once a month for a little fat chewing and would really like to see the film. None of the fellows have been able to attend one of the conventions as yet and it will be interesting to see what it is like."

Persons interested in conducting a showing of the film in other parts of the country should contact Convention Film Department, *The Billboard*, 155 North Clark Street, Chicago 1.

Early Tourists Spur Play In Rocky Mountain Areas

DENVER, May 17.—Shaking off the usual spring doldrums, the Rocky Mountain coin machine trade is getting set for a big summer season, with the flow of tourists expected to hit new peaks, according to reports here.

Early influx of sight-seers already is beginning to tell at the coin boxes, operators, say, and there is no indication that the visitors are going to keep their pocketbooks in their pockets when the full season opens June 1.

Concession operators, hotel keepers and crews in the national parks are putting the final touches to their summer layouts, and park superintendents are forecasting that traffic thru their parks will be as good as last year, which was a record, and maybe better. The chief of Rocky Mountain National Park forecast a flow of 900,000 vacationers thru his park this year, compared with 808,000 last, and Grand Canyon National Park is ready for 500,000, while the Yellowstone superintendent is expecting more than 800,000. Of the 12 national parks in this area, the first to open will be Grand Teton, bowing May 26.

Play Reports Vary

Play on coin phonographs, pinballs and amusement games in the seven-State mountain region apparently is in a state of considerable flux with play reports of operators varying widely. All seem agreed that play is on a healthy upswing, but estimates of the drop from wartime peaks range from 10 per cent to half. Most common view is that play on music has tapered about 15 per cent in the smaller cities and towns and about 20

per cent in Denver and other larger cities.

One operator from Southeastern Colorado said that on the average his collections are dropped about 15 per cent in the larger towns, which experienced no war boom, but in the smaller places his jukes are doing even better than in the war years, he added. Many cities in this area were sites of army bases, and the drop in play naturally has been most acute in these spots.

Small Drop in Play

General opinion seemed to be that music play is down only 15 or 20 per cent in Denver, which was a big soldier center, with Fitzsimmons Hospital and two large air bases. This comparatively small decrease from wartime levels is even more amazing when it is reported that one air base, Lowry Field, has reduced its personnel from a war average of 30,000 to 7,000. Buckley Field, the other big AAF base, is being converted to a naval air reserve station, which may bring in some new personnel.

Denver's two year-round arcades appeared to be doing a lively business, but operators reported considerable leveling off from the days when the boys in khaki were around. Kansas City and suburbs, with population now estimated at 375,000, is reported to have between 600 and 800 juke boxes. Approximately 450 of these are within the city limits. Number of operators is estimated at 14 or 15. Telephone and wired music set-ups, using hideaway units, are also quite common in the city. Federal license list numbers 1,160 jukes in the State.

Says India Good Coin Mach. Mart When Restrictions End

NEW YORK, May 17.—Coin machine business in India is due for a sizable boost as soon as import restrictions are lifted, according to R. S. Bhalotia, member of a coin machine operating firm in Calcutta and Bombay, who is making a tour of the United States.

Bhalotia, partner in the firm of Dalmia Brothers, during his visit in New York this week stated the future of the vending machine business in India is one of his chief concerns in collecting samples and data for Indian business houses.

Vend Cereal Product

His firm intends to begin operating a large number of machines vending a cereal product called Gram as soon as possible. Gram, one of the most popular food products in India, has the same appeal to Indians that peanuts have to Americans when it is toasted or fried. The machines would operate at the price of one pice (about half a cent) per serving.

Dalmia Brothers also plan to use vending machines for the sale of lemon drops, most popular candy product in the country. At present, the firm operates—among other things—coin scales in Calcutta and Bombay at the price of one pice.

Altho the company does not handle juke boxes, there are some in operation now, he said, the current price averaging about eight annas, or approximately 16 cents, for two records.

Few Machines Operating

Actually, the business is at a low point in India now, with few coin machines on location, Bhalotia declared. There are his scales, a few jukes, arcade pieces, pinballs, some chocolate bar venders, a few cigarette machines and some ball machines in better class clubs.

No company in operation today has

taken the trouble to promote the machines with the Indian public, he added, but his company is ready to do that now.

No import licenses were required during last December and January and large numbers of ships were arriving continuously loaded with luxury items. (Coin machines, under present import regulations, are classified as luxury items.) Now luxury licenses are required for imports but none will be issued before 1948 (possibly January), according to present indications.

Eyes Future

However, in preparation for the time when imports will again be permitted, Bhalotia said he is making a tour of this country, Canada and European countries, with an eye toward booking orders for future delivery.

Concerning the anticipated change of the Indian coinage to the decimal system, Bhalotia declared: "This will make foreign trade, especially as it affects coin machines, easier to conduct. We will be able to get coin chutes in the United States without thinking of the problem of changing the chutes to another metal when it is necessary to raise or lower the asking price."

Bhalotia also is looking over the market in used juke boxes and cigarette venders. Price is important, especially in juke deals, because of the 33 1/3 per cent import duty imposed upon such items.

He will leave New York June 1 for Chicago, Milwaukee and Canada. He will return here by August 1 and leave in September for England, Sweden, France and Italy. He expects to be back home in India by November 1.

BALL GUM PRICES STILL UP

Supply Good Altho Costly

City survey of two tales shows many distributors offering big quantities

NEW YORK, 17.—A survey of the ball gum situation, conducted by *The Billboard* at points thruout the country, revealed this week that vending machine operators can get all the ball gum they want—if they are willing to pay the price.

The survey was made because of seeming inconsistencies between statements appearing here and there in which some manufacturers and distributors stated "we have all the gum you can use," while most manufacturers and practically all operators were saying "supplies are still critically short—everybody is still rationed on a quota basis."

Price Is Answer

Answer to these inconsistencies was found in a word—and that word was "price." It also was found that the word represented a difference of an average of 20 cents a pound over and above manufacturers' list prices.

Current prices at the factory—when gum can be found—run in the neighborhood of 50 cents a pound with the number of balls averaging approximately 210 to the pound. However, factory quotas to operators are limited and shipments are few and far between, the survey showed.

On the other hand, a number of distributors—from Massachusetts to Texas and from New York to California—are offering almost unlimited quantities of gum at an average of about 70 cents a pound. Size most frequently offered is five-eighths of an inch, which averages about 140 to the pound. This makes the balls cost about a half-cent apiece.

Output Below Normal

One manufacturer, who admitted that he could get more supplies if he were willing to pay higher prices, (See *Ball Gum Supply* on page 103)

File Appeal On Theater Popcorn Ban

Pa. Measure Contested

HARRISBURG, Pa., May 17.—An appeal on the ban against the operation of popcorn machines in theater lobbies, issued last fall by the Pennsylvania Department of Labor and Industry, has been filed with the department's industrial board by Manley, Inc., of Kansas City.

Frank Hess, secretary of the board, said the appellate agency had not received a formal appeal from the Allied Independent Theater Owners of Eastern Pennsylvania, altho, he added, this group objected informally to the order when it was issued last fall.

Appeal Indicated

It was indicated in Philadelphia this week that such an appeal might be made by the theater owners' (See *Pa. Theater Ops* on page 102)

Hold Your Own Newsreel Showing

Prints of *The Billboard's* convention newsreel are ready for showing. The 16mm. sound movie, taken during the 1947 annual coin machine convention and show, runs 25 minutes. In it are booth shots, personality pictures and close-ups of many of the new types of equipment shown for the first time. There is no charge for the film, which was designed for distributor showings, association and operator gatherings.

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155 North Clark Street
Chicago 1, Ill.

In your request give full particulars as to the purpose of the gathering, estimated attendance, and a choice of two dates. The movie requires a 16mm. sound projector for showing. It will be sent free of charge with the understanding that the person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to the next stop without delay.

Plant Move in Amer. Vending Reorganization

KANSAS CITY, Mo., May 17.—Board of directors of the American Vending Corporation has voted reorganization of the company in which the firm's production will be moved to St. Louis where it will be conducted by the Atlas Tool & Manufacturing Company, 5147 Natural Bridge Avenue.

As part of the reorganization, J. J. Grum, former president, has sold out his interest in the firm and has moved back to Detroit. Board of directors elected H. W. McEwen to succeed Grum, and other new officers include C. R. Holcomb, vice-president; Lee Reeder, secretary, and R. A. Dahlsrom, head of the sales department, and Ace King, plant manager.

The board announced that production on the candy vender will be started first after the move to St. Louis, with the book vender and soft drink vender following sometime during the summer if material—especially steel—becomes available.

Atlas will handle production on a contract basis and the sales office of American will remain here for the present, according to the announcement. Holcomb, inventor of the candy machine, will move to St. Louis, as will Ace King, plant manager. McEwen, Reed and Dahlsrom will remain in the Kansas City office.

According to company officials, the new candy vender is due to start coming off the production line within the next 30 days. It will have a new steel front, replacing the present plastic one and several improvements have been made since it was shown at the CMI convention in Chicago.

McEwen also announced the appointment of the following distributors: George I. Young Distributing Company, Norfolk; F. P. Williams, Atlanta; Pioneer Distributing Company, Raleigh, N. C., and Seaboard Vending Company, New York.

Ven-Dures Plans Test of Vitamin Vending Machine In Four Selected Cities

Machine Designed Especially for One-a-Day Brand

SEATTLE, May 17.—Ven-Dures, Inc., a new firm here, will begin tests shortly in four selected cities for automatic merchandising of supplementary vitamins, using a vender designed especially for the product. Announcement was made by Stanley Palmer, vice-president and general manager of Ven-Dures, which has offices at 430 Medical Arts Building here. Product of Miles Laboratories, Inc., will be used for the tests.

Altho Miles restricts the sale of its regular family-size packages of vitamins to drugstores and will continue to follow this policy, its previous experience in selling 5-cent single tablet foil packages of Alka-Seltzer in non-drug outlets has proved that such single-unit sales act as sampling and stimulate family package sales in the drugstores. Miles believes that this experience will hold true with vitamins and hence was willing to supply One-a-Day Vitamins to Ven-Dures, Inc., for their vending machines.

Six Months' Test

Beginning this summer, 2,000 vending machines will be placed in four scattered cities for a six months'

C-Eight Plant Hits 3,000 on Electro Vender

NEWARK, N. J., May 17.—C-Eight Laboratories here has reached the 3,000 mark in the production of Electro electric cigarette venders, according to Mario Caruso, company president. He said the 3,000th machine was shipped to Cincinnati.

California is leading all States in placement of the new electric venders, Caruso stated, with Ohio, Pennsylvania, New York, Illinois and Florida following in order.

Commenting on the fact that California was leading other States in machine distribution, Caruso pointed to the fact that the State also was ahead of other States in construction of cocktail lounges, bars and taverns, giving vending machine operators more locations.

Makes Prediction

Caruso predicted that the entire American concept of merchandising will be altered by electric vending machines, not only for cigarettes but for all other items as well. Such automatic salesmen, he declared, are "naturals" for all kinds of stores as well as other locations.

Caruso said C-Eight production on the Electro has now increased to the point that the company hopes to catch up on the backlog of orders within a few months. For the present, however, the firm is retaining its policy of shipping 10 per cent of each order each month to insure more equitable distribution.

So far, he said, mahogany has been the most popular color for machine finish, followed by maroon, blue, walnut and gray in order.

trial period. Three of these cities are test cities for the Nielsen Drug Index, to which Miles is a subscriber. The Nielsen Drug Index is operated by the A. C. Nielsen Company, nationally known market research organization. It is felt that upon the completion of the test period, detailed information will be available on the movement of One-a-Day Vitamins thru the drugstores as well as thru vending machines in these towns.

Palmer stated that being able to vend a nationally advertised product like One-a-Day capsules gives the new company a much higher chance for success, because of the consumer acceptance for the product which has been stimulated thru millions of dollars spent in national advertising via radio, magazines, etc.

Machine Described

The machine which Ven-Dures has developed is small and compact—5½ inches high, 4 inches wide, 4 inches deep. Since restaurant counters are believed to be the best location prospect, the unit is designed to fit in napkin - holder - salt - and - pepper group, but it will also be suitable for other locations, expected to include hotels, offices, industrial plants. Die-cast framework with baked enamel cream and gray finish has coin box as the core. A surrounding semi-circular transparent covering of 1/9-inch-thick blue plastic allows full display of a cartridge of 200 capsules.

Capsules are packed like shells in a machine gun belt in a long, cellophane strip. Insertion of a nickel and depression of a lever actuates the machine's two moving parts, delivering strip of cellophane containing one capsule, which patron tears off the cartridge strip. The coin box has a \$10 capacity, just enough to ac- (See *Ven-Dures Plans* on page 102)

PX Cig Vender To Be Shown to New York Trade

NEW YORK, May 17.—Standard Vendors Division of Lehigh Foundries, Inc., Easton, Pa., will hold the first official display of its PX cigarette vending machine here for five days at the Hotel New Yorker, according to Neill Mitchell, sales manager for the vending division.

Mitchell said the machines will be on display in the New Yorker (room yet to be determined), Monday thru Friday (19-23), from 10 a.m. to 10 p.m. daily.

Julius Levy, firm's New York representative, will be one of the hosts at the showing and many Lehigh executives will also be in attendance.

Altho this will be the first official showing of the machines in the New York area, Mitchell said the machines already are being distributed in all sections of the country and many of them have been on location for some time.



Sample, \$13.75; two to eleven, \$11.25.

Advance Peanut Mach. \$10.50 to \$13.75.
 Advance Ball Gum Mach. \$9.95 to \$13.25.
 Columbus Peanut Mach. \$9.50 to \$11.50.
 Columbus Ball Gum Mach. \$10.00 to \$12.00.
 Master Penny-Nickel Mach. \$15.00.
 Northwestern Peanut Mach. \$10.60 to \$25.00.
 Silver King Peanut Mach. \$10.00 to \$13.95.
 Silver King Ball Gum Mach. \$10.00 to \$13.95.
 Silver King 5¢ Mach. \$10.00 to \$13.95.

Victor Globe Type 1¢ Mach., Combination Peanut and Ball Gum \$11.75
 Victor Cabinet Type Mach. 13.75
 Victor 5¢ Mach. 14.75
 Coin Wrappers, Per 1000 1.00
 1¢ and 5¢ Coin Counter 1.25
 Blackstone Double Barrel Coin Counter, 1¢, 5¢ or 10¢ 2.00
 14" Heavy Round Base Stands, 35-Lb. 3.90
 Globes, any make (except Silver King) 1.25
 Silver King Globes 1.50
 Charms, 1000 Assorted, Postpaid 5.00
 New Frantz Aristocrat Scales 115.00
 New Frantz Aristocrat Scales, With Mirror 174.50
 American Astrological Scales 125.00
 IF IT IS A VENDING MACHINE—NEW OR USED—ASK US.
BALL GUM—ASK FOR PRICES.

T. O. THOMAS CO.
 1672 JEFFERSON PADUCAH, KY.

Better Route Management, Machines, Supplies Head Topics at NAMA Meeting

Coinmen From Three States Attend Meet in Chicago

CHICAGO, May 17.—Bettering route management and efficiency, legislation, new machines and availability of supplies were the chief topics of discussion during a day-long meeting of National Automatic Merchandising Association's (NAMA) Region VI. Some 80 operators, manufacturers and suppliers from the three States comprising this region—Illinois, Indiana and Wisconsin—attended the meeting at Chicago's Palmer House Monday (12).

Walter C. Knack, Walter C. Knack Company, Dixon, Ill., was re-elected regional chairman by unanimous vote, and he will continue in that office for the 1947-48 period. Knack acted as chairman of the session which opened at 10 a.m. with a speech by Fred L. Brandstrader, NAMA legislative counsel for Regions VI-XII.

Unfair Taxes

Brandstrader spoke on *The Threat of Unfair Taxes*, outlining the association's activity in combating unfair taxes. He said that reporting services which the association maintains for its membership help keep members informed of late developments on State matters. But he added that members themselves should in turn keep the association informed of local tax threats.

Next speaker was Harry Dwyer, Anderson, Ind., operator and regional vice-chairman, who spoke on *Why Are Locations Becoming Resistant to Vending Machines?* Dwyer placed faulty equipment and careless servicing as the chief causes of location resistance to vending machines.

"The dictionary definition of service," Dwyer said, "is the best reminder to keep in mind when a location owner places a call with the operator. Machines should be tested often and removed or replaced when the difficulty cannot be repaired on the spot. Refunds should be made cheerfully—even when there is a doubt in the operator's mind."


Final speaker at the morning session was Howard Hultz, Hultz and Meirs, Springfield, Ill., operating firm. Hultz discussed the problem of converting cigarette merchandisers to quarter operation. He outlined various methods of converting equipment to accept a quarter, saying that his firm's experience led them to believe

that the best method of converting equipment is to mill out the nickel chute to accommodate a quarter.

Hultz said, "Our experience is that the expense of milling out the coin chute to accept a quarter, and penny-ing the individual packages is, in the long run, less expensive and the most efficient method of converting our equipment."

Principal speaker at the luncheon was George M. Seedman, general chairman of NAMA's 1947 Convention and Exhibit. Seedman, speaking on *The Automatic Scene* reviewed the history of the recent New York State enabling tax bill describing the association's efforts in opposing this legislation and urging closer co-operation among the members in opposing tax threats in other areas.

Seedman likewise reported on the progress of the 1947 convention and exhibit which will be held in the Palmer House, Chicago, December (See *Route Management* on page 103)



100% LEGAL Everywhere!

There is no closed territory when you operate the LATEST factory model Shipman Triplex Stamp Vendors.

Vends 1¢, 3¢ and New 5¢ Air Mail.

Compact! Foolproof! Price, \$39.50 each

IMMEDIATE DELIVERY!

1/3 Dep., Bal. C.O.D. ★Send for free leaflet★

R. H. Adair Company
 6924-26 Roosevelt Rd. Oak Park, Ill.
FOLDERS—Only \$16.75 for 25,000 which return gross profit of \$250.00.

FOR SALE

NEW DU GRENIER Cigarette Machines. In Crates. Write. Immediate Delivery.

WANTED

Models S. W., W. D., DuGrenier-Stuart.

Manufacturers—We are in need of Lines to Distribute. We Buy and Sell All Makes and Models of Cigarette Machines, Phonographs and Pin Ball Machines, New and Used.

STAR NOVELTY COMPANY
 4151 DELMAR ST. LOUIS 8, MO.
 Phone: Franklin 0880

LOW PRICED CIGARETTE MACHINES

National 630, 150 Pack Cap. \$32.50
 DuGrenier 6 Col., 150 Pack Cap. 32.50
 Rowe 6 Col., 150 Pack Cap. 32.50
 Stewart-McGuire 8 Col. 35.00
 1/3 Deposit With Order, Balance C. O. D.

UNEEDA VENDING SERVICE
 "The Nation's Leading Distributor of Vending Machines"
 166 Clymer Street Brooklyn 11, N. Y.

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.

ROWE Cigarette and Candy Machines

BRAND NEW AND FACTORY REBUILT IMMEDIATE DELIVERY—ORDER NOW!

WRITE . . . PHONE . . . WIRE

★ Crusader, 1947 model... Write	Rowe Deluxe Model Candy Machine with Lights, 120 Bar Cap. \$115.00
★ President, 10 col. \$135.00	★
★ Royal, 10 col. 110.00	★
★ Royal, 8 col. 87.50	★
★ Imperial, 8 col. 70.00	★
★ Rowe 150 Pack Cap. 32.50	★

Rowe Standard Candy Machine, 120 Bar Cap. 89.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
 1/3 Deposit With Order — Balance C. O. D.

We have all other makes and models of cigarette and candy machines in stock! Also parts and mirrors available, including the 25c vending changeover parts for all machines!

UNEEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET BROOKLYN 11, NEW YORK

CORRECTION: Due to an unfortunate error the wrong copy appeared for us in the May 17 issue. The above is the ad that should have appeared.

HANSON SCALE COUNTS PENNIES AND NICKELS

The Modern Way to Count Collections



No. 317 weighs only pennies to \$15.
 No. 318 weighs pennies to \$7.50, or weighs nickels to \$23.65.
 Either Style, Complete with Tray and Handy Carrying Case

\$18.50 Each

DISTRIBUTORS, WRITE FOR QUANTITY PRICES

National Sales Agency
BLOCK MARBLE CO.
 1425 N. Broad St., Phila. 22, Pa.
 Phone: STEVENSON 4-8975
 Get It From Block They Have It In Stock

WANTED JOBBERS — DISTRIBUTORS NEW "KING VENDER"

1¢ or 5¢ Play
 3 in 1 Convertible
 Vends various types of NUTS and BALL GUM



Offering AIR FREIGHT Service to EASTERN POINTS Comparable to REGULAR FREIGHT Rates.

Heavy felt pads completely cover bottom for protection of fine surfaces (Bars).

POPULAR PRICE

WRITE OR WIRE
L. A. Penn Mfrs.
 2126 So. Granville St., West Los Angeles, Calif.

COLUMBUS VENDORS IMMEDIATE DELIVERY 4 MODELS

1. PEANUT
2. ALL PURPOSE
3. BALL GUM
4. 5¢ ALL PURPOSE

COMPLETE PARTS STOCK.

EXHIBIT'S COUNTER CARD VENDER
 (\$29.50 with 1000 cards)
 ARIST-O-SCALES \$115.00
 MIR-O-SCALES 125.00
 CASH-TRAYS . . . THE 5¢ ALMOND VENDING MACHINE \$9.85 Ea., Lots of 100 \$10.35, Lots Less Than 100

WRITE FOR CIRCULARS
 Terms: 1/3 Deposit, Balance C. O. D.

MARKEPP SALES CO.
 4310 CARNEGIE AVE. CLEVELAND, OHIO

CANDY COVERED PEANUTS (BOSTON BAKED BEANS)

28c lb.

PACKED IN 50-LB. CARTONS

These beans are sweet and tasty—made strictly in accordance with the pre-war formula.

STICK-PROOF MOISTURE-PROOF FADE-PROOF

IMMEDIATE DELIVERY

Terms: One-third Cash with Order — Balance C. O. D.

ADAMS-FAIRFAX CORPORATION
 5721 WEST JEFFERSON BOULEVARD LOS ANGELES 16, CALIF.

Ven-Dures Plans Vitamin Machine Tests in 4 Cities

(Continued from page 100) accommodate the maximum of 200 5-cent sales in one loading.

Operation, said Palmer, will be entirely on a franchise plan, under which distributors covering the United States will lease machines and purchase supplies thru Ven-Dures. Candidates for franchises already are being considered in some areas, the Palmer expects coverage of the entire country must await results of test operations and final approval of the over-all plan.

The Bray Corporation, Pasadena, Calif., makers of drafting equipment and scales, will manufacture the vender for Ven-Dures under contract.

Decal Tells Ingredients

To conform fully with federal pure food and drug laws, to which vitamins are subject, a decal on each unit will list specifically the content of the capsule. Importance of this consideration is underlined by Palmer, who explained that the franchise and lease plan of operation was essential in order to guarantee that only the Miles capsule—for which content is described on the decal—is sold thru the vender.

Ven-Dures, Inc., was formed December 5, 1946, in Seattle to market the machine, following its design and invention by Palmer, with Roy F. Paulson, also of Seattle, as co-inventor. President of the firm is D. S. Tobias, well known in Seattle as owner of Camp Lewis Tent & Awning Company. Besides Palmer, other officers include Carl E. Croson, Seattle attorney, chairman of the board; Howard L. Doyle, secretary, and J. C. Irvine, treasurer.

A MONEY MAKING COMBINATION!

BUBBLE BALL GUM WITH NORTHWESTERN VENDORS



Bubble Gum, 5/8" 25 lbs. \$17.25
33 Ball Gum Vendors. 9.65
Model 40 8.80
DeLuxe Mdse., Plastic 28.20

AMERICAN DISTRIBUTORS

1349 Fifth Ave. Pittsburgh 19, Pa. At. 6478-9
18315 12th St. Detroit, Michigan Townsend 96818

BALL GUM Per 25 Lb. Net Case

Item	Per 25 Lb. Net Case
975 "TOT" PREMIUM grade (Avg. 145 to lb.)	\$18.75
20 or more cases	17.50
977 REGULAR grade (140 to lb.)	17.75
20 or more cases	16.50
BUBBLE GUM	
979 "BLO" PREMIUM grade (Avg. 145 to lb.)	\$18.75
20 or more cases	17.50
980 MEDIUM size bubble (Avg. 173 to lb.)	22.75
20 or more cases	21.50
981 INDIVIDUALLY WRAPPED 1¢ seller, 120 pcs. to box, 38 boxes to case. (4560 Pcs.)	33.00
5 or more cases	32.50
Write for OPERATORS' prices on Advance, Victor, Columbus, Master and Silver-King Vendors, ARISTO Penny Scales.	
Via Express, 1/3 deposit, bal. C. O. D.	
Via Freight, full remittance with order.	
THOMAS NOVELTY COMPANY	
1572 JEFFERSON ST. PADUCAH, KY.	

PROVEN Money Makers!



BE INDEPENDENT
Own a big money business—Operate TOM THUMB vending machines. They cost as low as \$5.50 in quantities. Car and experience unnecessary—Work full or part time. Our vendors are die-cast, precision built, time tested, long lasting, neat and attractive. Just the thing for booths, bars and taverns (where big machines are barred.) **START WITH A FEW—** build as you go. Thousands in operation. Vends nuts, hard candies and chicklet gum. Sizes 1 1/2" and 3". identical mechanisms.

DON'T WAIT—ORDER FROM STOCK—MONEY BACK GUARANTEE ON SAMPLE. WRITE FOR PRICES AND BULLETIN.
(We are distributors for Victor Vending Co.)
FIELDING MFG. CO., INC.

258 W. Pearl St. Jackson, Mich. Department BB-24

Pa. Theater Ops File Appeal on Ban on Popcorn

(Continued from page 100)

association following a survey to determine the sentiment of the members who had been using the machines.

The Allied announcement stated: "This ruling, if sustained, would create another monopoly. As we all well know, monopolies in this business exist only for the purpose of further cutting down the exhibitors' dwindling profits." The association also urged its members to let their legislators know their stand on the matter.

Scott S. Leiby, attorney for Manley, manufacturer of corn-popping machines, said the corporation did not take its action on behalf of the theater owners' association. He said the appeal was made on the basis of a new machine being produced by the company and which is said to be fireproof.

Reason for Ban

According to the State agency, reason for the ban is that corn-popping machines are manufacturing devices which represent fire hazards when operated in lobbies or elsewhere in theaters. Popcorn warming devices are permitted, altho popping machines are prohibited because the oils and heating devices constitute hazards, in the opinion of the department.

A department spokesman said the ban does not extend to Philadelphia, Pittsburgh and Scranton because they, as separate classes of cities, have their own fire regulations and such machines would be under city control so far as hazards are concerned.

Leiby said the new Manley machine is fireproof and is now undergoing tests before the Board of Fire Underwriters. It is expected that one of the machines will be sent here for demonstration in connection with the appeal.

The industrial board of the State department is holding the appeal in abeyance until the fire underwriters complete their tests, it was said.

Helicher Changes Name of N. Y. Firm

NEW YORK, May 17.—Change of name of the New York Vending Machine Exchange to the Helicher Vending Machine Exchange was announced by Pete Helicher this week on the occasion of the firm's moving from 418 Broadway to 1010 Myrtle Avenue, Brooklyn.

The company, which handles new and used cigarette and candy vending machines, has complete repair, refinishing and reconditioning departments in its new headquarters. "All machines sold are ready for immediate location placement," Helicher said.

Pettibone Named Temporary Minn. Cig Tax Dept. Head

ST. PAUL, May 17.—Earl Pettibone has been appointed provisional director of Minnesota's new cigarette tax department by G. Howard Spaeth, State Tax Commissioner.

Pettibone is in the process of drawing rules and regulations for the enforcement of the new 3-cent cigarette tax which goes into effect July 1. He said his department will have a personnel of 11 staff members when it starts functioning.

At a meeting of the Twin City Tobacco Table in the Midway YMCA here, May 22, Pettibone will discuss phases of the new law.

SEND FOR PRICES AND DEALS ON BALL GUM CHINESE AND BUBBLE GUM.

VICTOR MODEL V
FAMOUS PRE-WAR VENDORS
Globe Type
Model V Capacity: 6 1/2" bulk
1250 to 1600 merchandise or balls of gum.
Vends 1 1/2", 3/4" and 1/2" ball gum.
Model V Globe Type, \$13.75 Each.

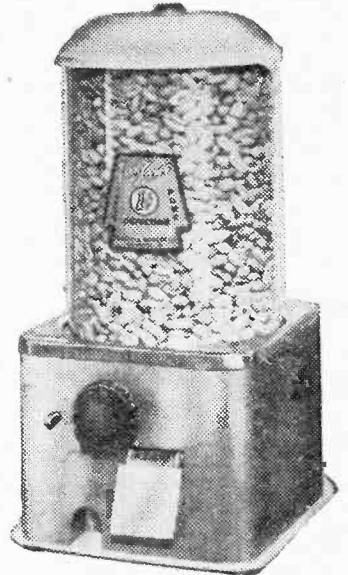
MODEL V GLOBE TYPE, \$11.75 EACH

Plastic Globes for Model V, \$3.25.
Model V Wall Bracket, Ea. \$.65
Complete 1¢ and 5¢ Coin Counter, Plus Postage, Each \$ 1.25
Orders Filled in Rotation.
1/3 Deposit, Certified Check or Money Order, Balance C. O. D.

Model V Globe type With Plastic Globe \$14.75
M & M Asst. Candy Coated Chocolates, 18-Lb. Ctn.
Red Pistachio Nuts, 60-Lb. Ctn. 45¢ Lb.
Salted Almonds, 25-Lb. Ctn. 57¢ Lb.
Virginia Peanuts, 30-Lb. Ctn. 85¢ Lb.
Spanish Peanuts, 30-Lb. Ctn. 27¢ Lb.
Boston Baked Beans, 45-Lb. Ctn. 31¢ Lb.
Candy Coated Licorice, 30-Lb. Ctn. 40¢ Lb.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Sackman St. Brooklyn 12, N. Y.
Phone: Dickens 2-7992

NEW HAWKEYE MODEL "G" DELUXE



Built in 2 Models 1 and 5 Cent
Modern Vendor with Slug Ejection.
Contact your nearest distributor or us direct.

HAWKEYE NOVELTY CO.
1754 East Grand Des Moines, Iowa

FRANTZ SCALES

WE HAVE THEM!
The Original Pace Scale with greater improvements.



Aristo Scale \$115.00

Mirror Scale \$125.00



Thomas Novelty Co.
1572 Jefferson St. Paducah, Ky.

BALL GUM

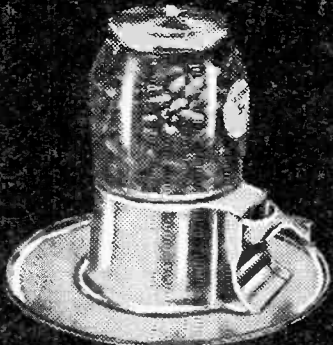
5/8" Size, Premium Quality. Special consideration to quantity buyers.

JOHN HORN

BOX 1155 ABILENE, TEXAS

CASH-TRAY

Nothing else like it! Sits right on the bar facing the customers. They can't resist buying.



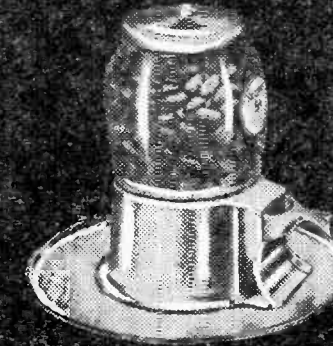
CASH-TRAY

Vends exclusive "Teeneey Weeneey" salted almonds. 95c-lb. in 30 lb. cartons.



CASH-TRAY

Earns better than \$1.25 profit each time its 1 1/2 lb. bowl is emptied.



CASH-TRAY

Price \$9.85 ea. Your investment back in less than 10 weeks. Packed 6 to a shipping carton.

Scott-Crosse COMPANY

1423 SPRING GARDEN ST PHILA. 30, PA.

Route Management, Machines, Supplies Main NAMA Topics

(Continued from page 101)

14-17. He said that the hotel's entire Exhibition Hall would be devoted to 88 exhibit booths of manufacturers who will display both vending machines and component parts. In addition, the entire seventh floor, Seedman said, will be devoted to displays of merchandise sold thru venders.

Seedman concluded by saying that the convention program is now being planned, that a special program will be provided for the ladies who accompany their husbands, and that all members of the association will have an opportunity to vote for the association's directors. This decision was reached at a board of directors meeting held here last December.

Following Seedman's address, Chairman Knack introduced Wallace Lange, Canteen Company, Quincy, Ill., who acted as moderator for the operators' forum which concluded the regional meeting. On the panel were Clarence Adelburg, Stoner Manufacturing Company, Aurora, Ill.; E. J. Charbat, American Chicle Company, Chicago; G. M. Danenbauer, Diamond Match Company, Chicago; C. S. Darling, NAMA executive director; H. E. Forester, Johnson Fare Box Company, Chicago; Herb Geiger, Milwaukee; V. B. Neiswanger, Elgin, Ill.; Walter Tyrrell, Dr. Pepper Company, Dallas, and Harold Walsh, Paul F. Beich Company, Bloomington, Ill.

Questions from the floor directed to the panel covered a wide range of subjects. Several had to do with payment of route servicemen, and the percentage system came in for considerable discussion. One operator, who now uses the percentage system to pay his routemen, said he makes payment at one-third cent per pack on cigarettes, 35 cents per 100 candy bars, 10 per cent on gum and 15 per cent on nuts.

Consensus of opinion among the operators who are now paying their servicemen on percentage arrangements was that each routeman should be given a definite territory and assigned a certain number of machines. In this way routemen do not rotate needlessly, which allows them to know their customers and in turn allows the location owner to know the routemen.

Several questions of general information were posed by operators including one which asked how much of the total cigarette production is sold thru automatic merchandising equipment. George Seedman, Rowe Corporation, replied that a survey undertaken by one cigarette firm indicated approximately 15 per cent of the total single pack sales are made thru venders.

A similar question, relating to the amount of soft drinks sold thru venders, brought a reply from Tyrrell, of Dr. Pepper Company, who said he felt that potentially 30 per cent of all soft drinks will be sold thru venders. Tyrrell said that the American Bottlers of Carbonated Beverages estimated that soft drink sales are made in these percentages: 30 per cent sold for consumption on premises; 40 per cent for home consumption; 15 per cent industrial; and 15 per cent institutional.

Asked whether bottlers will sell sirup to independent operators for use in cup-type dispensers, Tyrrell said, speaking for Dr. Pepper, that his firm will welcome assistance from independent operators since Dr. Pepper believed that industrial and other vender sales help create additional sales for the home market.

At the close of the session, a motion was made that the next meeting of Region VI be extended to a two-day session to allow more time for discussion. No dates were set for the next meeting of the region.

Ball Gum Supply Good But Costly

(Continued from page 100)

said his production still is far below normal and that he sees no immediate improvement in the situation.

Another declared: "My biggest headache is the fact that my machinery is old and worn out and breaks down every two days it is in operation. And this is not only true of my firm but all other manufacturers as well."

Probably the most serious shortage problem for manufacturers, in addition to their machinery woes, is the thin trickle of latex that is reaching this country from Mexico, the principal latex producer. (Latex is used in bubble gum whereas chicle is the base for the more refined types.)

One manufacturer was deprecating the fact that there is a huge foreign market for bubble gum of all types right now and it is "hardly being touched."

Can't Supply Accounts

"I can't even keep my old accounts supplied—much less try to go after new business," he stated. "Why if I

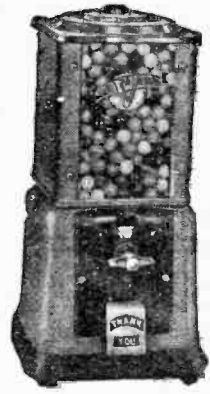
had 10 carloads of gum on hand right now, I could get rid of it in no time at all."

Andrew J. Paris, self-styled "bubble gum king" from Detroit, created quite a stir in Chicago recently when he dumped 5,000,000 sticks of gum at South Water Market with the word that the shortage was over. That was some time ago, however, and the situation hasn't been noticeably altered since.

Paris revealed that he had talked a group of Mexicans into setting up factories in Mexico City and Monterrey for the manufacture of the completed product instead of following the old practice of exporting the latex of the United States. Then, according to Paris, he saw that he got the entire production of the factories.

Paris has only been handling two kinds of bubble gum: Globe, a 5-cent flat pack scored so it can be broken into six sticks, and Ace, a 1-cent stick.

BUBBLE BALL GUM



1/2 Inch size
Mfd. by Leaf Gum
Company
ONLY 45¢
per 100 BALLS
1 case (5250 balls)
\$23.50
5 Model V Cabinet
Machines & 21,000
balls 1/2 Inch bubble
gum all for
\$148.75
When gum is sold
deal brings in \$210.
Allowing a 20%
commission to the
location, you receive
a return of \$168.00
which more than
pays for complete
deal.
35 lbs. Boston
Baked Beans,
\$10.50
Pipe Stand (Any
make Vender)
\$3.75
Charms—11 Different
Assortments.
Write for free sam-
ples and prices. 1/3
Dep., bal. C. O. D.

L. M. BECKER VENDING SERVICE
105 Dewey St. BRILLION, WIS.

SPECIAL

Brand New "Hot Nut" Silver Kings . \$29.95 Ea.	10 1¢ ABT Challenger Guns \$27.50 Ea.
50 5¢ New Advance #11 Pistachio . 12.50 Ea.	10 1¢ Bingo Counter Games 10.00 Ea.
10 9-Col. Cigarette Machines 90.00 Ea.	10 5¢ Rowe Candy, without floor stands 70.00 Ea.
4 5¢ DuGrenier Candy Man, with stands 50.00 Ea.	Brand New Silver Kings, \$13.95 Ea. Write for Quantity Prices.

ALSO BALL GUM, PISTACHIOS, CASHEWS, M & M'S, ETC.

CAMEO VENDING SERVICE
432 WEST 42ND STREET NEW YORK 18, N. Y.

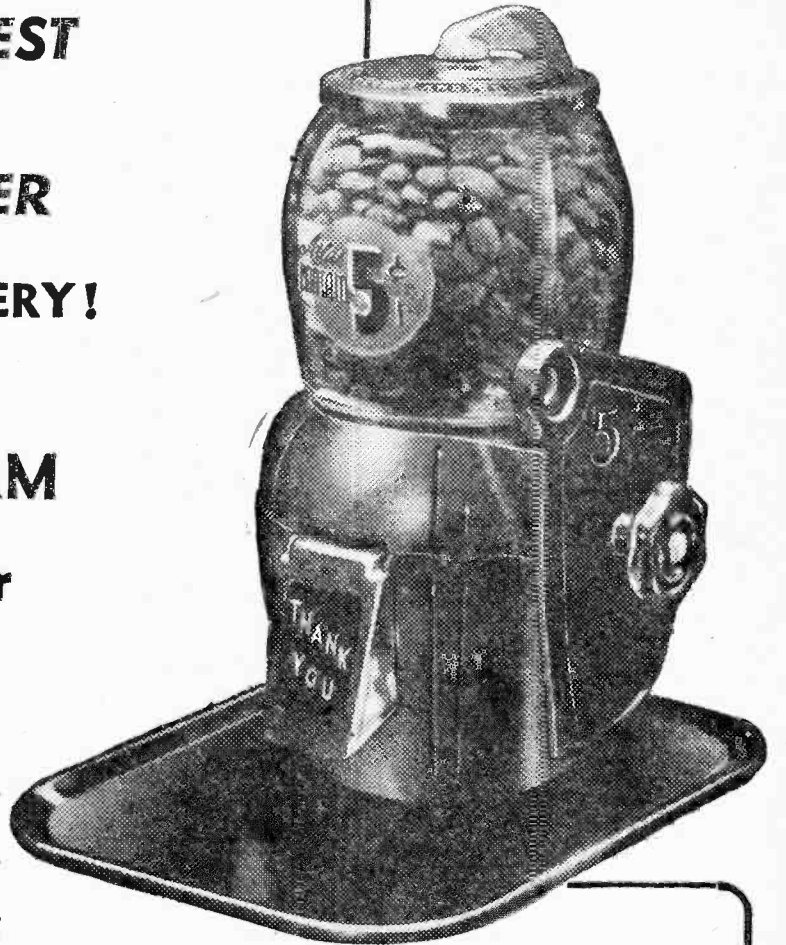
1947's GREATEST little MONEY-MAKER

IMMEDIATE DELIVERY!

Atlas BANTAM Tray Vendor

\$12.⁵⁰ each

in lots of 100 or more



Requires only 8" of
Counter Space ...

DIMENSIONS
HEIGHT 11" — TRAY 8"x10"

VENDS ALMONDS,
CANDY and NUTS

Here is the finest machine of its kind on the market. Sets on the bar and slides from customer to customer. Features include tamper-proof Chicago lock, simplified portion adjuster, can be used with or without tray, one hand operation, nuts aren't broken when vended. Makes its cost out of profits in a very short period.

MANUFACTURED BY
ATLAS MFG. & SALES CORP.
12220 TRISKETT ROAD
Established 1928
CLEVELAND 11, OHIO

Prices Slashed!

bubble gum combinations

**A NEW
Columbus Vendor
and
6000 BALLS
BUBBLE GUM
ALL FOR
\$43.00**

**A NEW
Master Vendor
and
6000 BALLS
BUBBLE GUM
ALL FOR
\$46.25**

**BUBBLE
BALL GUM** 140 count to lb. Shipped only in 25-lb. packages. Write for Quantity Prices. **65c LB.**

Terms: 50% Certified Deposit, Balance C. O. D.
Furnish Shipping Instructions

SHAFFER MUSIC COMPANY
606 S. HIGH ST. COLUMBUS 15, OHIO
(SEE OUR LARGE AD ON PAGE 149)

Parity End May Cause Troubles For Peanut Men

GALVESTON, Tex., May 17.—National Peanut Council, meeting in annual convention here this week, heard a warning that the peanut industry faces collapse at the end of government parity support unless steps are taken immediately to create larger consumer markets.

"We have been enjoying the protective influence of a governmental umbrella," Walter A. Richards, Columbus, Ga., past president of the council, declared, "and we must be prepared to have our house of cards collapse when parity prices end unless we take steps now to meet the situation." He advised aggressive consumer promotion as the answer to the problem.

Competition Increasing

Reports of declining markets and increasing competition for peanut products also were made. Emmit Martin, Chicago, manager of the National Food Distributors' Association, advised co-operation between individual firms within the industry as the answer to the new competitive situation. He said lend-lease should open new and greater markets for American food products, terming it "the greatest food sampling job in history."

Jesse B. Gilmer, president of Commodity Credit Corporation, outlined a long-range policy for American agriculture which included agricultural price supports and a floor under consumption of farm products.

Oppose Acreage Quotas

Opposition to acreage quotas on peanut planting was voted by a pre-convention conference of farm leaders. Congressman Stephen Pace, of Georgia, spoke during this meeting, declaring the elimination of support prices on farm products would bring about a serious business depression.

Ralph McMillen, of the Bristow Peanut Company, Bristow, Okla., was elected president of the council. Other new officers included J. D. Sargent, Granbury, Tex.; W. W. Kelly, Cleveland, and H. L. Wingate, Macon, Ga.

Jarboe Named Head Of Twin City Group

ST. PAUL, May 17.—New officers were elected by the Twin City Wholesale Candy & Tobacco Jobbers Association at its annual meeting in St. Paul Hotel here May 11.

J. F. Jarboe, head of E. B. Crabtree Company, Minneapolis distributor, was elected president to succeed Frank G. McFadden, of McFadden-Lambert Company, St. Paul jobbers. Paul Lambert, of McFadden-Lambert, was chosen vice-president, succeeding William Rosenblum, of Pioneer Candy & Tobacco Company, St. Paul. Boyd Houser, of Houser Candy and Tobacco Company, Minneapolis, was re-elected treasurer, and Roy E. Linderman, Minneapolis, executive secretary.

Elected to the board were O. E. Carlson, of CCC Canteen Service, Duluth; Albert Rotta, Young's Jobbing House, Perham, Minn.; Norman Rosenblum, Pioneer Candy & Tobacco Company, St. Paul; A. M. Suttles, Suttles & Company, Inc., Mankato, Minn.; Carlton Pingle, H. Schuh & Company, Winona, Minn.; Bernard Slater, Standard Cigar & Tobacco Company, Minneapolis; Herman Schmidt, St. Cloud Jobbing Company, St. Cloud; A. P. Herschler, Herschler Sales Company, St. Paul.

**BOSTON
BAKED BEANS**
30c Per Lb.

35 Pounds Per Carton
30 Cartons or More at
10% Discount

BALL BUBBLE GUM
5/8"—140 Count
65c PER LB.

Comes in 230 Lb. Barrels
(Approx.)

170 Count—75c Lb.
Comes 25 Lbs. to Ctn.

PISTACHIO NUTS
Red 64c per lb.
White 55c per lb.
25 pounds per carton.

All orders F.O.B. New York. 1/3 Deposit, Balance C.O.D.
SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave., New York 32, N. Y.

CORRECTION

Through an unfortunate error the wrong copy ran in the May 17 issue. Above is the ad that should have appeared.

Northwestern



**1st CHOICE OF ALL
EXPERIENCED
OPERATORS**

This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

FACTORY DISTRIBUTOR
NEW **Northwestern** VENDORS

WORLD'S FINEST BULK VENDORS
SEND FOR PRICE LIST
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St. Phila 23, Pa.



**"GOLDEN
STATE"
VENDORS**

Just what all the smart operators have been asking for. We have them in stock ready for shipment.

1c or 5c
SAMPLE
\$12.95

Write for quantity price.

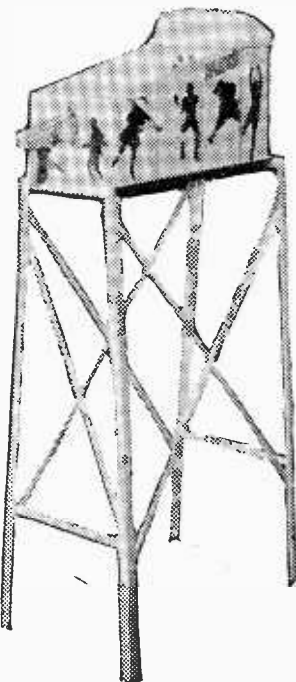
BUBBLE BALL GUM, 75c Lb.
5/8" (140 Count), 35 Lb. Ctn.

Boston Baked Beans, 20 Lb. Ctn. . . 30¢ Lb.
Red Pistachio Nuts, 60 Lb. Ctn. . . 59¢ Lb.
M & M's (Assorted), 25 Lb. Ctn. . . 47¢ Lb.
Certified Chk. or Money Order on Supplies.

DANCO COIN MACHINE CO.
3209 Sequoia Ave. Baltimore 15, Md.

**STILL THE BIGGEST
MONEY-MAKER**
CHALLENGERS
1c OR 5c

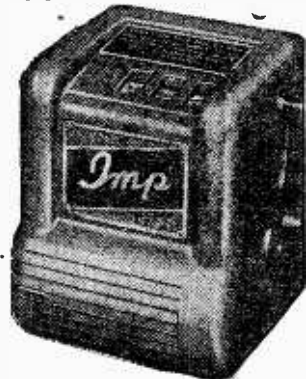
ABT Challengers are still the biggest value for the money in the counter game field. They will make more money for you than any other machine. Challenger Stands are new, made of heavy angle iron, collapsible and can easily be carried in a car. Buy new and save your old locations with this combination.



CHALLENGERS \$49.50 Each
STANDS \$7.50 Each

Write for Quantity Prices on Stands

**A MONEY-MAKER ON
THOUSANDS OF LOCATIONS**
IMP
COUNTER REEL GAME



The most profitable counter game in a generation. Operators who know value when they see it have bought the IMP in the biggest buying wave the industry has ever known. This popular game is again being put back in production by popular demand. Whenever you install the IMP on a location, crowds gather to play it, coins go into the cash box to spin the attractive reels which click into place with precision. IMP is equipped with the famous ROTOMATIC coin chute, takes up to four coins for consecutive play. Available in straight penny play, or straight nickel play, either bell fruit reels or the popular cigarette strips. Be first in your territory with this tried and proven money-maker.

**THE WORLD'S SMALLEST 3 REEL
COUNTER GAME**
Size: 5 1/2" x 5 1/2" x 6". Weight: 6 lbs.
\$14.50 Each \$13.75 Each

IN SINGLE LOTS IN LOTS OF FIVE

LARGE QUANTITY BUYERS AND JOBBERS, WRITE FOR PRICES
ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.
SEND FOR COMPLETE LIST OF COIN OPERATED AMUSEMENT AND VENDING MACHINES, SUPPLIES AND ACCESSORIES. WE ACCEPT TRADE-INS.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

New Vending Machines

VICTOR

MODEL V 1c Globe Type	\$11.75
MODEL V 1c Cab. Type	13.75
MODEL V 5c Cab. Type	14.75

IN ANY QUANTITY

1c SILVER KINGS **5c**

Sample	\$13.95
10 or More	12.50
25 or More	10.30

COLUMBUS

1c MODEL 46 PEANUT

Sample	\$11.50
2 to 11	10.95
12 to 47	10.40
48 and up	9.90

MODEL 46Z 1c ALL PURPOSE

Sample	\$11.95
2 to 11	10.95
12 to 47	10.40
48 and up	9.90

MODEL 46ZB 5c ALL PURPOSE

Sample	\$12.95
2 to 11	11.95
12 to 47	11.40
48 and up	10.90

CASH TRAY VENDORS

Sample	\$ 8.95
Lots of six	6.00

ADVANCE MODEL 11, 5c

Sample	\$13.75
2 to 11	12.25
12 to 49	12.00

Also 5c Hot Nut Vendors \$34.50
Ball Bubble Gum, 170 Count .70¢ lb.
Ball Bubble Gum, 144 Count .65¢ lb.

WE CARRY A COMPLETE LINE OF SUPPLIES AND ACCESSORIES FOR THE ABOVE MACHINES

1/3 DEPOSIT REQUIRED WITH ORDERS

FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

RTDA Annual Meet Set for Chi June 5-7

CHICAGO, May 17.—Fifteenth annual convention of the Retail Tobacco Dealers of America, Inc. (RTDA), will open at the Stevens Hotel here June 5 and will continue thru June 7 when it will close with a banquet. Program, which was released this week by Eric Calamia, association president, lists complete schedule of events, beginning with registration at 3 p.m. June 5.

Speakers Listed

Committee meetings will be held at 3:30 p.m. and the first business session of the convention will be held at 8 o'clock that night. Keynote address of the latter session will be delivered by Joseph A. Loeser, of the Tobacco Leaf. Other speakers will include Ed Ragland, of the Associated Tobacco Manufacturers; Harry McHose, Cigar Institute of America, and Bernard Gould, Gillette Safety Razor Company. A movie will be shown at 10:30 p.m. and door prizes will be awarded.

At the opening of Friday morning's session the nominating committee will make a report and new directors of the association will be elected. Speakers during the morning session will be Wolf Cohen, of Boston, who will discuss the operation of the Massachusetts unfair trade practices act; E. W. Gibbs, Green Drugs, Inc., Birmingham, and Michael Tilles, president of the California RTDA, who will discuss the importance of trade associations.

Wives Participate

Wives of members of the association will be guests at the Friday luncheon, after which a symposium on fair trade practices will be conducted at 3:30 p.m. by Malcolm L. Fleischer, RTDA executive secretary. Evening session will open at 8:30 with an address by J. C. Montgomery, vice-president of the Columbus Show Case Company, on the subject of store renovation and modern showcase display. Other speakers Friday night will include J. L. Kelly, of the U. S. Department of Commerce, and Arthur H. Motley, of Parade Publication. Last business session will open at 10 p.m. Saturday. Lou Liberman will speak on *As I See It*, and John L. Boyce, president of the Westchester-Fairfield Association, will discuss conditions in Connecticut. Newly elected RTDA directors will be guests at the noon luncheon and the meeting will close with the banquet Saturday night.

Laundrettes Offer "Special" in Philly

PHILADELPHIA, May 17.—The 16 Laundrette locations here are now offering a "special" for the first time in their co-operative advertising in local newspapers. Laundrettes, made by Bendix, are now manually operated, but plans are going forward to change them to completely automatic coin operation. Telecoin Corporation is national distributor. Current advertising campaign urges potential customers to clip the newspaper ads and bring them in to get benefit of the "Friday Special" which provides a special price of 25 cents for each bedspread washed, rinsed and damp-dried. Attendants at each location have been assigned to give special attention to persons bringing in bedspreads. With many housewives ready to store their winter spreads for the summer, the special is expected to result in increased business at Laundrette locations.

3 Reel Counter Game

NEW IMPs

Immediate Delivery

Cigarette or Fruit

Either 1c or 5c

\$13.75 EA.

LOTS OF 6

SAMPLE \$14.50



NEW MACHINES

Model V 1c Bulk Vendors	\$ 11.75
Model V 5c Bulk Vendors	14.75
Silver King Grip-Vue	49.50
Basketball Counter Game	39.50
Metropolitan Card Vendor	24.50
Baker Kicker & Katcher	37.50
Baker's Lucky Strike	24.95
Marvel Pop-Up	49.50
Daval Free Play	WRITE
Daval's American Flags	24.95
Skill Games Bouncer	44.50
Columbia Twin Jackpot, 1-5-10-25¢	145.00
Columbia DeLuxe Bell, 5-10-25¢	209.50
A.B.T. Challenger	45.00

SUPPLIES

RED PISTACHIO NUTS, 5 lb. bags. Lb.	\$.59
Plastic Charms, flat mixed, 1,000	2.75
Plastic Charms, Series #1, 1,000	3.50
Plastic Charms, Series #2, 1,000	4.50
Sassy Wise Crack Buttons, 1,000	6.00

ALL CHARMS AND BUTTONS SHIPPED PREPAID. CASHIER'S CHECK OR MONEY ORDER IN FULL ON NUTS AND CHARMS. NO C. O. D.'S.

SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps. slugproof, compact, foolproof. Immediate delivery. Operator's Price

\$39.50

Distributors interested in selling our Shipman Stamp Machine, write for details.



VICTORY

Duplex Stamp Machines. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and foolproof. Immediate delivery.

\$19.95 Lots of Ten
Single, \$24.95



FRANTZ SCALES

Your Best Buy! The Original Pace Scale with greater improvements.

Aristo Scale \$115.00
Mirror Scale \$125.00



HOT NUT VENDORS

Brand new, simple, accurate, dependable. 6 lb. capacity.

\$34.50



Write for Catalog on Bulk Vendors, Games, Etc.

1/3 Deposit on All Orders

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT B PHONE MADISON 1447 BALTIMORE 17, MD.

Special!

BOSTON BAKED BEANS

ONLY 26¢ LB.

Delicious premium quality candy-covered peanuts, including Rainbow Mix. Packed in 40 lb. containers. Stick-proof, moisture-proof, fade-proof.

BUBBLE GUM. All you like at a price that's right.

5/8 BALL GUM. Overloaded stock at a give-away price.

IMMEDIATE DELIVERY

1/3 Cash with order—balance C. O. D.

LEON "Hi-Ho" SILVER

760 Hayes Street San Francisco, Calif.

EXTRA SPECIAL

BALL BUBBLE GUM

100 lbs. & 10

MODEL V ALL FOR \$202.50

Rush cash with order. F. O. B. factory.



ROY TORR LANSDOWNE PENNA.

BALL GUM

Good Quality, 5/8". Special price in 500 lbs.

H. L. WILKINSON

2600 STEPHENS ST. VERNON, TEXAS

Pistachios!

For the Finest Grade Ask for ZALOOM'S

3 STAR "BUDS"

Tree ripened—Split shell opens at touch
Chuck full of kernels—no empties or shrivels

ZALOOM STAR BUDS PISTACHIO NUTS

Deliciously Roasted and Salted

DAILY QUANTITY SHIPMENTS AVAILABLE THROUGH DISTRIBUTORS

"WHITE BUDS"—with the pure, thin, white salt coating
"ROSE BUDS"—with the pure, certified, attractive red color

ZALOOM "BUDS" ARE THE FASTEST SELLING GRADE OF PISTACHIO NUTS

- Packed in 5-lb. moisture-proof bags.
- Fresh, distinct pistachio flavor full of the real green meats.

"BUDS" ARE MEDIUM SIZE AND GIVE A GREATER COUNT IN EACH DELIVERY!

USE "BUDS" FOR GREATER PROFIT IN VENDING MACHINES AND PACKAGES

IMPORTANT: RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES—PLEASE CONTACT US AT ONCE

WRITE FOR FREE LITERATURE

ZALOOM & COMPANY

AMERICA'S ORIGINAL MASTERS IN IMPORTING ROASTING AND SALTING OF PISTACHIO NUTS.

122 HUDSON STREET NEW YORK 13, N. Y.

ADVANCE MODEL 11 PEANUT VENDING MACHINE

Nothing Better Ever Made



The Advance #11 vends various kinds of shelled nuts, delivering the goods in the hand thru a sanitary attachment. The machine is adjustable for vending specific quantities of merchandise. The glass globe holds about 5 lbs. of salted peanuts, which can be vended at from 30¢ to 65¢ per lb. by adjusting the measure. This machine, the result of 45 years experience, is made of heavy sheet metal and glass—no castings to break. Comes equipped with rubber feet for counter use, or can be placed on a floor stand or wall bracket, and used inside or outside of building. The mechanism is of good, strong construction with excellent slug detection and is GUARANTEED AGAINST ANY MECHANICAL DEFECT.

PRICES

From 1 to 11.....each \$11.25
 From 12 to 49.....each 10.75
 From 50 up.....each 10.50
 BRACKET, If Desired. Each.....\$.55
 FLOOR STAND, If Desired. Each... 4.00

ADVANCE NO. 11 EQUIPPED WITH PLASTIC GLOBE \$2.25 ADDITIONAL

MERCHANDISE SPECIALS

140 Count Bubble Ball Gum 65¢ per lb.
 170 Count Bubble Ball Gum 75¢ per lb.
 Minimum 25 lbs.
 Boston Baked Beans, 35 lb. carton 30¢ per lb.
 Pistachio Nuts, large, red, 25 lb. carton 64¢ per lb.
 Pistachio Nuts, small, red, 25 lb. carton 55¢ per lb.

MACHINES

Card Vendors with 1,000 cards..\$29.50
 Bouncer 44.50
 Champion Basketball 40.50
 ABT Challenger 50.00
 Gottlieb Grip Tester 37.50

ADVANCE MACHINES AVAILABLE
 Sanitary Napkin—Model V Ball Gum
 —Acme Electric Shockers—Stamp.

AN ADVANCE MACHINE TO SUIT YOUR NEEDS

My Best Advertisement Are the Machines in Use

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.

Firm Develops 4-Column Razor Blade Machine

CLEVELAND, May 17. — Gem Vending Machine Company has developed a four-column razor blade vender, according to L. Sgro, general manager of the company.

Machine, which has a capacity of 115 packages of blades, is adaptable to wall or floor stands or can be used as a portable unit. It is 20 inches high, 14 inches wide, 8 inches deep and weighs 21 pounds.

Machine has a coin chute for each column and purchaser inserts money in chute applying to column containing brand desired. Money is automatically returned in case columns are empty. Chutes are constructed for dime operation.

Machine is made of cast aluminum body and base with sheet steel back and has a separate compartment for coins and coin box. It is finished in two-color crinkle and has a polished tumbler lock.

Ronald Heiner Buys Canteen Franchise in Wichita, Kans.

WICHITA, Kan., May 17.—Ronald Heiner, who formerly was with Automatic Canteen Company for four years at Salt Lake City, has bought the Canteen Company franchise at Wichita from Norman Hall.

Heiner said the company will continue to maintain office and shop at its present address.



Sample machine, \$25.00; one to eleven, \$18.75; twelve to forty-nine, \$18.25; fifty and up, \$15.00. Immediate shipment. "Export Business handled through International Expeditors."

THOMAS NOVELTY CO.
 1572 JEFFERSON ST. PADUCAH, K. Y.



BRAND NEW 1947 1c and 5c Silver Kings

Now in Stock for Immediate Delivery. Build up a permanent business at low cost.

Sample \$13.95 Write for Quantity Prices.

ALSO NEW SILVER KING NUT VENDOR — Only \$29.95 each

1/3 Depost, Bal. C. O. D.

Devises Novelty Sales Co.
 467 N. Milwaukee Ave. Chicago 10, Ill.
 Chicago and vicinity operators, call MONroe 7533

FOR SALE

8 VICTORY STAMP MACHINES.
 Cost \$38.75. Make me an offer. Write
W. B. JAKES

ROUTE #1 OLD HICKORY, TENN.

Coca-Cola Plans Great Expansion

ATLANTA, May 17.—Coca-Cola Company is planning a multi-million dollar expansion program on a world-wide basis after sugar becomes available, according to a report here May 13. At present commercial sugar users are limited to 75 per cent of their 1941 consumption.

Part of the contemplated program, the report stated, is the moving of most of the firm's fountain sales and advertising staff to Atlanta from New York.

Drink-O-Mat Shown At Lawrence, Mass., Centennial Affair

LAWRENCE, Mass., May 17. — Automatic Dispensers, Inc., manufacturers of a cup soft drink vender recently moved here from Minneapolis, participated in Lawrence's five-day centennial celebration by displaying its vender in an exhibition in which local firms exhibited their products.

Lawrence, widely known as a center of the woolen industry, viewed Automatic's machine, the Drink-O-Mat, with added interest as vending machine manufacture had heretofore been foreign to its populace, company officials say. Installation of a coin changer on one machine added to the general interest, it is reported. Proceeds from those machines on exhibition (\$200) were presented to the local cancer drive.

Officials of Automatic Dispensers attending the exhibition were Albert Cole, president; Sam Kresberg, vice-president; Lea Yeaton, treasurer; chief engineers K. D. Andrews and A. M. Carr, and advertising director Richard Cole.

Reed Candy Co. Adds 3 Executives

CHICAGO, May 17.—Reed Candy Company here announced addition of three new members to its executive staff this week. They are Millard G. Rogers, director of chain store sales; Wallace H. Shape, general sales manager, and Lyman J. Moore, controller. Rogers, a graduate of Northwestern School of Commerce in 1929, was active in Walgreen merchandising and supervision activities from 1935 to 1939, when he became associated with the Sherwin Williams Company in their division of industrial sales.

Shape, who has been active in the confectionery business for 27 years, began by selling raw material to manufacturers and then establishing his own dried fruit packing business. He joined the Fred W. Amend Company in 1938, becoming vice-president in charge of sales.

Moore, a certified public accountant and also a Northwestern graduate, was with Hoskin & Sells prior to joining Reed.

Florida Cig Taxes Increase in April

TALLAHASSEE, Fla., May 17.—Collections of cigarette taxes in Florida during the month of April showed a rise of 9.63 per cent over the same month last year, according to a report issued by the State Beverage Department.

The department collected a total of \$992,528 in cigarette taxes during the month, an increase of \$87,177 over the amount taken in during April, 1946.

However, last month's collections in beer, wine and liquor taxes showed a drop of 22.9 per cent. Collections last month totaled \$1,386,558, as

SILVER KING
 Makers of the World's Finest Bulk Vendors Now Offer Their

BRAND NEW HOT NUT VENDOR

HEATING UNIT GUARANTEED FOR A LIFETIME
 VENDS ANY KIND OF NUT CAPACITY—5 LBS.
\$29.95 Complete with modern cup dispenser.
 We Are The Only Distributors Making IMMEDIATE DELIVERY At This Time

SCOTT-CROSSE CO
 1423-25 SPRING GARDEN ST., PHILADELPHIA 30, PA.

"BUBBLE" BALL GUM

50c Per 100 Balls
 PERFECT — FIRST GRADE — FINEST QUALITY. IMMEDIATE DELIVERY
 5/8", 140 count, 25 lbs. carton—\$17.25 89¢ lb.
 (Minimum order accepted—one carton)
 "We are one of the nation's Largest Distributors!"

DIRECT FACTORY DISTRIBUTORS FOR

SILVER KING		ADVANCE	
1¢ Peanut ..	\$13.95	1¢ Peanut ..	\$13.75
1¢ Gum	13.95	1¢ Gum	13.25
5¢ Nut	13.95	25 or more 10% off	
25 or more 10% off		5¢ Pistachio ..	13.75

VICTOR V		MASTERS	
1¢ Globe	\$11.75	1¢ Peanut ...	\$14.95
1¢ Cabinet ..	13.75	1¢ Gum	14.95
5¢ Cabinet ..	14.75	1¢-5¢ Comb. .	15.95

Prices Net

WRITE! WIRE! PHONE!
 TERMS: 1/2 Dep. with all orders, bal. C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
 2021 Prospect Ave. CLEVELAND, OHIO
 Phones: PRespect 6316-17

CHICAGO VICINITY OPERATORS!

And Now DEVICES are featuring a New Improved Regal with unbreakable Globe! Very smooth in operation and at a very reasonable price.
 Write for Quantity Prices.
DEVICES NOVELTY SALES CO.
 467 Milwaukee Ave. CHICAGO 10, ILL.
 Phone: MONroe 7533

compared with \$1,798,487 collected during the same month last year.

"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

EASTERN DISTRIBUTOR FOR

"GRAB ALL" TOOL

\$1.00 PREPAID

RAKE, 609 Spring Garden St., Phila. 23, Pa.

1947 REGALS ARE READY!

1c Bulk Merchandisers of Quality



Heavy Plastic Globes!

1-9..... \$14.35

10-49..... \$12.75

F. O. B. Whitewater, Wis.

1/3 certified deposit, balance C. O. D.

"King of them all!"

Distributors—exclusive territories available

Regal Manufacturing Co. WHITEWATER, WIS.

FAMOUS EPPY CHARMS

Series #1

\$3.50 per M

SAMUEL EPPY & CO., INC.

113-08 101ST AVENUE
RICHMOND HILL 19, L. I., N. Y.

MAIL ORDERS FILLED EVERYWHERE

#1 & 2 Eppy Charms. Per M . . \$3.50 & \$4.50

Plastic Skull, Gr. 2.00

1c Spanish Peanuts, Lb.22

1c Master Novelty Machine 13.95

P. P. Paid.

L & M NOVELTY CO.

710 Washington St., Portsmouth, Va.

WANTED

DIGGER MACHINES, ALSO ROTARY MERCHANDISER MACHINES

2972 Southwest 22nd Terrace MIAMI, FLA.

Ice Cream Production Off 15 Per Cent During March

WASHINGTON, May 17.—Ice cream production for March totaled an estimated 45,500,000 gallons or 15 per cent below the same month a year ago, according to the Bureau of Agricultural Economics of the U. S. Department of Agriculture.

Analyzing the figures the bureau stated that this represented the third consecutive month that production had dipped below the all-time records established in 1946, when a total of 740,470,000 gallons of ice cream were produced.

Seasonal Gain Lower

Further indication of the downward trend in consumer purchases of ice cream was shown by the fact that the seasonal gain from February to March of this year amounted to 20 per cent compared with the 31 per cent registered in 1946 and the 32 per cent average seasonal rise for the February to March periods of 1941-'45.

Breaking down the totals to an average daily basis, output increased but 8 per cent from February or 11 per cent under the same seasonal gain of a year ago. The bureau also pointed out that the margin over the 1941-'45 average has cut down noticeably in the first three months in 1947. Altho the spread in January was 99 per cent, in February it dipped to 92 per cent and by March was 74 per cent.

Production increases from March to February, the bureau's report stated, took place in all areas of the country. Gains were fairly standard, ranging from 12 per cent in the South Central States to 23 per cent in both the East North Central and West North Central sections. Remaining areas showed gains of 16 per cent in the South Atlantic, 17 per cent for the Mountain States, 20 per cent in the North Atlantic region, and 22 per cent in the Pacific States.

Leaders Up

Seasonal gains for the three leading ice cream manufacturing States were virtually uniform. Pennsylvania led with 23 per cent, followed by California with 22 per cent and New York's 21 per cent. For some of the other production leaders the results were: Ohio, up 29 per cent; Illinois, a gain of 20 per cent, and Texas, a 10 per cent increase.

With the single exception of the Pacific area, all regions registered diminished output compared with March, 1946. In the case of West Coast States, decided increases in Oregon and Washington more than made up for the 2 per cent drop registered by California, with the final result showing the area as a unit produced 5 per cent more ice cream this March than in the same month of 1946.

North Atlantic States as a group had a drop in output amounting to 11 per cent, with the individual States fluctuating widely. Pennsylvania production held steady, but New York was off 17 per cent.

In the East North Central region Indiana alone showed a production

gain, while the area as a whole dropped in production 17 per cent under the March, 1946, level. All States in the West North Central portion registered a decline, with the area falling off 16 per cent. Other sectional reports showing a decline from a year ago were: South Central, 28 per cent, and South Atlantic, 25 per cent.

Despite the various production declines, ice cream output was still far ahead in all areas compared with the March, 1941-'45 average. Most significant gain was the 124 per cent estimated for the West North Central States. In this area increases according to States ranged from 184 per cent in North and South Dakota to the 75 per cent estimated for Missouri. In the same comparison, the Mountain States were up 112 per cent. California's production showed a 90 per cent gain, with the Pacific area as a unit registering 102 per cent over the average.

East Central States were 83 per cent above the five-year March average period, led by Indiana's 133 per cent and Wisconsin's 110 per cent. In the North Atlantic area, which had a 68 per cent bulge over the 1941-'45 average for March, production was up 80 per cent in Pennsylvania and 68 per cent in New York. Smaller increases were estimated for the South Atlantic and South Central States as the production in these two areas came to but 41 and 35 per cent respectively over the five-year average for March.

Coin Boxes Target of Wave Of Philadelphia Break-Ins

PHILADELPHIA, May 17.—Vending machine coin boxes have become the targets of a wave of vandalism here in recent weeks, blamed by authorities on a serious juvenile delinquency problem.

Two times in three weeks the coin boxes of two automatic washing machines in the basement of the Wynnewood Park Apartments were broken open. A total of \$60 was taken the first time, while about \$30 was taken the second time.

There has also been a series of burglaries in movie theaters where candy and popcorn machines have been the targets. During the past month at least half a dozen theaters have been the victims of coin-box burglaries.

Lily-Tulip Cup Corp. Has \$1.33 Per Share Dividend

NEW YORK, May 17.—Lily-Tulip Cup Corporation announced net profits for the quarter ended March 31, as \$285,683, or \$1.33 per share, compared with \$171,475 or 80 cents a share for the same quarter in 1946.

Firm's president, Walter J. Bergman, said present indications are that the company will have "all the paper it requires by June 1."

BUBBLE BALL GUM

70c lb.

PACKED IN 25 LB. CARTONS

CANDY MIX

FOR VENDING MACHINE USE

35c lb.

PACKED IN 50 LB. CARTONS

Be first in your territory to offer this item.

IMMEDIATE DELIVERY

Terms: One-third Cash with Order—Balance C. O. D.

ADAMS-FAIRFAX CORPORATION

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THE WHITE

5c HOT NUT VENDOR



for all types of bulk nuts, 19" high, 10 1/2" wide, 5 1/2" deep. Holds 7 lbs. of nuts. Nuts heated by special heating element—not a bulb. Heating unit can be turned on or off by means of toggle switch. Sample, with 250 cups—

\$41.00

1/2 cash with order, balance C. O. D.

Dallas Enterprises Co.

905 West Jefferson St. Dallas, Texas

GOLDEN STATE VENDOR

ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vendor of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammerloid Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

1c or 5c Sample \$12.95

Quantity Price . . . Write.

Distributors, Contact Us

Some Territories Still Open.

BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

Item	Per 2K ±	Net
875 "TOT" BALL GUM (Avg. 145 to Lb.)	18.75	\$18.75
20 or More Cases	17.50	
977 REGULAR GUM (140 to Lb.)	17.75	
20 or More Cases	16.50	
879 "BLO" BUBBLE GUM (Avg. 145 to Lb.)	18.75	\$18.75
20 or More Cases	17.50	
980 MEDIUM Size Bubble (Avg. 175 to Lb.)	22.75	
20 or More Cases	21.50	
981 INDIVIDUALLY WRAPPED, 1/2 Soller, 120 Pcs. to Box, 38 Boxes to Case. (4560 Pcs.)	33.00	
5 or More Cases	32.50	
990 #1 Spanish Peanuts (30± Net to Case)	6.98	
5 or More Cases	6.73	
991 Boston Baked Beans (32± Net to Case)	10.25	
5 or More Cases	10.00	

Write for OPERATORS' prices on Advance, Victor, Columbus, Master and Silver-King Vendors. **ARISTO Penny Scales.**

Via Express, 1/3 Deposit, Balance C. O. D. Via Freight, Full Remittance With Order.

RUSS THOMAS CO.

Vending Machines & Supplies

3285 Overland Pl. Tel. 4-7187
MEMPHIS 11, TENN.

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.

Liberal credit terms.

CARL TRIPPE

IDEAL NOVELTY CO.

"Authorized Northwestern Distributor"

2823 LOCUST ST. ST. LOUIS 3, MO.

PENN OPS SET HIT PARTIES

Patterned on Ohio Preview

Association also launches full-fledged program for Philly teen-age centers

PHILADELPHIA, May 17. — A "click record of the month" promotion, similar to the Cleveland hit tune party, will be launched by the Phonograph Owners' Association of Eastern Pennsylvania at a dinner meeting of operators Monday evening, May 26. Announcement of the hit party was made by the association manager, Jim O'Brien.

Active here since 1935, the phonograph association has now launched a full-fledged teen-age campaign. Thus far its 65 members have donated a total of 15 music machines to various teen centers in Philadelphia, and the association has worked closely with local civic leaders in an effort to curb juvenile delinquency by providing wholesome recreation.

To Pick June Tune

First tune to be selected and plugged during the month of June in the No. 1 spot on the city's juke boxes will be decided at a dinner-meeting of association members and all other operators at Frank Palumbo's Click, a theater-night club. Meeting, set for May 26, will get underway at 6:30 p.m., with association executives from out-of-town as special guests.

After this initial operator meeting, all future hit tunes will be selected at a Click record party to be held on one Saturday morning each month at the same night spot. Nightly broadcasts over Stations WFIL, and WIP, emanating from the club, will call attention to the monthly record party and extend an invitation to teen-agers to attend.

Record companies, O'Brien said, are co-operating in the effort, furnishing advance releases from which the hit will be selected, and furnishing albums and other prizes which will be given out during the record parties. Disk jockeys from the city's radio stations will be on hand to introduce the tunes, and the teen-agers will be given ballots on which to write their first choice of the releases played.

Success in Cleveland

For the past two months, the Cleveland Phonograph Merchants' Association has been holding a similar record party in co-operation with *The Cleveland Press*. First two such parties, held in Cleveland's Public Auditorium, attracted nearly 2,000 teen-agers, mostly girls, and the association was able to present a number of recording artists to stimulate interest in the party. The Philadelphia association likewise hopes to have recording artists on hand for the Click parties.

Officers of the Eastern Pennsylvania association are: William L. King, president; Jack Sheppard, vice-president; M. Harry Stern, secretary, and Louis Klein, treasurer. In addition to these officers, the board of directors includes: Ray Bernhardt, Ben Fireman, Harold Reese, Eugene Leavey, Philip Frank, Aaron Cooper and Herman Scott.

Rock-Ola Gals' Softball Team Ready for Big League Opening

CHICAGO, May 17. — Rock-Ola's Music Maids, a spirited softball team that combines athletic talent with pulchritude, are now conditioning themselves for the season's opening game of the National Girls' Professional League, May 21.

Sponsored by Rock-Ola Manufacturing Corporation, the Music Maids have captured five pennants in their eight years of competition, a mark that any organized ball club would find hard to beat.

Champs First Year

Starting in 1939, the Maids immediately served notice that they knew their way around the diamond by winning the championship in Chicago's Metropolitan Girls' League, a simon pure loop. Tho the next two years proved lean ones as far as pennants were concerned, the Maids came back in 1942 and began a three-year reign as league kingpins. In 1944 they not only took the Metropolitan title, but also annexed the Interstate title under the auspices of the American Softball Association.

The Maids moved into faster competition in 1945 when they joined the National Girls' Professional League and proved their right to play in pro ranks by capturing the league crown that same year. This circuit consists of six clubs, the others being the Queens, Cardinals, Chicks, Parichy Bloomers and the Bluebirds. The last-named club was piloted to the 1946 title by the late Charley Bidwell, former owner of the Chicago Cardinals, of the National Professional Football League.

Team Stronger

Rudy P. Sanders, the highly successful manager of the Music Maids,

has bolstered the team with several promising newcomers and is looking forward to another banner season during the 90-game schedule.

Rock-Ola Stadium, the Maids' home field located at 4200 North Central Avenue, recently underwent a face lifting. The entrance and the stands were enlarged and painted, making it one of the better ball parks in the Chicago area.

Projection Machine Patent Issued for Endless Movie Film

WASHINGTON, May 17.—U. S. Patent Office has issued a patent to Julian A. Links, San Francisco, for a projection apparatus designed to project an endless motion picture film.

Altho the claim published in the May 6 issue of the patent office *Gazette* made no mention of coin operation, the nature of the invention suggests that it might be adapted to such operation.

Principal feature of the patent is a circular stationary container for a reel of film thru which the endless roll of film is received and fed back out. Container is walled on both sides as well as around the edge.

Inlet opening of the container is directly below the lens of the projector on the outside edge. Film forms a spiral loop on the inside of the container and comes back out thru an opening in the side near the center of the roll.

Location Owners, Chi Juke Ops Lash Out at Smutty Recordings

CHICAGO, May 17. — Location owners have joined with Chicago's juke box operators to head off and stop the use of off-color disks on any of the city's music machines. Smutty records, which pop up infrequently on a very few machines, have long been condemned by reputable music operators, and this latest action comes as a precautionary measure.

Ray Cunliffe, president of the Illinois Automatic Phonograph Owners, Inc., reported this week that members of his association have contacted his office with reports of questionable releases. As a result, Cunliffe directed a letter to the association's membership, warning them against the records.

Short-Sighted Operation

Cunliffe's letter reminded operators that "the popularity of such (off-color) records is always short-lived, and the profits from their use are certainly not large enough to justify the irreparable damage that could be done to the standing of the business."

Martin Moran, representing the Illinois Tavern Owners' Association, joined Cunliffe in the drive against off-color platters, saying that he was for "anything that will keep the tavern business on a high plane and eliminate anything of a suggestive nature taking place in such establishments."

Moran said smutty disks came high on his black list, and he said that no tavern owner should request such disks for the music machines in his location. During coming meetings of the tavern owners' group he said he intended to bring up the question of off-color records and take a firm stand against them.

Results of Survey

In a survey of Chicago operators, *The Billboard* this week found every operator contacted opposed to their use for the good of the industry. Operators reported that some location owners, principally tavern keepers, had requested that certain questionable records be placed on their phonographs. Angelo Angeleri, Swing Time Music Company, said his firm had received requests for smutty records from a few location owners and that he had had to inform the locations that "it is not good business."

ABC Music Company's Bob Gnarrow said that ABC's servicemen have been instructed to give a flat no to requests for such disks. Anton Oomens, Walter Oomens' Sons Company, and every other music operator reached in the city confirmed the automatic phonograph industry's opposition to use of any questionable disk.

Atlas Man Says Juke Mexico's Top Coin Mach

CHICAGO, May 24. — Automatic phonographs appear to be the most popular type of coin-operated device in Mexico, according to Nate Feinstein, Atlas Novelty Company official, who returned here May 6 from a good will tour of that country for his firm.

Juke play is priced at 20 and 10 centavos, depending upon the type and locality of the location, Feinstein said. This corresponds to 4 and 2 cents in the U. S.

By far the greater number of machines are owned and operated by location owners, with few actual operators having a route, he stated. Top juke locations in Mexico, as in the U. S., are taverns and eating places. Monterrey, center of Mexican steel, glass and brewery industries, he pointed out, is a lively spot for the music machines.

In addition to Monterrey, Feinstein visited Mexico City, San Pedro, Guadalajara and Cuernavaca. One of the amazing things, he said, was that in view of the native love of live music, the number of automatic phonographs found in Mexico was so large.

Drop in Beer Sale Hurting Juke Play

ATLANTIC CITY, N. J., May 17. —Affecting juke box play in tavern locations is the decline of over-the-bar beer sales by 1,000,000 barrels a month since the first of the year.

R. J. Cheatwood, president of the National Beer Wholesalers' Association, quoted the figure at an association board meeting here recently and claimed the decrease in beer sales is due to "public resistance to the 25-cent bottle of beer."

Hold Your Own Newsreel Showing

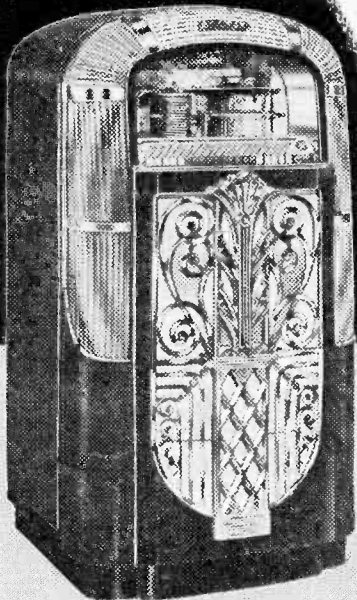
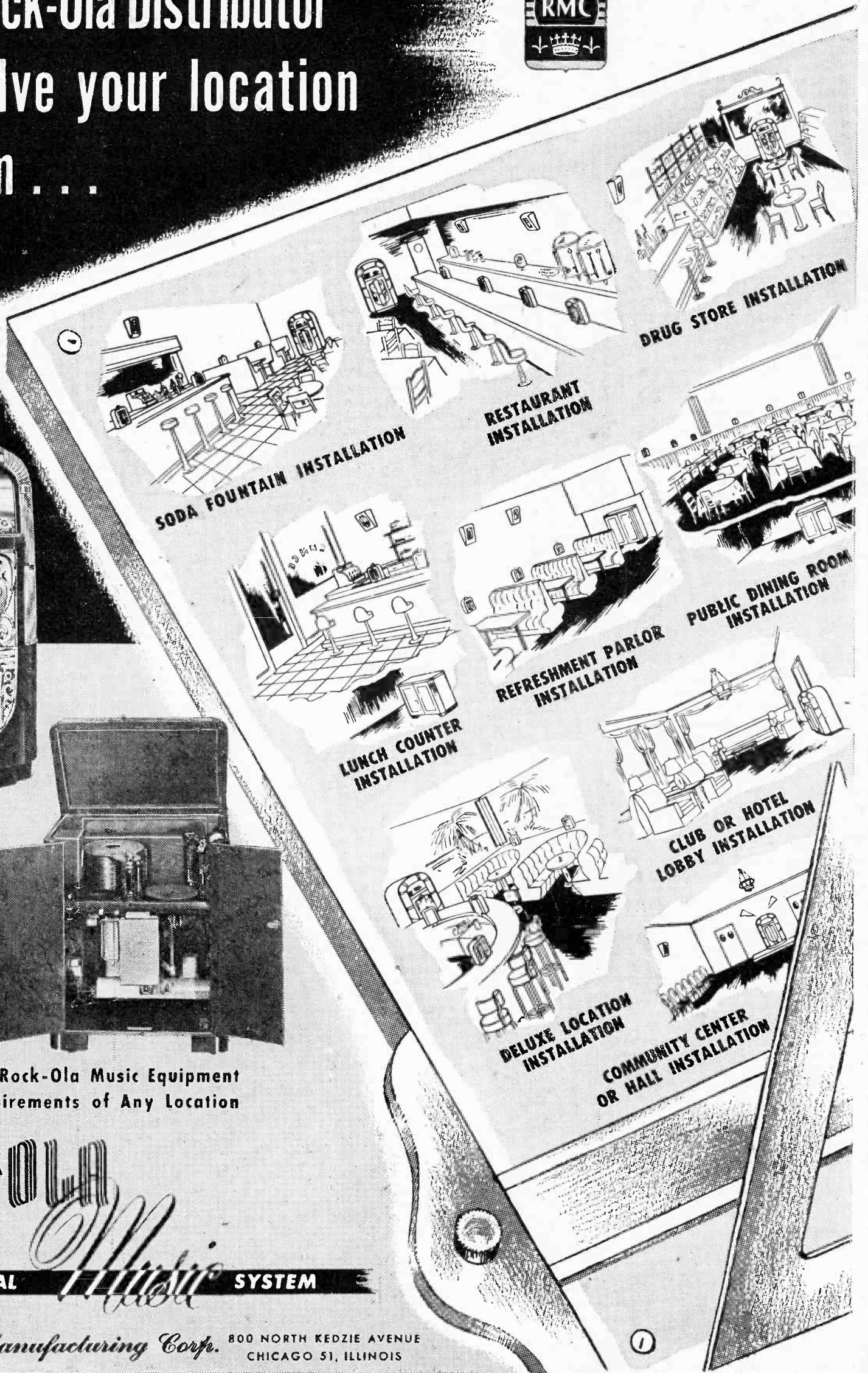
Prints of *The Billboard's* convention newsreel are ready for showing. The 16mm. sound movie, taken during the 1947 annual coin machine convention and show, runs 25 minutes. In it are booth shots, personality pictures and close-ups of many of the new types of equipment shown for the first time. There is no charge for the film, which was designed for distributor showings, association and operator gatherings.

If you want to show the movie to a group in your city, address your request to:

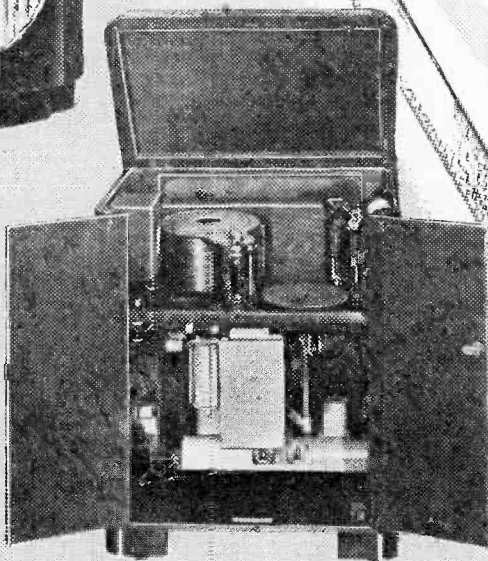
Convention Film Department
The Billboard
155 North Clark Street
Chicago 1, Ill.

In your request give full particulars as to the purpose of the gathering, estimated attendance, and a choice of two dates. The movie requires a 16mm. sound projector for showing. It will be sent free of charge with the understanding that the person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to the next stop without delay.

Your Rock-Ola Distributor can solve your location problem . . .



The **PHONOGRAPH**
That Sells—
MUSIC



MODEL 1424
PLAYMASTER

Combinations of Rock-Ola Music Equipment
Will Fit the Requirements of Any Location

ROCK-OLA

Music

UNIVERSAL SYSTEM

ROCK-OLA Manufacturing Corp. 800 NORTH KEDZIE AVENUE
CHICAGO 51, ILLINOIS

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Shopa's New Firm

Bing Shopa, who has organized Shopa Music Publications, Camden, N. J., a BMI firm, to publish Western tunes, and is currently forming a musical combo of his own, has two records coming out on his first ditty, *Texas Lil*. The Sons of the Range originally introduced the tune on WDAS, Philadelphia, and will cut it for Sapphire, while Mac McGuire's Harmony Platters will wax it for Quaker Rangers. Shopa, Temple University's school of music grad, was a dance band leader before going into the folk music field.

Hayloft Hoedown cast, WFIL-ABC aircor out of Philadelphia, trekked to Rochester, N. Y., May 16, for dedication ceremonies of a new youth center, The Barn, providing country club facilities for young people. Those making the junket were: Jack Steck, emcee; chirp Carol Wynne, the Sleepy Hollow Ranch Gang, with Uncle Elmer and Pancake Pete Newman, the Murray Sisters and squeeze-boxer Monte Rosci; Lou Carter and Sheriff Ed; Pop Johnson, and singers Jack Day and Fred Homer.

Grand Ole Opry unit, headed by the Duke of Paducah, started its current tour of theaters and parks in Eastern

Pennsylvania at the Rio Theater, Harrisburg, where house manager Francis DeVerter reported capacity crowds. . . . The Sleepy Hollow Ranch, Quakertown, Pa., had Elton Britt, Tennessee Jed, Slim Stuart, the Plainsmen, Pappy Howard and His Connecticut Kernels for guests during April.

The Sons of the Range, heard daily over WDAS, Philadelphia, are making their first nitery appearance at Di Pinto's, Philadelphia, and are set to make a Sunday appearance regularly at Glen Loch, N. J., Park, starting June 1, where Mac McGuire and His Harmony Rangers will work Wednesday nights. . . . Ole's Ranch, Berlin, N. J., nitery which features square and modern dancing, is using Charlie Ace and His Aces and Tony Mason and His Rangers.

Ramblin' Red's Trip

Ramblin' Red Ross, Canda's Happy Singin' Cowboy, Calgary, Alta., recently made a 6,000-mile trip thru the U. S., making p. a.'s and visiting friends. He auditioned for King Records during his stay. . . . Doc Williams, Border Riders frontier, and op of Musselman's Grove, Claysburg, Pa., opens May 11 with the Davis Twins (WWVA), Jake Taylor and His Rail Splitters (WMMN) and Al Rogers (WJAS). . . . Kentucky Jess Gaddes has joined Red Belcher's Kentucky Ridge Runners (WWVA).

Buster Moore and His Dixie Partners now on WPTF Raleigh, N. C., combo includes: Bonnie Lou, his wife; Carl Butler; Lloyd Bell and Fiddling Art. Group has a commercial for The Tar Heel Farm Journal. . . . Tommy Little and the Sunrise Rangers, with Sparky Henderson, Frankie, Eda and Cathy, are heard over WTK. Durham, N. C. . . . New radio station at Crewe, Va., WSVS, has the following folk artists: the Rough Riders, The Drifter, Doc Shelton, the Dixie Pals from Victoria, Va., and the Rhythm Riders.

Carson Reynolds is now employed in a factory in Ohio. . . . Curly Watts is in khaki. . . . Bydler Frye is at WSAZ, Huntington, W. Va., and Emery Stroup is with Jim Raines at Harrisonburg, Va. . . . Pie Plant Pete and Bashful Harmonica Joe cut four sides for Process Records. . . . Dolly Good and the Turner Brothers now on Radio Artist Records. . . . Billy Briggs and the X.I.T. Boys cutting for Midwest Records. . . . Bill Nettles and His Dixie Blue Boys have *Too Many Blues* and *High Falootin' Mama* as their next Bullet wax release, both of which are original Nettles compositions.

Maddox Bros. on Coast

Maddox Brothers and their sister, Rose, have been doing well with personal appearances in the vicinity of Modesto, Calif., from where they broadcast via KTRB. . . . East Coast Music, a BMI firm, is doing well with its new folk music catalog, with its tune, *That Golden Gal of Mine* being featured by Shorty Warren and His Western Rangers (WHAJ), Newark, N. J.; Georgie Long, York, Pa.; Jimmy Wells, Portage, Wis.; Johnny

Radiotel Firm Experiments in FM Coin Radios

LOS ANGELES, May 17.—Engineers in the research department of National Coin Radiotel Company have turned their attention to FM (frequency modulation) sets after ruling out television as a commercial venture.

"Television at the present time is not feasible for coin-operated play," stated L. H. Kahn, Radiotel's general manager. "First, television sets for the next few years, at least, will cost several hundred dollars. Second, there are not enough telecasts to maintain sufficient coin-play revenue. Third, our research has shown that transient guests in hotels and motels (from whom the greatest revenue is derived) do not place great stress on the screening of broadcasts—they are satisfied with sound alone.

Huge Possibilities

"Our market research has shown that there now exists huge possibilities for coin-operated radios. The lucrative outlying districts, the resort areas and the tourist trade are still practically unexplored," declared Kahn.

Kahn was connected with a Mid-west theater chain until his present venture. Associated with him are two war veterans, formerly with Kahn in the theater business. Sydney Jacobs spent four years with the navy in the Pacific. Leonard Greene was in the army for three years, serving in France and Germany.

South African Juke Tunes Go to Dime; Need More Records

CAPETOWN, South Africa, May 17.—Juke box revenue is reported on the steady upgrade here, with patrons paying the British equivalent of the American dime per tune, three for 25 cents. British sailors from the H. M. S. Vanguard, here for the visit of the king and queen, have given the juke steady play.

Biggest bug to the South African juke box operator is his meager stock of records. Ops have to depend on the supply of old tunes from England—even tho they would prefer popular American disks. It seems United States copyright laws interfere with shipment of platters to South Africa.

Alf Jordan, partner in Modern Music, coin machine operating firm, plans to be in New York about May 22 on an equipment buying tour.

Topeka Music Firm Moves Headquarters

TOPEKA, Kan., May 17. — Ray Armstrong, who operates Music Sales Company here, announced that his firm has moved its display rooms, office and workshop to 508 Quincy Street.

Firm, which operates juke boxes and pinballs, formerly was located at 1128 Medford Street.

Denver Car Card Ads Plug Joys of Telephone Music

DENVER, May 17. — Electronic Network, local Muzak operation, has launched a campaign of direct-to-listener advertising with placards on busses and streetcars. Ads emphasize company's survey of 426 employees in six Denver offices which showed 95 per cent declaring that the phone music makes work more enjoyable.

At the same time, Dick Cross, manager of the operation, reported that his salesmen are preparing a campaign on laundries and dry cleaning establishments in the city. Network already has signed one laundry here, and Cross is expecting big results

Vander Bosch, Kalamazoo, Mich.; Chuck Wright, Knoxville, and Buddy Starcher, Fairmont, W. Va.

Hawkshaw Hawkins, the King recording artist, lost his hat recently when he laid it down on a stage to sign an autograph, only to find later it had been taken by a souvenir seeker. . . . Cliff Japhet and His Western Aces (WENT, Gloversville, N. Y., are plugging *Little Old Shack on the Plains*, by Jimmie Busler.

Range Riders' Album

The WGAR Range Riders cut eight tunes for Continental Records recently, which will be put into an album for future release. Combo has purchased a ranch, outside of Cleveland, and intends to open in June, bringing in out-of-town talent for radio broadcasts from their Harmony Ranch.

Jesse Belcher and His Louisianns have joined the staff of KRMD, Shreveport, La., lining up with Runt Reid, guitar; Elbert Belcher, guitar; Jammer Downing, fiddle; Bobby Safel, electric guitar; and the leader on vocals. . . . Hank Keene, Western songwriter and publisher, is doing a series of nitery and vaudeville p. a.'s in the Florida resort belt.

from the campaign because laundry work is probably the most tiring and monotonous of the service trades, and labor turnover in cleaning plants is high.

Owned by O'Fallon

Electronic Network is owned by Gene O'Fallon, who also owns Station KFEL here. Muzak hook-up is billed as "affiliated with KFEL," and Frank Bishop, station manager, keeps an eye on the phone music net. Gene O'Fallon Jr., navy veteran, who is a student at Denver University, also works around the Muzak studio in the Albany Hotel. Cross, who formerly operated Station WEW, St. Louis, was chief of Loran systems for the Coast Guard during the war. Loran (long range aid to navigation) is a variety of radar.

Network now has 51 subscribers on 43 lines, Cross said. Installation at four new locations has been held up by the telephone strike, but he said that his firm has managed to get by without any circuit breakdowns during the strike.

Most unusual client is the Colorado Psychopathic Ward, where the speakers were installed behind steel grills after the patients tore up their radio sets. During the severe polio epidemic, music also was wired into the polio ward, Cross said. Chief locations are 18 offices in the city, including eight doctors' offices and a drafting room. Music also is piped into seven banks and a packing plant.

S. C. Juke Firm Chartered

COLUMBIA, S. C., May 17.—Secretary of state here has issued a charter to Camlin Distributing Company, Inc., Charleston, to deal in coin-operated phonographs; capital stock, \$20,000; Richard Brabham, president.

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

FOR BIGGER PROFITS



it's PERSONAL MUSIC

In Delaware — Maryland — Virginia — West Virginia — North Carolina — Our Distributor is

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PERSONAL MUSIC CORPORATION U. S. Highway No. 1, Newark, New Jersey Telephone: Bigelow 8-2204

FOR SALE

All or part, JUKE BOX and PIN BALL ROUTE in Hazard, Kentucky Coal Field. 18 Juke Boxes, Pin Balls, Records, Tools, and several other coin operated machines all in first class condition. Several new machines and complete assortment of parts. Have several Theaters to look after. First \$10,000.00 Takes All. Cash and terms to suit. Contact

DON REDA

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BARGAINS IN MUSIC MACHINES

- 6 500 WURLITZERS\$185.00
- 1 8800 SEEBURG 250.00
- 1 MILLS EMPRESS 95.00
- 1 SEEBURG COLONEL 195.00

No broken plastics. These boxes are all checked up, clean and ready to go.

1/3 Deposit, Balance C. O. D.

WOLVERINE SALES CO., INC.

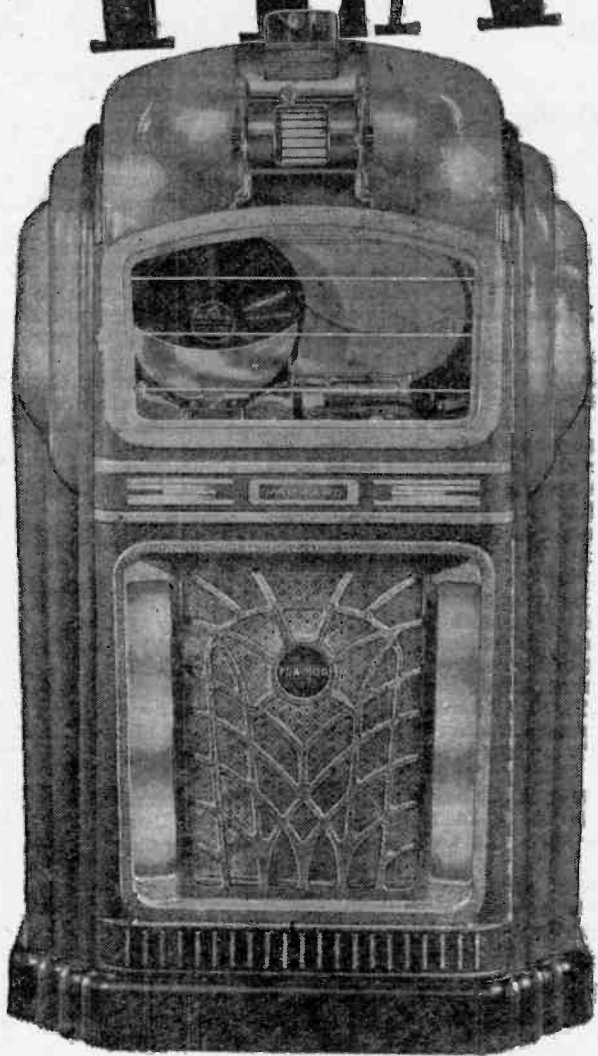
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Detroit, Mich.

FOR MUSIC AT ITS BEST GET

PACKARD PLA-MOR

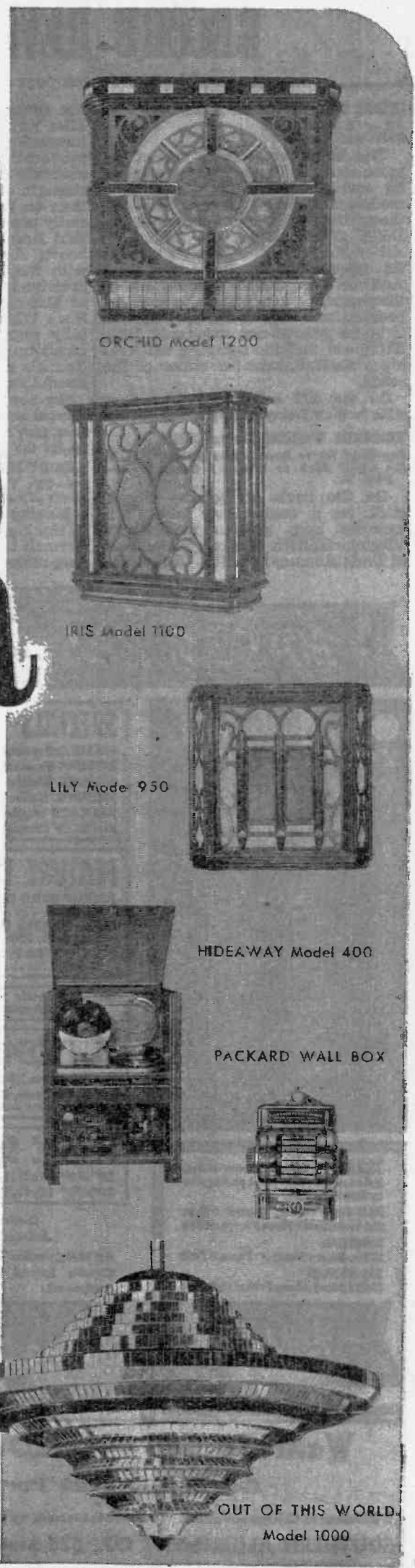


PHONOGRAPH Model 7

• Your Packard equipment enables you to give your patrons the finest in music reproduction—MUSIC AT ITS BEST! Their greater appreciation shows up in the extra play they give your music and in the increased collections you make in each location.

Every Packard instrument is a product of experience . . . designed for the *greater profit* of operators by men who know the automatic music business best. For beautiful tone, fascinating "play appeal," original design and dependable performance—go *PACKARD all the way!*

PACKARD MANUFACTURING CORP.
INDIANAPOLIS 7, INDIANA



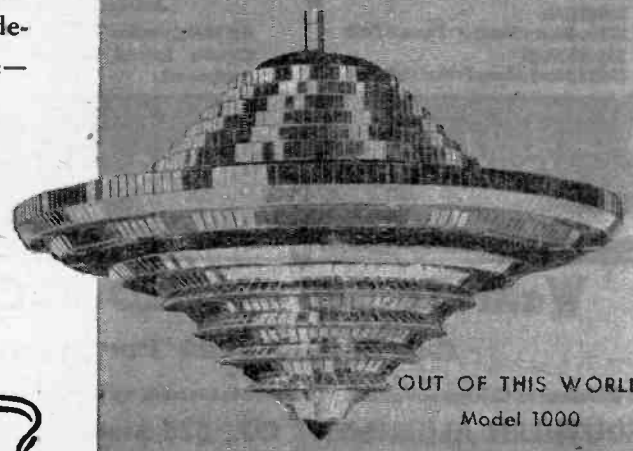
ORCHID Model 1200

IRIS Model 1100

LILY Model 950

HIDEAWAY Model 400

PACKARD WALL BOX



OUT OF THIS WORLD
Model 1000

PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES
• TITLE SLIPS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS
• ACCESSORIES • 30-WIRE CABLE •

RECORD REVIEWS

(Continued from page 30)

JIMMY DORSEY (Decca 25069)
All of Me—FT; VC.
Body and Soul—FT; VC.

The label brings back two of the more striking Jimmy Dorsey sides of an earlier day. Both played at a moderately paced tempo, it's the thoughtful rhythmic phrasings of Helen O'Connell for the singing of *All of Me*, with Bob Eberly's romantic expressions for *Body and Soul*. And for each, there's an interlude of the maestro's articulate alto sax improvisations. While the presentation is up to present-day standards, little likelihood that the spinning will create a revival wave for either of the songs.

For the disk collectors lacking these sides in their Jimmy Dorsey folios.

VIRGINIA O'BRIEN (Decca 23868)
Say That We're Sweethearts Again—FT; V.
I'm Goin' Back to Where I Come From—FT; V.

On the heels of Dorothy Shay's click on a competitive label, this waxerie here grooms movieland's Virginia O'Brien in a companion role of Park Avenue hillbilly. But while

she sings in good voice and diction, Miss Virginia chirps the droll lyrical innuendos without the least bit of provocation, and lets the songs sell themselves. And that they do on the strength of their lyrical design rather than on her delivery. This is especially pronounced in her plattering of Earl Brent's *Say That We're Sweethearts Again*, the droll love ballad with mayhemistic color. More expressive is her piping, at a faster clip, of Carson J. Robinson's *I'm Goin' Back Where I Come From*, the hillbilly saga of the country girl who meets up with a city slicker. Victor Young's music provides full instrumental support.

The novelty wordage, particularly the unusual romance twist for the *Sweethearts* song, may find the music machines lighting up for the side.

WOODY HERMAN (Columbia 37329)
Ivy—FT; V.
That's My Desire—FT; V.

Making another bid for popularity in singing circles, ex-maestro Woody Herman takes advantage of excellent song material. But for the most part,

sings almost in a vacuum, the instrumental support from the four rhythm instruments of The Four Chips hardly providing adequate musical frame for Herman's soulful singing. A beguine tempo is set for Hoagy Carmichael's *Ivy*, movie title tune. And spinning bright, Herman's chanting spins with greater effectiveness, altho there is more color in the brief interlude that has the Herman clarinet and the guit' man weaving the melody fabric together. *That's My Desire*, spinning at a slow tempo, has Herman singing it soulfully, with the guitar and clarinet sandwiching in a few bars.

Phono play will depend much on the ex-maestro's continued popularity.

BOBBY DOYLE (Signature 15089)
As Long as I'm Dreaming—FT; V.
You'll Know When It Happens—FT; V.

With more dramatic than romantic forces in his full-voiced baritone pipes, Bobby Doyle delivers both of these ballads in easy style but without creating any undue enthusiasm one way or another. Takes it at a slow tempo for both *As Long as I'm Dreaming* from the *Welcome, Strangers* movie, and for the tuneful *You'll Know When It Happens*, with Ray Bloch's music providing a colorful instrumental background.

Will take top song popularity to make for phono play.

DICK FARNEY (Majestic 7226)
Fine Thing—FT; V.
If My Heart Had a Window—FT; V.

Dick Farney, singing with full romantic expression and his baritone exacting a high degree of intimacy, makes it attractive for both of these new ballads. Particularly so for the melancholy mood melody, *If My Heart Had a Window*, with the strings, flute and French horn emphasized in Paul Baron's beautiful background harmonies. And it's Baron's musical richness that makes it just as colorful for *Fine Thing* from the *Dear Ruth* movie.

Phono attention will depend largely on strength of the ballads in song popularity circles.

FOUR KNIGHTS (Decca 48026)
Just in Case You Change Your Mind—FT; V.
Don't Be Ashamed To Say I Love You—FT; V.

A new Negro harmony fourtet for the label, the Four Knights display a fine blend of good male voices undoubtedly schooled in spiritual singing. And for their pop styling, borrow a leaf from the Mills freres. The bass singer bellows the beats with guitar added to keep up the flow of rhythm, and it's a solo tenor voice flanked by the sustained harmonies and vocal figures of the other singers. And when all together, the harmonies are close and weaved together smoothly to make for spinning attraction. Their presentation soft and intimate, the Knights make it most attractive for *Don't Be Ashamed To Say I Love You*, singing the sentimental melody at a bright tempo. It's a slow spin for *Just in Case You Change Your Mind*, the solo voice carrying the ballad all the way, sandwiching in a whistling interlude to start off the second stanza.

With limited appeal to the song selections, altho the singing is up to snuff, Four Knights will have to depend on a personal following to kick in with coins.

EDDY ARNOLD (Victor 20-2241)
I Couldn't Believe It Was True—FT; VC.
It's a Sin—FT; VC.

Eddy Arnold tickles the toes of the country dance fans as his Tennessee Plowboys whip together their fiddles and guitars for a happy musical background for his sad songs. Singing with emotional flavor, Arnold tells of a love lost for his *I Couldn't Believe It Was True*. Takes it at a fast clip with a more moderate beat as he sings it with as much wistful pathos for *It's a Sin*, a song story of love that can never be.

Both sides score solid for the prairie phonos.

(Continued on page 123)

New Orleans Mayor Orders More Jukes For Teen Centers

NEW ORLEANS, May 17.—More juke boxes for the city's teen-age centers and city playgrounds were ordered installed by New Orleans' young Mayor DeLesseps S. Morrison following an inspection of recreational facilities with Lester J. Lautenschlaeger, city recreational director. The city of New Orleans now owns two juke boxes which it uses in teen centers.

The recreational department is now negotiating to buy a number of music machines outright to run on a free-play basis, and to date several of the city's distributors have made offers to supply the machines at cost. No final consent has been given for the purchases yet, according to John Brechtel, assistant recreations director.

Music machines will be installed in about six new teen-age centers which are now being created from unused city facilities such as police and fire stations. In the past, operators and location owners have loaned jukes for use in the teen centers, but the mayor said he thought the city should own its own machines and provide continuous music for the teen-agers.

Advance Music Co. To Show New Jukes To K. C. Operators

KANSAS CITY, Mo., May 17.—Advance Music Company, distributors of Aireon juke boxes here, will hold a formal operators' showing of the new Fiesta Model at its show rooms, 1606 Grand Avenue, May 30-June 1, Dave Cooper, partner in the firm, announced.

Decorations and refreshments for the three-day display will be on a Spanish theme in keeping with the name of the new phonograph. Even tequila will be on tap, Cooper reports.

Dave Fleider, partner of Cooper, and the Advance sales staff will be on hand to demonstrate the machine.

AFL Pickets OK'd By Appeals Court In Ohio Juke Case

CINCINNATI, May 17.—Court of Appeals Monday (7) ruled that American Federation of Labor (AFL) workmen may picket the Homestead Restaurant in near-by Oakley, because the owner, Mrs. Mary Kitt, does not employ AFL workmen to service the juke box there.

The decision overrules the injunction issued in June, 1946, by Judge Louis J. Schneider, of Common Pleas Court, which barred picketing of the restaurant.

Members of an independent union service the juke, altho when the injunction was sought the servicemen allegedly were members of the Congress of Industrial Organization (CIO). However, the CIO revoked the union's charter, R. J. Davidson, regional organizer, said.

Rudolph Wurlitzer Company Declares 25-Cent Dividend

NORTH TONAWANDA, N. Y., May 17.—Rudolph Wurlitzer Company here declared a dividend of 25 cents on its common stock last week.

Firm previously paid 20 cents in the first three quarters of its fiscal year and 40 cents at the firm's fiscal year end, March 31.

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- SEEBURG Wallomatics, 5¢, 3-Wire 24.50
- PACKARD Wallboxes (Used) 24.50
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ADVANCE RECORD RELEASES

(Continued from page 32)

HOT JAZZ

- LOUIS ARMSTRONG—PARIS, 1934
 - ALBUM Louis Armstrong Vox VSP-300
 - On the Sunny Side of the Street, Parts I and II.....Vox 16060
 - St. Louis BluesVox 16058
 - Song of the Vipers.....Vox 16059
 - Tiger RagVox 16058
 - Will You, Won't You Be My Babe?.....Vox 16059
- ATLANTIC JUMP Charlie Barnet Ork (BUNNY) .. Apollo 1065
- BUNNY Charlie Barnet Ork (ATLANTIC JUMP) .. Apollo 1065
- CAROLINA MOON The Ernie Filice Quartet (DREAM A) .. Capitol 413
- CHARLIE CHRISTIAN MEMORIAL
 - ALBUM Charlie Christian Vox VSP-302
 - Charlie's Choice, Part IVox 16065
 - Charlie's Choice, Part IIVox 16066
 - Charlie's Choice, Part IIIVox 16067
 - Stompin' at the Savoy, Part IVox 16067
 - Stompin' at the Savoy, Part IIVox 16066
 - Stompin' at the Savoy, Part IIIVox 16065
- COLLABORATION Stan Kenton (MACHITO) Stan Kenton .. Capitol 408
- *DARKTOWN STRUTTERS' BALL ... "Fats" Waller and his Rhythm (S'POSIN') .. Victor 20-2220
- DREAM A LITTLE DREAM OF ME ... The Ernie Filice Quartet (CAROLINA MOON) .. Capitol 413
- *EVERYBODY LOVES MY BABY (But My Baby Don't Love Nobody But Me) "Fats" Waller and His Rhythm (SQUEEZE ME) .. Victor 20-2217
- HOCK SHOP BLUES Cliff Jackson (DEAD MAN) .. Century 4000
- HONEY DRIPPER BLUES Edith Johnson (NICKEL'S WORTH) .. Century 3018
- HOT POTATOES Johnny Dodds-Blind Blake (STEAL AWAY) .. Century 3010
- ILLINOIS JACQUET ALBUM..... Illinois Goes to Chicago .. Savoy S-507
- Illinois Goes to Chicago .. Jacquet and No Vest
- Jacquet and Coat .. Jacquet in the Box
- *INDIAN BOOGIE WOOGIE Woody Herman Ork (WOODCHOPPER'S BALL) .. Decca 25079
- IN THE COOL OF THE EVENING... Bob Perkins Trio (YOU'VE GOT) .. Wrightman 1012-P
- *I USED TO LOVE YOU (But It's All Over Now) "Fats" Waller and His Rhythm (THE MEANEST) .. Victor 20-2219
- IT'S TIGHT JIM Preston Jackson Uptown Band (HARMONY BLUES) .. Century 3014
- JEEP'S BLUES Ike Carpenter (THING'S AIN'T) .. Modern Music 20-513
- JIM CROW BLUES Cow Cow Davenport (GOOD CHIB) .. Century 3021
- JUST CAN'T STAY HERE Will Ezell (PITCHIN' BOOGIE) .. Century 3015
- KENTUCKY STOMP Dixie Four (ST. LOUIS) .. Century 3023
- KEY TO THE MOUNTAIN Mary Johnson (BARREL HOUSE) .. Century 3016
- KILROY BOOGIE Albert Ammons and His Rhythm Kings (TWELFTH STREET) .. Mercury 8040
- KROOKED BLUES King Oliver Creole Jazz Band (ALLIGATOR HOP) .. Century 3008
- LOUISIANA GLIDE Blind Leroy Garnett (CHAIN 'EM) .. Century 3025
- MACHITO Stan Kenton (COLLABORATION) .. Capitol 408
- MAKE ME A PALLET ON THE FLOOR .. James P. Johnson (18TH STREET) .. Century 4001
- MOON NOCTURNE, Parts I & II .. Charlie Ventura Ork .. National 9029
- MOTEN SWING, Parts I & II .. Harry James .. Columbia 37351
- MY MAN BLUES Alice Moore (PRISON BLUES) .. Century 3022
- NICE WORK IF YOU CAN GET IT .. Johnnie Guarneri (EXACTLY LIKE) .. Majestic 1135
- NICKEL'S WORTH OF LIVER .. Edith Johnson (HONEY DRIPPER) .. Century 3018
- ONE O'CLOCK BOOGIE Count Basie (Ann Baker) (MEET ME) .. Victor 20-2262
- *OOOH! LOOK-A THERE, AIN'T SHE PRETTY? "Fats" Waller and His Rhythm (YOU'RE NOT) .. Victor 20-2218
- PIGGLY WIGGLY BLUES Windy Rhythm Kings (SOUTH AFRICAN) .. Century 3009
- PITCHIN' BOOGIE Will Ezell (JUST CAN'T) .. Century 3015
- PRISON BLUES Alice Moore (MY MAN) .. Century 3022
- RAINBOW MOOD Herbie Fields Quintet (DARDANELLA) .. Victor 20-2274
- RED HOT HOTTENTOT J. C. Johnson and His Five Hot Sparks (SOUTHERN STOMPS) .. Century 3011
- ST. LOUIS MAN Dixie Four (KENTUCKY STOMP) .. Century 3023
- SAXOPHONE IMPROVISATIONS
 - ALBUM Don Byas .. Savoy S-505
 - Cynthia's in Love .. Old Folks
 - I Found a New Baby .. St. Louis Blues
 - London Donnie .. September Song
 - Marie .. They Say It's Wonderful
- SLOW DRAG Cow Cow Davenport (CHIMES BLUES) .. Century 3019
- SOUTH AFRICAN BLUES Windy Rhythm Kings (PIGGLY WIGGLY) .. Century 3009
- SOUTH SIDE STOMP Dixie Four (FIVE O'CLOCK) .. Century 3024
- SOUTHERN STOMPS King Oliver Jazz Band (RED HOT) .. Century 3011
- *S'POSIN' "Fats" Waller and His Rhythm (DARK-TOWN STRUTTERS') .. Victor 20-2220
- *(When You) SQUEEZE ME "Fats" Waller and His Rhythm (EVERYBODY LOVES) .. Victor 20-2217
- STEAL AWAY BLUES Paramount Pickers (HOT POTATOES) .. Century 3010
- STEEPIN' ON THE BLUES Lovie Austin's Serenaders (TROMBONE MAN) .. Century 3017
- SWANEE All Star Trio (DROPPIN' SHUCKS) .. Jazz Record JR-1011
- *THE MEANEST THING YOU EVER DID WAS KISS ME "Fats" Waller and His Rhythm (I USED) .. Victor 20-2219
- *THERE'LL BE SOME CHANGES MADE "Fats" Waller and His Rhythm (YOU STAYED) .. Victor 20-2216
- THINGS AIN'T WHAT THEY USED TO BE Ike Carpenter (JEEP'S BLUES) .. Modern Music 20-513
- TIP LIGHT Slim Gaillard Trio (Slim Gaillard) (ARABIAN BOOGIE) .. MGM 10017
- TOO BUSY All Star Trio (BUDDY BOLDEN'S) .. Jazz Record JR-1010
- TRAVELING BLUES Lovie Austin's Serenaders (CHARLESTON MAD) .. Century 3012
- TROMBONE MAN Preston Jackson Uptown Band (STEEPIN' ON) .. Century 3017
- TWELFTH STREET BOOGIE Albert Ammons and His Rhythm Kings (KILROY BOOGIE) .. Mercury 8040
- ALEC WILDER OCTET ALBUM Alec Wilder Octet Vox VSP-301
- A Little Girl Grows Up.....Vox 16063
- Footnote to a Summer Love.....Vox 16063
- Jack This Is My Husband.....Vox 16061
- Little White Samba.....Vox 16064
- Remember Me to Youth.....Vox 16062
- The Amorous Poltergeist.....Vox 16061
- The Children Met the Traif.....Vox 16064
- They Needed No Words.....Vox 16062

- WNEW SATURDAY NIGHT SWING
 - SESSION, VOLUME I ALBUM Vox VSP-303
 - High on an Open Mike, Part IVox 16027
 - High on an Open Mike, Part IIVox 16028
 - High on an Open Mike, Part IIIVox 16029
 - Sweet Georgia Brown, Part IVox 16029
 - Sweet Georgia Brown, Part IIVox 16028
 - Sweet Georgia Brown, Part IIIVox 16027
- *WOODCHOPPER'S BALL Woody Herman Ork (INDIAN BOOGIE) .. Decca 25079
- *YOU STAYED AWAY TOO LONG ... "Fats" Waller and His Rhythm (THERE'LL BE) .. Victor 20-2216
- YOU'VE GOT ME OUT ON A LIMB.. Bob Perkins Trio (IN THE) .. Wrightman 1012-P
- *YOU'RE NOT THE ONLY OYSTER IN THE STEW "Fats" Waller and His Rhythm (OOOH! LOOK) .. Victor 20-2218
- *Reissue

INTERNATIONAL

- AM DER WESER Max Helmut Wessels (DONAUWELLEN WALZER) .. Standard International F-11011
- DONAUWELLEN WALTZER (Danube Waves) .. Max Helmut Wessels (AM DER) .. Standard International F-11011
- GDY PRZYJDZIE CZAS (Danube Waves) .. Vivian Bazan-Joe Lazarz Ork (NA OKOLO) .. Standard International F-3025
- GRAY MARE POLKA Caruso Accordion Trio (NEW LONDON) .. Continental C-1209
- HARVEST TIME SHOTTISH Six Fat Dutchmen (MINNESOTA POLKA) .. Victor 25-1081
- HILL AND DALE POLKA Jerry Mazanec (LITTLE ANN) .. Columbia 12331-F
- HOWDY, NICK (OLA, SEU NACOLAU) .. Carlos Gerharo-RCA Victor Ork (YOU WENT) .. Victor 26-9022
- I LOVE A LASSIE Andy Hayes-Stephen Fallon (Killarney Quartet) ('T WAS ONLY) .. Celtic CI-1011
- IT'S A GREAT DAY FOR THE IRISH .. The Corkonians (VARSOVIANA) .. Celtic CI-1013
- JUST A BUM (MA POMME) .. Maurice Chevalier-Henri Rene Ork (LOUISE) .. Victor 25-0093
- KANE KOURAYIO ELLADA MOU... Tetos Demetriades (O HORISMOS) .. Standard International F-9035
- LA BIONDA Ralph Pedi (VALZER SENTIMENTALE) .. Standard International F-6030
- LET'S POLKA ALBUM Gene Hall Majestic M-17
- Brau House Polka Majestic 7227
- Merry-Go-Round Majestic 7228
- Military Polka Majestic 7229
- New Laughing Polka Majestic 7227
- Staccato Polka Majestic 7228
- Stud Polka Majestic 7229
- LITTLE ANN Jerry Mazanec Ork (HILL AND) .. Columbia 12331-F
- LOUISE Maurice Chevalier-Henri Rene Ork (JUST A) .. Victor 23-0093
- MINNESOTA POLKA Six Fat Dutchmen (HARVEST TIME) .. Victor 25-1081
- NA OKOLO LACZKI Clara and Nell Zamachaj-Joe Lazarz Ork (GDY PRZYJDZIE) .. Standard International F-3025
- NEW LONDON POLKA Caruso Accordion Trio (GRAY MARE) .. Continental C-1209
- O HORISMOS (Danube Waves) .. Tetos Demetriades (KANE KOURAYIO) .. Standard International F-9035
- PRUNE SONG Frank Linhart Ork (TAVERN POLKA) .. Continental C-20
- SHINING MOON Windy City Five (WEDDING WALTZ) .. Columbia 12332-F
- TAVERN POLKA Frank Linhart Ork (PRUNE SONG) .. Continental C-20
- THE KELLEYS Andy Hayes-Stephen Fallon (Killarney Quartet) (WHEN IT'S) .. Celtic CI-1012
- 'T WAS ONLY AN IRISHMAN'S DREAM .. Andy Hayes-Stephen Fallon (Killarney Quartet) (I LOVE) .. Celtic CI-1011
- VALZER SENTIMENTALE (Danube Waves) .. Ralph Pedi (LA BIONDA) .. Standard International F-6030
- VARSOVIANA The Corkonians (IT'S A) .. Celtic CI-1013
- WEDDING WALTZ Windy City Five (SHINING MOON) .. Columbia 12332-F
- WHEN IT'S MOONLIGHT IN MAYO .. Andy Hayes-Stephen Fallon (Killarney Quartet) (THE KELLEYS) .. Celtic CI-1012
- WHEN IT'S LAMPLIGHTIN' TIME IN THE VALLEY .. Henri Rene Musette Ork (HAPPY FARMER) .. Victor 25-0091
- WITAM I ZEGNAM WAS (Hello and Goodbye Waltz) .. Standard International F-3024
- YOU WENT AWAY (FOSTE EMBORA) .. J. B. Carvalaho-RCA Victor Ork (HOWDY, NICK) .. Victor 26-9022
- ZAPLET-KOLO Milan Verni Tamburica Ork (SVE SE) .. Standard International F-12003
- ZEATA' MA'TI VALCIK (Dear Mother Waltz) .. Jerry Pobuda Ork (KDYS SOYSIM) .. Victor 25-2054

CLASSICAL & SEMI-CLASSICAL

- ADOLPHE ADAM: GISELLE — Constant Lambert, Dir.—Ork of the Royal Ballet Music Album Opera House, Convent Garden .. Columbia X-MX-277
- ARKANSAS TRAVELER (Old Fiddler's Breakdown) .. David Broekman, Dir. (Carnegie Pop Ork) (SOUSA: SEMPER) .. Columbia 71957-D
- BARTOK: CONCERTO No. 3 FOR PIANO AND ORCHESTRA ALBUM .. Gyorgy Sandor-The Philadelphia Ork, Eugene Ormandy, Dir. .. Columbia M-MM-674
- BEETHOVEN: POLONAISE IN C-MAJOR, Op. 89 .. Edward Kilyeni (MENDELSSOHN: SCHERZO) .. Columbia 1968-D
- BORODIN: ON THE STEPPES OF CENTRAL ASIA .. The Philharmonia Ork-Constant Lambert, Dir. .. Columbia 71956-D
- DELIUS: CONCERTO FOR VIOLIN AND ORCHESTRA ALBUM .. Albert Sammons-Malcolm Sargent, Dir. (Liverpool Philharmonic Ork) .. Columbia M-MM-672
- I LOVE YOU TRULY Allan Jones (Robert Armbruster Ork) (JUST A-WEARYIN') .. Victor 10-1289
- JUST A-WEARYIN' FOR YOU Allan Jones (Robert Armbruster Ork) (I LOVE) .. Victor 10-1289
- MENDELSSOHN: SCHERZO A CAPRICCIO IN F-SHARP MINOR .. Edward Kilyeni (BEETHOVEN: POLONAISE) .. Columbia 71968-D
- GIAN-CARLO MENOTTI: SEBASTIAN—BALLETT SUITE ALBUM .. Robin Hood Dell Ork of Philadelphia-Dimitri Mitropoulos, Dir. .. Columbia X-MX-278
- PATTER SONGS FROM GILBERT AND SULLIVAN, VOLUME II ALBUM .. Nelson Eddy-Robert Armbruster Ork and Chorus .. Columbia M-MM-670
- RACHMANINOFF: CONCERTO No. 3 IN D MINOR FOR PIANO AND ORCHESTRA, Op. 30 ALBUM .. Cyril Smith-George Weldon, Dir. (City of Birmingham Ork) .. Columbia M-MM-671
- SAINT-SAENS: CAPRICE ON THE AIRS DE BALLETT FROM THE OPERA "ALCESTE" BY GLUCK .. Guilomar Novaes .. Columbia 71961-D
- SOUSA: SEMPER FIDELIS-MARCH: WALDTEUFEL: THE SKATERS-WALTZ, Op. 183 .. David Broekman, Dir. (Carnegie Pops Ork) (ARKANSAS TRAVELER) .. Columbia 71957-D
- EDUARD STRAUSS: RACE TRACK-GALOP, Op. 45 (Bahnfrei); JOHANN STRAUSS SR. RADETZKY MARCH, Op. 228 .. Erich Leinsdorf, Dir. (The Cleveland Ork) (JOHANN STRAUSS) .. Columbia 12543-D
- JOHANN STRAUSS JR.: THUNDER AND LIGHTNING-POLKA, Op. 324 (Ueber Donner Und Blitz); PERPETUUM MOBILE, Op. 357 (Perpetual Motion) .. Erich Leinsdorf, Dir. (The Cleveland Ork) .. Columbia 12543-D

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ALBUM REVIEWS

(Continued from page 35)

SONGS BY SINATRA—Frank Sinatra
(Columbia C-124)

Frank Sinatra wraps his pipes around eight evergreens, all familiar, with Axel Stordahl's music providing the sympathetic background as The Voice keeps close to tempo to keep the spinning ever bright. Set of four records has eight picture shots of the singer on the front cover with an additional photo and notes for the inside flap. It is tagged Vol. 1, which indicates that Sinatra is scanning all the Tin Pan Alley folios for such packaging. Singing them in his simple and direct romantic manner, spinning takes in *I'm Sorry I Made You Cry*, *I Concentrate On You*, *How Deep Is the Ocean?*, *That Old Black Magic*, *She's Funny That Way*, *Embraceable You*, and with a chorus for vocal assist, *Over the Rainbow* and *All the Things You Are*. A mop-up for the Sinatra fans.

WELCOME STRANGER—Bing Crosby
(Decca A-531)

Bing Crosby covers four songs from his *Welcome, Stranger* movie in this set of two records. And with John Scott Trotter's music, emphasizes the hit qualities of the score's ballad song, *As Long as I'm Dreaming*. Other songs have only production value, Crosby singing it in easy and rhythmic style for *Smile Right Back at the Sun* and *My Heart Is a Hobo*. And with the Calico Kids on the chant, Crosby is also the caller for the country style square dance ditty. Picture of the singer graces the album cover. Accompanying is a booklet more ambitious than the recordings, giving the screen story, Bing's bio and the song lyrics. Screen showings will hypo interest in this set.

JUST FOR DANCING—Nat Brandwynne
(Majestic M-16)

As the title indicates, these three records are styled for dancers, with the hoof inspiration coming from Nat Brandwynne, whose Steinway sparkle in melody style scintillates throuout as he paces his softly toned band scaled to the hotel supper rooms. All sides are instrumentals and the familiar ballad selections are all in the romantic genre, taking in *Love for Sale*, *Take Me in Your Arms*, *Sweet and Lovely*, *Easy To Love*, *Love Walked In* and *I'll See You in My Dreams*. Gives each the same kind of treatment. The spinning is only for those who favor such subdued syncos. Dancing couple, with dance program listing the tune titles, makes for the front cover motif. Inside page also plays down the maestro, another drawing of a dancing couple set off with "let's dance" notes.

FATS WALLER MEMORIAL RECORDS
(Victor 20-2216-17-18-19-20)

To herald a Fats Waller Memorial Week this month, Victor has issued five single records that perpetuate his keyboard and vocal color. All reissues, the tunes and treatment, with the small rhythm band supporting, are typical Waller's. Selections take in *There'll Be Some Changes Made*, *You Stayed Away Too Long*, *Everybody Loves My Baby*, *Squeeze Me*, *You're Not the Only Oyster in the Stew*, *Oooh! Look-a There, Ain't She Pretty?*, *I Used To Love You*, *The Meanest Thing You Ever Did Was Kiss Me*, *S'posin'* and *Darktown Strutters' Ball*. All good for collectors and may even inspire nickel play at the music machine locations.

SING OF AMERICA—Tom Scott
(Signature S-5)

Singing to his guitar strums, Tom Scott sings in forthright and expressive manner the age-old storytelling folk songs and Negro spirituals of

early frontier days, many of them having their roots in the old country. Songs were all collected by the singer and published in a book that gives this set of four records its title. Covers 12 tunes in the set, coupling two songs on one of the sides in each record. Goes back to Revolutionary days for *Soldier, Soldier, Will You Marry Me?* and includes some familiar such as *Foggy*, *Foggy Dew* and *John Henry*. Picture of Scott and his guitar graces the front cover with notes on singer and songs for the inside page. A welcome addition to the wealth of American folk music on wax.

LITTLE RUSSIAN SYMPHONY—Dimitri Mitropoulos
(Columbia MM-673)

The Minneapolis Symphony, conducted by Dimitri Mitropoulos, cuts a first-rate performance of Tchaikovsky's lesser known and neglected *Symphony No. 2*, popularly called the "Little Russian" because the first and last movements use Russian folk songs. The wealth of melody and its orchestral treatment makes it eminently worth the hearing and the having on wax, even if it doesn't have the power and breath of the master's better known symphonies. A balalaika design makes for an attractive album cover, photo of the conductor and notes on the music for the inside page. Five 12-inch records to the set.

BARTOK'S CONCERTO—Gyorgy Sandor
(Columbia MM-674)

Gyorgy Sandor, Hungarian pianist who gave Bela Bartok's *Concerto No. 3* its first performance in February, 1946, as soloist with the Philadelphia Orchestra under Eugene Ormandy's direction, gives a repeat performance on wax to make for a highly desirable set of three 12-inch disks. It's the native music of Hungary, distinct from the music influenced by the gypsies, making for a lively, vital work with vigorous themes for which the composer characteristically resolves the dissonances so that the passages are refined to lyrical beauty. Set is a memorial to the composer, who had Sandor as one of his pupils, and the excellent performance of both the piano and orchestra makes this set well worthy of a lasting place in a music lover's collection.

FOLK SONGS AND BALLADS—Vol. 2—Susan Reed
(Victor M-1107)

Accompanying herself on zither or Irish harp, young and fresh-voiced Susan Reed offers another set of nine old-time folk songs spinning over six sides. Singing them wistfully and in clear, liquid voice, Miss Susan brings forth the folk songs and ballads that the early settlers brought with them from the old country, including such familiar as *Danny Boy* and *Lord Randall*. Color photo of Miss Reed makes for an attractive front cover page with notes on the singer and her songs for the inside page. A choice set for the folk music shelf in the library.

PATTER SONGS from GILBERT & SULLIVAN—Vol. 2—Nelson Eddy
(Columbia MM-670)

An able exponent of Gilbert and Sullivan, Nelson Eddy turns in a highly acceptable songfest for a second set of patter songs from *Pirates of Penzance*, *Patience*, *Trial by Jury*, *Ruddigore*, *The Gondoliers* and *Princess Ida*. The baritone is given an able assist by the orchestra and chorus directed by Robert Armbruster, and this set of three records is a must for the G. & S. fans, who must be legion. Color photo of Eddy graces the front cover with the two inside pages carrying the lyrics of the patter songs covered in the spinning.
(Continued on page 130)

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PAGE 89



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New York:

Nat Kadash and Archie Rosenblatt, partners in Aranky Cigarette Service, North Tarrytown, N. Y., have placed several machines in the local prison and will soon install a cigar machine there. . . . Robert J. Harrington learned of his appointment as treasurer of American Time Corporation immediately after undergoing an appendectomy. . . . Max Levine, president of Scientific Machine Corporation, and Hymie Rosenberg, of H. Rosenberg & Company, Inc., took off their coats the other day to help install premium stands in the Mardi Gras, Times Square, which features their poker tables.

Al Denver, president, and **Sid Levine**, general counsel, of the Automatic Music Operators' Association, travel to Washington May 23 to testify before a judiciary committee on the Scott Bill. . . . **B. S. Bhalotia**, coin machine operator in Calcutta and Bombay, India, stopping at the Embassy Hotel until June 1, when he leaves for Chicago, Milwaukee and Canada. . . . **Ted Elatt**, of Intimate Music, now in a new location, returned last week from Florida. . . . Among coinmen seen on the avenue last week were **Bill Watts**, of Boston, and **Harry Finklestein**, of Chicago.

Hank Walton, traffic manager of Atlantic New York Corporation, has a bid in for a girl with the hovering stork. . . . **Dave Gottlieb**, president of D. Gottlieb & Company, Chicago, and president of Coin Machine Industries, was a recent visitor. . . . **Joe Hirsch**, Philly, is active again. . . . **Al Gould** is the new service manager for Harold Vending Service in Buffalo. . . . **Henry Morton** is the new manager of K & K Amusements, Brooklyn. . . . **Elliot Lawrence**, featured on Columbia disks, played host at a luncheon recently to members of the Music Guild of America at their Newark headquarters.

Frank Brocoli, of Braddock Music Company, is laid up with a recurrence of an old leg ailment. . . . **Joe Palmer**, of Excel Phonograph Company, is back in town after a Florida jaunt. . . . **Harry Rubenstein**, Rubenstein & Glickman Vending Service. (See NEW YORK on page 121)

Detroit:

Dan Evans is assisting **Frank Healey** in the operation of Atlantic Products Company. Healey rates as one of the real old-timers in the Motor City coin field. . . . **Adam McNutt**, former assistant sales manager for Coca-Cola Bottling Company, is new general manager of the Detroit Fair and Junior Fair Exposition.

Wyndham B. Reager, who operates a route of amusement and grip machines as the Michigan Vending Company, has moved his offices, formerly on South Edsel Avenue, to Northeast Detroit at Dresden Avenue. Reager, who also operates a real estate business, may dispose of his activities here and move to another territory.

Irwin Chester, who operates as the Chester Music Company, is moving his store from West Jefferson Avenue to the West Side suburb of Melvindale. . . . **Jack Brilliant** took a plane trip to Chicago to visit Sonora and Rock-Ola plants. **Joseph Brilliant** reports the Brilliant Music Company has dropped plans for incorporating and will remain a partnership.

John P. Kelly, of the Batter-Up Company, left Wednesday (14) for a two-week business trip covering Wisconsin, Pennsylvania, New York and New Jersey. **Max Lipin**, Allied Music Sales, is back from a business trip to New York. His brother, **Aaron**, who heads the records department, reports increased emphasis on the distributing activities at this time.

COINMEN YOU KNOW

Kansas City:

Best story of the phone strike was relayed this week by **Ed Lyons**, W. B. Music Company salesman, who just returned from a visit with **Harold Roten**, McPherson, Kan., pinball operator. Roten has a Kilroy pin game on a location outside McPherson which can be reached only by long distance. When it went out of whack the other day, the location owner tried to call in to Roten, but the telephone operator declared very emphatically that they were taking only emergency calls on sickness, death and other such urgent matters. After only a brief pause, the location owner replied, "Well, it is a matter of life or death."

Then just as he got Roten on the wire, the location owner recalled the stories he had heard of how phone operators around here have been listening to these urgent calls and cutting them off if they don't sound too urgent. So he said simply to Roten: "Kilroy is very ill, you had better come out just as soon as you can."

Spanish motif will be carried out in both decorations and refreshments at the showing of the new Aireon Fiesta juke in the showrooms of Advance Music Company, Dave Cooper reports. Showing is scheduled for May 30, 31 and June 1. Cooper has been out of the office at Advance for (See KANSAS CITY on page 119)

Denver:

Gordon Palmquist and **Clarence Erickson**, partners in a music operation at Laramie, Wyo., were down looking over the new Mills Constellation, which **Gibson Bradshaw** had just received at his Denver Distributing Company Tuesday (13). Palmquist says juke play in his territory dropped some around the first of the year, but with the tourists already coming in numbers it looks like a banner summer. He and Erickson also operate in Saratoga and Rock River, where jukes are still called "nickelodeons."

Herman E. Walker, who antedates **L. B. Anderson**, of Star Vending, by a few months for the title of Denver's oldest coin machine operator, is (See DENVER on page 116)

Los Angeles:

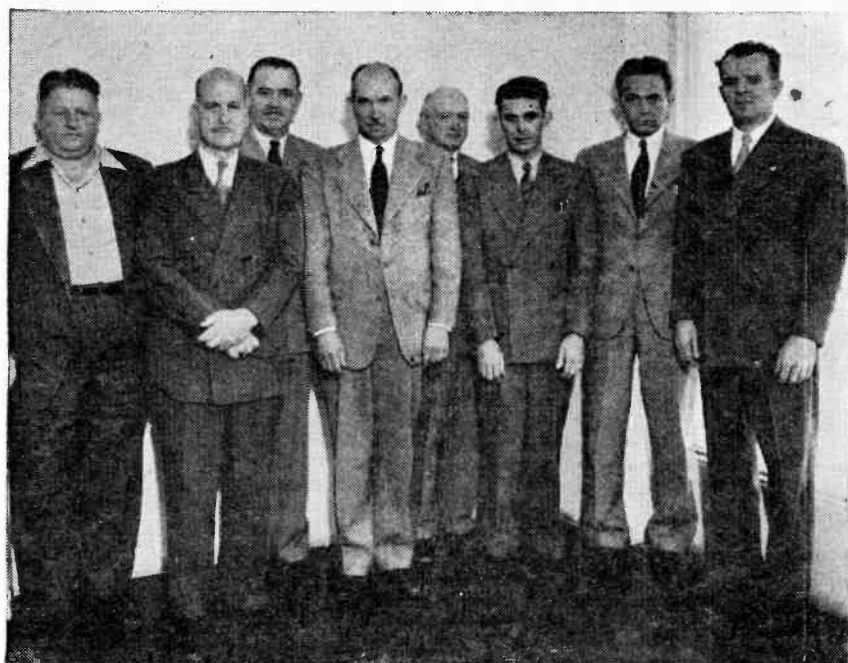
Johnny Nelson, well-known operator, is passing out cigars on coin row to announce the birth of his daughter, his second. The naming has been left up to Nelson's other daughter, **Linda**, and she has selected **Kay Pamela**—and it may stay that way. New daughter was born Tuesday (13). . . . **L. B. McCreary**, of Solotone, away on vacation and not expected back in the city until June. . . . Fourteen Jennings Chiefs loaned to Pine-Thomas production for the filming of *Big Town After Dark* by C. A. Robinson & Company. **Al Bettelman** handled the delivery of the machines. . . . **Charlie Robinson** in Reno on business following a trip to Chicago.

Jack Bahler, of Inglewood, in the city on business and visiting **Bill Happel** at Badger Sales Company. . . . Los Angeles operators making coin row included **Thomas Workman**, **Louis C. Uhl**, **Ben Corenblum** and **Fred Saran**. . . . **Lawrence Raya** in town from Colton. **Milton Noreiga**, of Colton, also a visitor. . . . **Barney Smith** up from Long Beach. . . . **Kenny Hoar**. (See LOS ANGELES on page 120)

Philadelphia:

Jack Beresin, head of Berlo Vending Company, and **Mrs. Beresin** left for Hollywood to take in the annual Variety Club convention there. In their party were **Mr. and Mrs. Dan Goldenberg**; Dan is the well known peanut chew candymaker. All will take in the candy confectioners convention in Chicago on their way back. **Helen Tindall**, supervisor for Berlo Vending in near-by Wilmington, Del., territory, placed popcorn and candy machines at **Ben Shindler's** Ace Theater in that city.

Phyllis Leopold, whose father operates the music and pinball machines at suburban Hatboro, and **Seymour Silverman**, local lamp manufacturer, are heading for a November wedding. . . . An ambitious tie-in with juke ops saw most of the platter stackers in the city featuring **Louis Armstrong's** new waxing. Do You Know What It Means To Miss New Orleans, as a plug for Satchmo's current appearance at the Earle Theater this week. . . . (See PHILADELPHIA on page 121)



MANUFACTURERS AND DISTRIBUTORS of the Douglass Automatic Shoe-shiner. Pictured above are **P. D. Douglass**, its inventor; **L. G. Stockdale**, Stockdale Laboratories, Inc., developer of the machines shine wax; **M. L. Parent**, of M. L. Parent Distributing Company, national distributors; **L. F. Wickman** and **C. G. Jamieson**, of the Douglass firm; **F. E. Simpson**, Atlas Pacific Engineering Company; **K. MacPherson**, MacPherson Bros. Leather Company, and **W. W. Kitchel**, attorney.

Chicago:

H. B. Jones, vice-president of Bally Manufacturing Company, says visitors at the plant during the past week included **J. R. (Pete) Pieters**, King Pin Distributing Company, Kalamazoo, Mich., and **Herman Paster**, Mayflower Distributing Company, St. Paul. Pressing for increased shipments of Special Entry was the ever-smiling **Bill Marmer**, Sicking, Inc., Cincinnati.

Lou Sebastian, Rock-Ola Manufacturing Corporation's assistant sales manager, left for Syracuse May 14. Lou's first stop on the eastern tour was at Rex Coin Machine Distributing Company. **H. W. Graham**, sales representative, is visiting LaBeau Novelty Sales Company, Rock-Ola distributor in St. Paul. Another sales representative, **Maynard Todd**, is en route to Modern Distributing Company, Denver. Todd recently returned from a tour contacting firm's Midwest distributors.

Billy DeSelm United Manufacturing Company, says this week's visitors were **Bill Marmer**, Sicking, Inc., Cincinnati, and **R. A. Martin**, Fort Wayne, Ind.

R. E. Smith, of Buckley Manufacturing Company, last week, greeted visitors **B. F. Bogirdus**, of New Orleans; **Rocco Barbera**, Mishawaka, Ind.; **William Barbera**, Rocco's brother, who operates a separate route in the same city; the **Clanin Brothers**, Toluca, Ill.; **R. J. Manning**, from Wyoming, and **Elmer Wolfe**, Ottawa, Ill.

Nate Gottlieb, **Dave Gottlieb** & Company, says **B. D. Lazar**, Pittsburgh, walked in last week. **Dave** returned Monday (12) from his New York weekend trip. . . . **Irving Ovitz**, over at Automatic Coin Machine & Supplies, tells us road men **Arthur Schwartz**. (See CHICAGO on page 118)

Cincinnati:

Automatic Phonograph Owners' Association held its regular monthly meeting Tuesday (13) at the Hotel Gibson with President **Sam E. Chester** presiding. Those attending included **Charles Kanter**, **Harry Hester**, **Bill Bigner**, **Al Lieberman**, **Jerry Levy**, **Nat Bartfield**, **Sam Gerros**, **Louis Schoenlaub**, **John Nicholas**, **Dave Tavel**, **Max Moackel** and **Al Chasson**.

Bert Dean and **Ray Votaw**, of the E. & W. Distributing Company, were guests at the meeting and displayed a new AMI phonograph. Other guests included **Max Callison** and **Morvin Townsend**, Capital Record Company, and **Bert Herman**, Harvey Distributing Company.

Hester, **Fitzpatrick**, **Lieberman**, **Kanter** and **Levy** were appointed members of a new arbitrating committee and **Kanter** will serve as a committee of one on publicity.

John Nicholas, Nicholas Music Company, is the father of a boy, born (See CINCINNATI on page 120)

Indianapolis:

Mr. and Mrs. Sam Weinberger are motoring to the West Coast for an extended vacation. . . . **Kenneth Quantz** has been added to the service department of Southern. . . . **Fred Slough**, Plymouth (Ind.) Novelty Company, was seen on coin row buying new equipment and parts. . . . **Peter Stone**, Indiana Automatic Music Company, announces a new department which will handle export sales on used jukes.

Hal Carver, Anderson, Ind., operator, was on coin row looking over new equipment. . . . **Frank Banister**, Banister Distributing Company, is in Chicago, buying new and used games. . . . **Roy Bane**, Oxford (Ind.) Music Company, was seen on coin row buying parts. . . . At Indiana Automatic Sales Company, **Peter Stone** and wife are reported recovering from an attack of flu.

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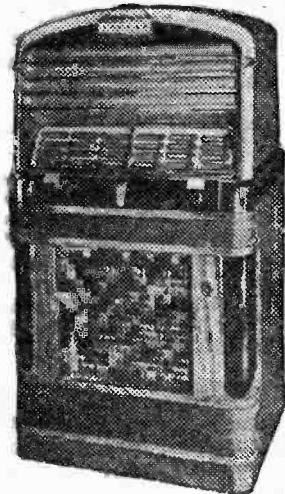
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COINMEN YOU KNOW

Denver:

(Continued from page 115)

back tending his phonograph route after a motor trip with his wife thru New Mexico, Arizona, and down to Juarez, Mexico. His sister, Mrs. Luke Hunkler, of Macon, Mo., who also takes a lively interest in juke boxes, went along. Walker says play on his route is riding along just under the wartime peak and he still bills Denver as "the best music country you can find."

Maynard Todd, Chicago, Rock-Ola sales representative, is in town for 10 days or so with L. D. Shulman, of Modern Distributing Company. Todd is all praise for the bang-up job Shulman has done in distributing thru this area. . . . Frank Mazone is rounding out his 13th year as manager of Shulman's operating company, Modern Music Company.

Al A. Roberts, of Wolf Sales Company, Wurlitzer distributor, is the father of a new daughter, Kathy. He also has a son, Douglas Clark. . . . Roberts, incidentally, is a graduate electrical engineer. His father and his brother, A. C. Roberts, just returned from a trip to Phoenix, where they contabbed with Jay Confer, manager of their branch there. Dick Walker manages the El Paso branch of the firm, and Ken Dart is handling the Salt Lake City branch. The Wolf salesroom and offices, with their eye-smiting modern furniture and decor, is the showplace of the Denver coin trade.

Cecil Finney, who has the Chief Amusement Company at La Junta, Colo., and also operates juke, pins and counter games in Lamar and a flock of other towns in Southeast Colorado, was in town with Bill Hixson, who has the Lamar Cafe, to look over the new music equipment. . . . Finney, who used to have the Arkansas Valley Amusement Company in Kansas, is winding up his 11th year in the trade. He started with the McCall Novelty Company in St. Louis. He says play in his territory is holding up better than expected, but the overhead is up with business spread over more locations.

Harry E. Bowes, who has Century Music in Denver and Modern Music at Colorado Springs, was down looking over his operation at the Springs this week. Manager Pete Boody was handling the Century operation while he was gone. . . . Visitors to the Denver Distributors' offices last week included L. C. Nuttall, of Boulder, and Leo Benedetti who has the G.I. Music Company at Trinidad. . . . John Orr, of the Clovis Amusement Company, at Clovis, N. M., also was up scouting the Denver trade.

A number of Colorado Music operations have changed hands recently. Bud Crasky, who has the Grand Music Company at Craig, is reported to have bought the routes of Lester Kenny at Rangley. . . . John R. Burke and Charles Hetts, partners in a music operation at Sterling and Fort Morgan are listed as buyers of A. H. Ray's routes in Fort Morgan. . . . Louis Bellotti, who operates the Walsenburg Music Company, is reported as purchaser of part of the routes of John Hubbard's Valley Music Company, which has headquarters at Del Norte.

Bob Nippert has bought a home in El Paso and moved there to represent Gibson Bradshaw's Denver Distributing Company. Nippert is a veteran who joined Bradshaw's firm about a year ago, and basketball fans will remember him as the "smallest" man on the WDST Texas team that romped over the courts a few years back. Nippert is only six feet three.

Bradshaw himself has a hard time catching a breather these days between his distributing business, reopening two arcades in Denver amusement parks and outfitting a new arcade at Estes Park, north of Denver. His arcade at Lakeside Park opened Friday (16) and the one at Elitch's Gardens is slated to debut May 24.

Wyoming coinmen visiting the showrooms here last week included Pat Johnson, of Rawlins, and Bryan Edwards, of Douglas. . . . Leo Negri, field representative for Lu Shulman's Modern Distributing, will be in Rawlins this week and George Davis, another Modern salesman, is visiting Alamosa, Colo.

Floyd Mock, who launched the Park Hill Music Company four months ago, is reported to have doubled his

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route recently. Mock operated a motel before entering the coin trade. . . . Andy Siava, whose Sterling Novelty Company formerly was strictly a pinball operation, has branched into music boxes on a sizable scale. He operates at Julesburg, Ovid, Crook, Morgan, Brush, Akron, Yuma and Wray, all in Colorado. . . . Jose Spackman, Cheyenne, Wyo., reports that he recently took a phonograph unit out of the Valencia Cafe there that had clocked up 700,000 plays, which he thinks probably is a record. And he says the box is still going strong; he merely moved it to put a new juke on the location.

Leonard Curry, who operates the Rifle Range Arcade on 17th Street, was back in Missouri last week opening up his arcade at the Lake of the Ozarks. He is due back May 22. George Jones is in charge of the 17th Street place during his absence. . . . O. E. Reed, veteran of 41 months with the infantry in ETO, is manager of the Penny Arcade on Curtis Street. Reed bit the beach on D-Day, joined Patton's Third Army for the dash across France, and trekked across Germany and Central Europe with the Ninth. Earl Warden is owner of the arcade, which has been operated at the same spot nearly 40 years and still has some of the original peepers and fortune-tellers on location, mixed with the newest arcade pieces.

Stanley Singer, veteran of two years with the infantry in the Pacific, is back managing his father's National Cigarette Service Company on Arapahoe. He handles the operation while his father, Jacob H. Singer, looks after distribution. Firm distributes National Venders. . . . Elder Singer was in St. Louis last week conferring with National factory officials. Allen Ryno is the new routeman at the Singer firm.

Gus Thircos, veteran coin machine operator at Pocatello, Idaho, has launched into cigarette vending. . . . Charles Kaplan is one of the new cigarette venders in Denver. He also operates some nut machines. . . . Clyde Barnes also set up a cigvender route in the mile high city recently.

Louis Davis is managing the U-Need-A Distributing Company at 2250 Welton Street. Firm distributes U-Need-A Venders thru the Mountain States. Davis is partner in the firm with Leo Willens, of New York, and his father, Davidoff Davis, who lives in Florida. . . . Dwight King, who operates popcorn and candy venders in Denver, is distributing the T. & C. Popcorn Vender in Colorado.

W. C. McCloud and his father, W. S. McCloud, now have the distributorship for Revco Ice Cream Venders thru the Mountain States. Firm also jobs radio parts. Young McCloud last week was in Chicago for the radio industry show, then he was slated to take a quick trip to the Revco factory in Michigan. He formerly was associated with Gail Halliday in handling Revcos. Halliday now is factory representative in this area for Permo-Point Needles. Roy Cushman is the new sales representative for the McClouds on the ice cream venders.

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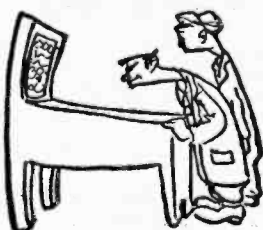
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MARBLE GAME MEN ROLL OVER TO PAGE 89



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<p>LATE REVAMPS</p> <p style="font-size: 1.5em; font-weight: bold; text-align: center;">\$75.00 EA.</p> <p>ARIZONA BRAZIL CASABLANCA COVER GIRL FLAT TOP WAGON WHEELS SANTA FE</p>	<p>NEW GAMES (WRITE FOR PRICES)</p> <p>UNITED Havana CHICAGO COIN Kilroy EXHIBIT Mystery Cross Fire</p>	<p>USED LATE POST-WAR MACHINES</p> <p>GRAND CANYON IDAHO OKLAHOMA SOUTH SEAS STREAMLINER RIVIERA TRADEWINDS CATALINA</p> <p>WILLIAMS Cyclone GOTTLIEB Maisie BALLY Rocket</p>
---	--	--

BIG HIT	\$125.00
SUSPENSE	125.00
STAGE DOOR CANTEN	104.00
SURF QUEENS	125.00
SPELLBOUND	145.00
DYNAMITE	160.00
SUPERLINER	145.00
FAST BALL	140.00
FIESTA	199.00
AMBER	185.00
BIG LEAGUE	150.00
SEA BREEZE	115.00
SUPERSCORE	165.00
BAFFLECARD	175.00
RIO	199.00
SMOKEY	150.00

.22 short ammunition \$52.50

.22 short spatterless 52.50

1/3 deposit on all merchandise, balance C. O. D.

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NON-BRITTLE
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acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

Determine Right or Left as You Face Phonograph

<p>ROCK-OLA Standard, Master, De Luxe or Supers: Each Top Corners (Solid Red, Yellow or Green) \$12.75 Lower Sides (Red or Yellow) 12.75 Top Door Plastics (Red, Yellow or Green) 6.75 Commando: Top Corners 8.00 Top Center 7.00 Long Sides 12.75 Combination Yellow and Red Color Scheme. SEEBURG "Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green) \$14.50 "Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx) 2.25</p>	<p>"Classie"—"Colonel": Top Corners (Solid Red, Yellow or Green) \$ 6.00 "Cadet"—"Major": Top Corners 2.50 WURLITZER Each 800 Top Corners \$16.50 800 Lower Sides 15.00 800 Middle Sides 3.25 800 Top Centers (Right or Left, Red) 9.50 800 Back Sides (Green) 9.50 800 Top Centers (Only) 5.25 600, 500 Top Corners 6.50 700 Top Corners 8.50 700 Lower Sides 9.50 700 Back Sides 8.50 750 Top Corners 9.75 750 Lower Sides 9.75 750 Top Center 6.50</p>	<p>750 Middle Sides \$ 2.25 850 Top Corners 12.50 850 Lower Sides 8.75 850 Top Center 12.50 850 Peacock Glasses 5.00 950 Lower Sides 12.50 24 Top Corners 1.20 24 Lower Sides 5.50 41, 61, 71 Top Corners 5.50 MILLS Available in Red, Yellow or Green. Throne—Empress: Each Top Corners \$14.00 Throne—Empress: Lower Sides 14.00 SHEET PLASTIC Not Painted Non-Brittle 20"x50", Pliable. Per Sheet \$12.50 50 gauge, red, yellow, green or clear. 60 Gauge, Per Sheet \$14.50</p>
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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.

505 W. 42nd St. New York 18, N. Y. LO. 3-4138

COINMEN YOU KNOW

Chicago:
(Continued from page 115)
and Morrie Ovis are covering Illinois and vicinity, contacting operators for the firm. Automatic's office manager, Sylvia Gordon, and Secretary Virginia Carsello gleefully accepted news that they will have two-day, week-ends to themselves during June, July and August.

Williams Manufacturing Company's Harry Williams planed to Milwaukee Saturday (10) in his Er-coupe. Flight was a pleasure jaunt and his wife, Lee, accompanied him. John Fitzgibbons, World Distributing Company, New York, visited here this week.

James H. Martin & Company was appointed distributor for Town & Country Records last week. Jimmy Martin says music operators are coming in to the firm's headquarters from all over the Midwest—they are taking personal delivery on new disks instead of waiting for delivery. . . . Harry Salat, Bell Products Company, reports that his secretary, Mary Barron, became the mother of a baby boy last week, making Mary and hubby, Lew, pretty proud parents.

Coinex Corporation, via Murray Rosenthal, reports that visitors included W. Pokora, Springfield, Ill., and L. Curry, Denver. . . . Atlas Novelty Company welcomed trippers Mel Burt, Coal City, Ill.; Ben Kulick, Buffalo, and Frank Miles, Danville, Ill., during the week. Nebraska salesman Bill Cuff was also in the home office last week, Irv Kleiman said. Atlas shop foreman, Frank Bach, is in favor of the new Seeburg test panel installed in the shop recently.

Monarch Coin Machine Company had the following as visitors last week: L. S. Holbrook, Huntington, Ind.; Harold Klein, Klein Novelty Company, Milwaukee; Coinman Miles, of Miles Sales & Service, Danville, Ill.; Ralph Baughman and son, Portland, Ind., and the Resop brothers, Marionette, Wis. Clayton Nemeroff is doing his golfing in his own back yard these days—using a pitchfork and spade instead of a driver and niblick!

Mike Spagnola, Automatic Distributing Company, lists as callers John Stumm, Crystal Lake, Ill.; Peter Pastore, Coal City, Ill., and Ralph Hagemann, Peoria, Ill. Mike says the office gang went in a body to the fights at the Chicago Stadium Friday (16); the group of eight enjoyed the "rounds," which Mike claims they did not make after the matches.

Telequiz Sales field engineer, Cash Kulesha, reports his desperate home-hunt is over—he found a log cabin last week in Aurora, Ill., and will now live a la Lincoln. Margo O'Conner, firm's efficient office gal, had a bit of ear trouble that some lucky doc had a chance to remedy last week. . . . Marvel Manufacturing Company has added 40 people in its production department, Bill Perry says. He added that a purchasing agent, Oscar Muenzer, is also on the staff. Muenzer is well known for his work with other game firms in the coin industry, Bill says. New game, Lightning, is rolling off the lines in increasing numbers each week.

Coven Distributing Company's visitors during the week included Happy Halberstadt, Racine, Wis.; E. S. Foale, Momance, Ill.; Stanley Miller, Kenosha, Wis., and Phil Wrigney, Peoria, Ill.

Out-of-town coinmen seen at Empire Coin Machine Exchange included Abe Stept, American Distributors, Johnstown, Pa.; C. H. Diedrick, Diedrick Supply Company, Chaska, Minn.; Bob

Howenstein, Fort Wayne, Ind., and Woolf Solomon, Central Ohio Coin Machine Exchange, Columbus, O. Gill Kitt and Paul Glaser trekked to Cincinnati May 15 on business and returned two days later.

Joe Schwartz, National Coin Machine Exchange, claims that with spring here the music business is picking up. . . . O. D. Jennings is due back from his Mississippi retreat Monday (19). Fritz Burgeson, Barrington, Ill., Jennings distributor, was in during the week.

ABC Coin Machine Exchange, via Bert Snell, reports that the new game, Bomb Sight, is rolling off the lines now in good numbers. Firm's Tony Bula celebrates a birthday May 18.

IMMEDIATE DELIVERY

Bally

VICTORY SPECIAL

With Chrome End Rail and Instant Action

\$349.50

✓CHECK THESE!

- '41 DERBY . . . \$69.50
- PIMLICO . . . \$69.50
- LONG ACRES . . . \$125
- HI-HANDS . . . \$79.50
5¢ Convertible
- CLUB BELLS . . . \$69.50
5¢ Convertible
- SUPER BELLS . . . \$79.50
5¢ Convertible
- DRAW BELLS . . . \$295
5¢ Convertible
- SUN RAYS . . . \$49.50
5¢ Free Play
- SILVER MOON . . . \$39.50
5¢ Free Play

**BRAND NEW!
DOUBLE BARRELS**

WRITE FOR PRICES

1/3 Deposit With Order, Balance C. O. D. F. O. B. Baltimore.

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COIN OPERATED EQUIPMENT
703 N. Howard St. Baltimore 1, Md.
Vernon 3034

**DUE TO OVERSTOCK
2,000 NEW**

A.B.T. COIN CHUTES

5 REG. #500
\$3.00 Each

SIROS MFG. CO.

1001 LOUISIANA
HOUSTON, TEXAS

READY FOR LOCATIONS

ARCADE EQUIPMENT

<p>Chicago Coin Hockey . . . \$ 87.50 Aviation Striker . . . 64.50 Ace Bomber . . . 112.50 Bally Rapid Fire . . . 79.50</p>	<p>Evans Tommy Gun . . . \$ 69.50 Zingo . . . 95.00 Grand Mother Prediction . . . 390.00 Na Co . . . 34.50</p>
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ABT Challengers . . . \$27.50

SPECIAL—100,000 Post Cards: Cupid Love Letters, Gene Autry, Navy Naughty, Gloom Chasers, Film Celebrities, Mills Horoscope, Ration Card and Screen Test. \$1.25 per thousand.

NEW MACHINES

<p>United Havana . . . \$299.50 Williams Cyclone . . . 309.50 Chicago Coin Kilroy . . . 279.50</p>	<p>Bally Special Entry . . . Write Daval Machines . . . Write</p>
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Write for our complete list of Pin Games. Special discount prices.

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1606 GRAND AVENUE KANSAS CITY, MO.

FOR IMMEDIATE DELIVERY!

<p>\$24.50 Big Chief Line Up Velvet</p>	<p>\$29.50 Bomb The Axis Botaway Clover Fox Hunt Majors '41 Legionnaire</p>	<p>\$39.50 Bosco (Genco) Bombardier Big Parade Defense (Genco) Dude Ranch Five-Ten-Twenty Horoscope</p>
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Fleet Metro
Pan American
On Deck
Spot Pool
School Days
Snappy
Star Attraction
Venus
Horn Run '42
Knockout
Monicker
Show Boat
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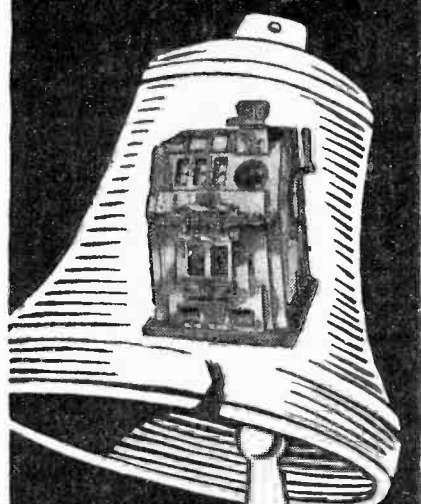
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The **BIGGEST**
NAME in BELLS



Deluxe
Chrome Bells
5¢ - 10¢ - 25¢ - 50¢ - \$1.00

PACE
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LOCATION MODEL
POKERINO
IMMEDIATE DELIVERY \$279.50
5 FOOT
CHICAGO METAL REVOLV-A-ROUND SAFES

Single Universal	\$ 79.50
Double Universal	125.00
Double De Luxe	175.00
Triple De Luxe	275.00

BARGAINS

10 Surf Queens, like new. Each	\$100.00
New Sportsman Roll	WRITE
N.W. Genco Advance Roll	WRITE
Champion 1¢ Basketball	38.50
Jumbo Parade, F.P., Clean	50.00
Sun Ray, F.P., Clean	50.00
Silver-Moon and Bobtail, F.P.	34.50
Keeney Super Bell comb.	100.00
Amusement Lite League, Clean, perfect	100.00

Mills new Jewel Box Slots in stock.
WRITE FOR PRICES
Also new Mills Black Cherry Slots in stock.
WRITE FOR PRICES

TERMS: 1/3 Deposit, Balance C. O. D.
K. C. NOVELTY CO.
419 MARKET ST. PHILA. 6, PA.
MARKET 7-4641

NEED SPACE NOW

60 Test used only two weeks.	
1¢ Counter Games, Duques Wild.	Originality sold at \$49.50. Now \$15.00 ea.
30 PITCH 'EMS, used only 12 days.	
1¢ Counter Basket Ball Game.	Original cost, \$39.50. Now \$17.50 ea.
345 PITCH 'EMS, new, original crates.	
1¢ Counter Game.	Original, \$39.50. Now \$29.95 ea.
10 POKER QUEENS, new 5¢	
Play 5 Ball Upright.	Original, \$205.00. Now \$100.00 ea.
65 JACK POT DART BOARDS.	
2 by 3 ft. New	\$7.50 ea.

SIROS MANUFACTURING CO.
1001 LOUISIANA HOUSTON, TEXAS

WANTED
USED COIN COUNTER, Downey-Johnson or Block Marble preferred. Write condition and price to
HENRY BLAKE
530 South Tiorunda Dr., Buffalo 11, N. Y.

PANORAMS ★ \$275
Three coin operated Movie Panorams, in perfect working order. Solo-vue or open screen type. \$275 each. Film and extras.
RAYMOND E. THAYER
P. O. Box 98 CASSAWAY, W. VA.

Kansas City:

(Continued from page 115)

the past two weeks, part of the time on the road in Kansas and part of it at home with a cold. . . . Harry Silverburg, of W. B. Music, was out in his territory last week on a swing-around with Reed Whitney, Seeburg district manager, who is making the rounds of Midwestern distributors and operators. Silverburg is expected back at his desk this week.

Visiting Kansas coinmen last week included Ed Wollet, of Sweet Springs; Ray Armstrong, of Topeka; H. M. Flanders, of Salina; Johnny Williams, General Novelty Company at Chanute; John Emick, of Lawrence, and John Reddick, of Topeka. . . . Armstrong reports that he is moving his offices and service shop to 508 Quincy Street in Topeka. . . . Emick was wondering out loud, "What are we going to do with all this used equipment now that the new machines are here?" He says his place is stacked so high with used machines he can hardly get in and out.

Social event of the season was the wedding last week at Irvin Weiler's Consolidated Distributing when Walt Simon, manager of the parts department, and Miss Hazel Van Vleck, of Kansas City, Mo., were married. Firm tossed a very fancy, formal wedding for the couple at the shop, complete with champagne supper. Entire male staff of Consolidated stood up as best man. Young couple was given a silver service for 12 and a can opener. They are honeymooning in Denver.

Weiler, incidentally, is undoubtedly a candidate for Ripley's Believe It or Not column as the only man ever to have two cyclones in one day, he says. The other morning, just as he was supervising the uncrating of a shipment of Cyclone games, he got a phone call from the airport, reporting that a freak cyclone had hit the municipal airport. Twister whipped a swath 200-feet wide down the flying field, completely demolishing Weiler's plane. It left him without an airplane for the first time in 10 years.

Delbert W. Stapleford, of Eureka Coin Equipment at Eureka, Kan., is one pinball operator who believes in personally testing the games before he buys, and he plays an expert game with a relish that marks a genuine pin fan. . . . Pete Hubbell, who has Hubbell Automatic Music Company at Eureka, is an expert kibitzer on Stapleford's play. . . . And both are smiling as they report that play on both jukes and pins in their five-county territory, which includes Emporia, is running well ahead of last year.

Paul Compton, of Automatic Music at Joplin; C. O. Liggett, of St. Joseph, and Norman Stevens, of Sedalia, Mo., were in town giving the new machines the once-over. . . . Stevens reports that, with the opening of the fishing season, he is dividing his time between coin machines and the tackle box, with emphasis on the rod and reel. Park T. Davis, manager of Dimeshine Company and Concessionaire, Inc., is planning to surprise his wife with a trip back to Arkansas City over Decoration Day. . . . Francis H. Allen, of Canteen Company of Kansas City, Mo., was back from a trip to Chicago.

H. W. McEwen, president of American Vending Company, and C. R. Holcomb Jr., vice-president, were busy this week getting everything ready for the company's move to a new plant in St. Louis. Holcomb says the move will provide the firm with better manufacturing facilities and at the same time bring it closer to its materials and parts suppliers. Sales offices, however, will be maintained at 1401 Fairfax Trafficway, where the company has had its factory space here.

PEACHES from GEORGIA



Satisfaction guaranteed on every purchase or your money refunded. Wire one-half deposit today. This merchandise won't last long at these give-away prices. We ship sight draft for the balance.

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| 1 Brand New Firestone Tally Roll | \$195.00 |
| 4 Brand New Chicago Coin Goalees, Original Crates. Each | 275.00 |
| 1 Like New Munves Superroll | 125.00 |
| 2 Keeney 25c Two-Way Super Bells. Each | 129.50 |
| 1 5c Evans Domino JP, Like New | 545.00 |
| 2 Buckley 1946 Track Odds, Twin Tube JP, Exactly Like New. Each | 695.00 |
| 5 Daval Free Plays, Counter Games, Fruit Reels, Like New. Each | 54.50 |
| 1 5c Draw Bells, Like New | 295.00 |
| 25c Bangtails, 1946 JP PO Model | WRITE |
| 5c Evans Bangtail Winter Book | WRITE |
| 5c Evans Bangtail, 1946, JP Convertible FP PO Model | WRITE |
| Bally Double Barrels | WRITE |

Heath Distributing Company
217 THIRD STREET Phones 2681-2682 MAFON, GEORGIA

IT'S ALWAYS
"fiesta" TIME
WHEN MUSIC OPERATORS
MAKE THEIR COLLECTIONS
FROM THE
Aireon fiesta
DE LUXE



EXCLUSIVE DISTRIBUTOR IN:
BUSH DISTRIBUTING CO.
257 PLYMOUTH AVE., NO. MINNEAPOLIS, MINN.

BARGAINS
FIVE BALLS

Stars	\$24.50	Monicker	\$24.50
2 Sunbeams	24.50	Duplex	24.50
Venus	24.50	Silver Skates	24.50
2 Wildfire	24.50	Broadcast	24.50
Pan American	24.50	2 Big Parades	40.00

JENNINGS and MILLS

1 10¢ 3-5 JENNINGS CHIEF, Serial 134448	\$ 50.00
1 5¢ 3-5 JENNINGS SILVER MOON, Serial 149124	50.00
3 5¢ 2-5 MILLS SILVER CHROME, Serials 460314, 450945, 467250. Each	85.00
1 5¢ 2-5 MILLS BLUE FRONT	50.00
1 5¢ 3-5 MILLS MELON BELL, Serial 437112	50.00
1 5¢ 3-5 MILLS BONUS, Serial 457556	75.00
1 25¢ 3-5 MILLS BROWN FRONT, Serial 447710	125.00
1 25¢ 2-5 MILLS GOLD CHROME, Serial 471653	110.00

1/2 Deposit, Balance C. O. D. Small Charge for Crating.

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1018 MAIN STREET Phone: GARfield 7780 BUFFALO 2, N. Y.

MYCO AUTOMATIC SALES CO.

SELLING OUT ALL SURPLUS GAMES

WE ARE OVERSTOCKED — WE MUST CLEAN OUT ALL SURPLUS MACHINES — LOOK AT THIS LIST — THEN COMPARE PRICES

- Four Roses\$24.50
- Big Chief 24.50
- Home Run 24.50
- All American 29.50
- School Days 29.50
- Play Ball 29.50
- Four Diamonds 29.50
- Argentina 34.50
- C. I. Joe 34.50
- Stratoliner 34.50
- Show Boat 34.50
- Spot-A-Card 34.50
- Texas Mustang 39.50
- Victory 39.50
- Defense 39.50
- Hi-Hat 39.50
- Sea Hawk 39.50
- Horoscope 39.50
- Gun Club 44.50
- 5-10-20 54.50
- Air Circus 59.50

- Mutoscope Postal Card Vendors\$29.50
- Totalizer Counter Game 15.00
- 2 View-O-Scope sets of 2 on stands 59.50
- Mills World Horoscope 74.50

PANORAM MOVING PICTURE JUKE BOXES

Guaranteed first class A-1 condition Panoram Wallboxes and Adaptors\$7.50 ea.

NEW NAME IN HEADLINE PRESS \$247.50
Complete with type, ink, papers, brayer. Ready to set up.

DIRECT POSITIVE CAMERA \$24.50
Two-Inch Wollensak F.L. Lens. Makes 2" Pictures.

Mutoscope Hollywood Viewing Machines on special light up stand. Set of 2 on stand \$72.50

• **Miscellaneous** •

- 3 ABT Challengers. Each\$24.50
- 2 ABT Target Skills. Each 24.50
- 3 Keeney's Kicker & Catcher. Each 15.00
- 3 Advance Shockers. Each 10.00
- 2 Keeney's Texas Leaguer. Each ... 34.50
- Bally Alley 34.50
- 3 Air Raiders. Each.. 47.50
- 2 Keeney's Submarine Guns. Each 89.50
- 3 Seeburg Chicken Sam. Each 64.50
- Seeburg Shoot-the-Chutes 64.50
- Mutoscope Electric Crane 34.50
- Scientific Baseball, 1¢ 49.50
- 2 Skill Jumps. Each.. 37.50
- Skyfighters 139.50
- Bally Ranger, 5¢ Gun 49.50
- Exhibit Love Meters, Set of 3 74.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

347 S. HIGH ST COLUMBUS 15, OHIO. MA-1600

COINMEN YOU KNOW

Los Angeles:

(Continued from page 115)

of the El Monte Amusement Company in South Pasadena, making the rounds looking over machines. . . . Floyd Anthony, of Santa Maria, made one of his infrequent trips to Los Angeles during the week. . . . Dick Gallagher up from Santa Ana. . . . Carl Collard a San Bernardino visitor. . . . Ray Smith, of Ontario, a buyer.

Jane Carico Porter, formerly with Jack Gutshall Distributing Company, with Smoky Leinart is opening Pico Coin Machine Service. They will handle parts and do buying for operators who are unable to get into town during the buying hours. Leinart, who is well known in the phonograph field, will handle the service end of the business. . . . Bill Olson, of San Pedro, and Don Radenbaugh, of Long Beach, in the city to talk over business with Al Bettelman, of C. A. Robinson. . . . Percy Shields, who is now free-lancing, in the city from El Monte.

Bob Causey, a well-known civic leader, looking over Pico on a visit from his home in Bell. . . . John Lantz, of Huntington Park, a visitor. . . . H. N. Swanson, of Agoura, in the Malibu section, was a caller on coin row. . . . Henry Fink now interested in Pico Sales with S. Schwartz. . . . Billy Mason, who operated in Santq Monica for a number of years, is now handling real estate in the San Fernando Valley in the Reseda vicinity. He is planning to attend the Rotary International in San Francisco in June and looking forward especially to the International in Rio De Janeiro next year. . . . Larry Lance in the city from Inglewood.

Music Operators Association of Southern California, headed by Dick Gallagher, is scheduling a meeting for May 26. It will be a closed affair. . . . Bill Abel, of Coast Records, to San Diego on Wednesday (14) to set up recording date with Jack McLean and his orchestra. Band is now playing at the Paris Inn. Abel will also discuss signing a hillbilly novelty band. Hugh Cameron has been inked by Coast. He is pop singer, which means Coast is enlarging its popular field. . . . Bill Wolf, of M. S. Wolf Distributing Company, to Chicago on business. Bill Smith, of the local Wolf branch, to Seattle on a routine checking tour. Golden Williams in charge of this office.

Earl H. Rhodes, of L. A. Penn Manufacturers left for Chicago and New York on business. He will be away for a month with R. L. Sippel taking over the duties in his absence. Firm has changed the name of its vender from "Moon" to "King." . . . Jesse Davy, of Automatic Dispenser, will soon announce a candy machine and an orange juice vender.

Cincinnati:

(Continued from page 115)

May 10, and has been reported doing as well as mother and child. Johnny should have been passing out cigars during the Tuesday night meeting but he probably still hadn't recovered sufficiently. They will call the new heir John Patrick Nicholas, III.

William Fitzpatrick's attendance at the meeting marked his first appearance since his accident last December. He apparently has fully recovered and plans to attend regularly in the future. . . . Jerry Levy is back on the job after a three weeks' illness.

Tom Hastings and Charles McKinney have dissolved their partnership in the Hastings Music Company and each will operate individually from now on.

STANDARD METAL TYPERS

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

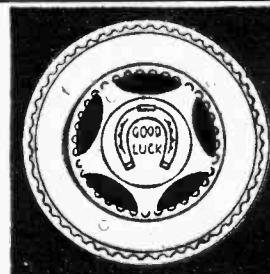
FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

LUMIFRAME SIGNS NOW AVAILABLE

NEW COLORED DISCS

NOW AVAILABLE Guaranteed to increase your receipts. WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.
715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

SHOOT the BEAR RAY GUNS

COMPLETELY RECONDITIONED AND REPAINTED . . . GUARANTEED TO \$124.50 PLEASE YOU . . .

CRATING—\$5 EXTRA

SEEBURG RAY GUN

AMPLIFIERS, MOTORS AND RIFLES REPAIRED . . .

COMPLETE STOCK OF SEEBURG RAY GUN PARTS WRITE FOR LIST

Coinex CORPORATION

1346 ROSCOE ST. GRA. 0317 CHICAGO 13, ILL.

SPECIALS BY STEWART

MISCELLANEOUS

- 1 Baker Pick Pack\$ 7.00
- 2 5¢ Bally Reliance 29.00
- 1 25¢ Buckley Bones 34.00
- 3 '46 5¢ Nut Vendors, Los Angeles Mfg. . . . 9.00
- 1 Mills Candy Bar Vendor, '41 44.00
- 9 Mills Tickets 4.00
- 1 Stewart McGuire Cigarette Vendor . . . 44.00
- 1 Standard Johnson Coin Counter . . . 165.00
- 1 Brandt Electric Coin Counter 475.00

STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah

FOR IMMEDIATE DELIVERY

Deluxe Draw Bells, 5¢ Console . . . Write
Triple Bells, 5¢-10¢-25¢ Console . . . Write
Midget Racers, Pinball Write

R. E. CULLIVAN

401 Seymore St. Syracuse 4, N. Y.

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WHEN MUSIC OPERATORS MAKE THEIR COLLECTIONS

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EXPORTADORES Y COMPRADORES EXTRANJEROS

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Exclusive Seeburg Distributors for E. Penn., So. Jersey & Delaware
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IMMEDIATE DELIVERY

Gottlieb MAISIE
Gottlieb DAILY RACES (1 Ball)
Gottlieb GRIPPERS
Exhibit CROSSFIRE
Chicago KILROY
A. B. T. CHALLENGERS

WRITE FOR OUR COMPLETE PRICE LIST

MEMBER

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

New York:

(Continued from page 115)

is resting in St. Petersburg, Fla. . . . Howard Aaronson, A. & A. Sales Corporation, Hartford, Conn., was at the Edison Hotel. . . . Norman Goldberg, of De Luxe Music, and his wife are expecting another addition.

Stanley Gersh, Perfect Games Company, is readying the Mardi Gras near 49th Street for his super poker table spot. . . . Julius Levy and Neill Mitchell are displaying the new Le-

OPERATE ON A PERCENTAGE BASIS

We have every type of equipment for operation in any good locality on a percentage basis. State territory you desire to cover. Type of equipment being operated there now. Men applying must have good reputation and come well recommended.

BOX 337

Billboard, 155 N. Clark St., Chicago, Ill.

WILL EXCHANGE

FOLLOWING CONSOLES for

NEW OR USED PIN GAMES

- BALLY SUPER BELLS
- OLD DRAW BELLS
- SUPER BELLS
- CLUB BELLS
- HI-HAND
- JUMBO
- BIG-TOP
- JENNINGS

WE HAVE THE ABOVE MENTIONED MACHINES IN QUANTITIES

Pennsylvania Vending Co.

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Factory Reconditioned, Beautifully Repainted—Work Like New

- Scientific Upright Baseball . . . \$ 95.00
- Batting Practice (Baseball) . . . 95.00
- Atlas Baseball, Floor Size . . . 75.00
- All American (Baseball) . . . 100.00
- Texas Leaguer (Baseball) . . . 45.00
- Genco Playball . . . 160.00

Batting Practice Backboard Scoring, Each . . . \$ 2.75
Batting Practice Composition Balls, Each20
Texas Leaguer BatsWRITE

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READY FOR LOCATION

- 2 8800 Seeburgs \$250.00
- 15 600 Rotary Wurlitzers 150.00
- 1 500 KB Wurlitzer 175.00
- 3 71 Wurlitzers 150.00
- 1 616 Wurlitzer 100.00
- 5 950 Wurlitzers 350.00
- 4 780 Wurlitzers 300.00
- 15 800 Wurlitzers 300.00
- 1 24 Wurlitzer 125.00

—ALSO—

- Wurlitzer 125 Bar Boxes @ \$12.50
- Wurlitzer High Speed Stoppers 17.50
- Wurlitzer Adaptors 17.50

TERMS: One-third cash with order, balance C. O. D., F. O. B. St. Louis, Mo.

ADVANCE PHONOGRAPH CORP.

4665 PAGE BLVD. ST. LOUIS, MO.

high PX cigarette machine at the Hotel New Yorker. . . . Roy Torr, of Lansdowne, Pa., was in town recently.

Bill Rabkin, president of International Mutoscope Corporation and chairman of the Automatic Coin Machine Division of the Greater New York United Jewish Appeal, reports that coinmen are backing the drive to the hilt. . . . Harry Rockefeller, sales co-ordinator for Tradio, Inc., Asbury Park, N. J., reports business is so good nobody has time for a vacation.

F. McKim (Mac) Smith, president of the National Association of Amusement Machine Owners (NAAMO), was in town to visit the first National Coin Machine Mechanics School which is sponsored by the association. . . . Anthony Pasquale, of Morton Music Company, has been hospitalized for the past two weeks. . . . Dave Lowy and Phil Mason, partners in Dave Lowy & Company, are going heavily into the amusement end of the biz. . . . Ted Seidel is renovating his new quarters on 47th Street. . . . Leo Dixon, Cleveland Aireon distributor and owner of Manhattan Phonograph Company, Inc., was in town.

Johnny Blancato, formerly of Atlantic, has joined Harry Berger's West Side Distributing Corporation. . . . Harry Gould, up-State New York; Bob Harold, Buffalo; Artie Abraham, Trenton, N. J.; George Forrest, Hartford, Conn., and Harvey Stone, up-State, visited coin row last week.

Max Rogel, Max Rogel & Associates, introduced the chief electrical experimental engineer, Robert Longhi, who is in charge of all tests on electrical vending machines at C-Eight Laboratories, Newark, N. J., to the industry the other day. . . . Leo Knebel, Musical Minutes, Inc., has received enthusiastic reports on his new selective booth-type intimate music box. . . . Jack Mitnik and Barney Sugarman, execs of Runyon Sales Company of New York, have been out of town. Jack visited up-State and Canada, while Barney was in Florida. Incidentally, Runyon salesman Kempner received a commendation from Clifford B. Withman Jr., Great Falls, N. Y., distributor, on the manner in which he handled the account.

Mac Grantz and Hubert Beers, of Mac-Hub Melody Company, report juke box operators reacting favorably to their amphibious plane service. . . . Al Bloom reports that Speedway is going full blast these days. . . . Dorothy Wolk, AMOA gal Friday, off to Florida on an early vacation. . . . Al Blendow, International Mutoscope sales manager; Mike Mundes, of Mike Mundes Distributing Company; Max Levine, president of Scientific Games Corporation, and Max Schaffer, Manhattan arcade owner, were a few of the coinmen in Atlantic City Sunday (18) attending the NAAMO executive board-executive committee meeting.

Philadelphia:

(Continued from page 115)

Universal Amusement Company has acquired the new Club Zel-Mar location for its music and pinball operations.

Leonard Schlesinger, president of Warner Bros. Service Company, which controls all the coin-operated machines and candy counters at Warner Bros.' movies theaters throughout the country, came here for an operation at the Jefferson Hospital. . . . Larry Goldmeier, head of Poppers Supply Company, reports that he has closed a deal whereby his firm is the official supplier of popcorn and machines for all the Phillies' baseball farm teams. . . . Andrew Hemmert, local vending machine operator, chalks up 15 years of activity in the vending industry this month.



SHEET PLASTICS
20"x50" — Pliable — Per Sheet \$12.50
50 gauge, red, yellow, green or clear

PLASTIC WINDOWS
New, clear, transparent . . . for your model 850 program holder. Per Set \$5.00

WURLITZER

800 Top Corners	\$10.50
800 Lower Sides	15.00
800 Middle Sides	9.00
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.50
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	2.00
850 Top Corners	12.50
850 Lower Sides	9.75
850 Top Center	12.50
850 Peacock Glasses	4.75
950 Lower Sides	12.50
24 Top Centers	1.25
24 Lower Sides	5.50
44, 64, 74 Top Corners	5.50

ROCK-OLA

Standard Master, DeLuxe or Superst Top Corners (Solid Red, Yellow or Green)	\$12.75
Lower Sides (Red or Yellow)	12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green)	\$14.50
"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) 2.25	
"Classic"—"Colonel": Top Corners (Solid Red, Yellow or Green)	6.00
Lower Sides	9.50

If you don't see what you want . . . ask for it! We may have it in stock!

MONEY-BACK GUARANTEE

Eagle Coin Machine Co.

1514 NORTH EREMONT AVENUE • CHICAGO 22, ILLINOIS

PHONE MICHIGAN 1247

I HEREBY GUARANTEE

the following:

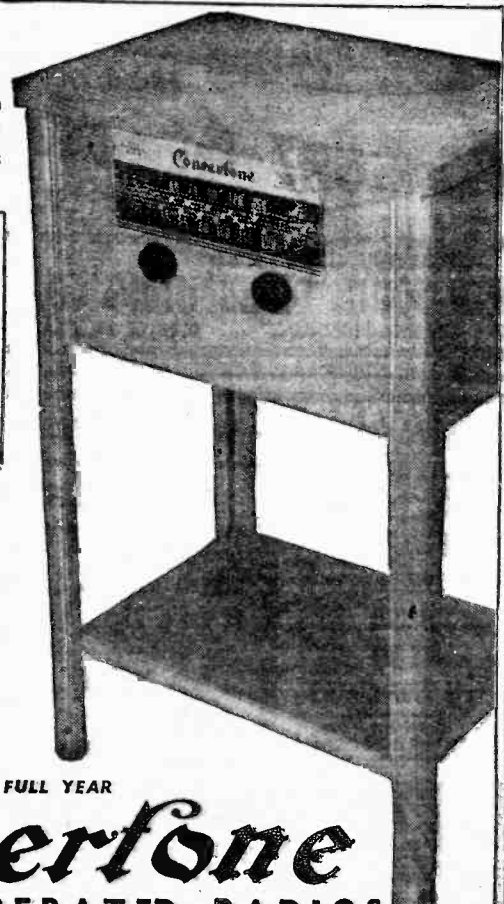
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Our weekly **SUPERSPECIAL** is "HIDDEN" somewhere in this ad at a "GIVEAWAY" price. Find it—order quick. Earliest post-marked order gets it! Lucky buyer's name will appear here 2nd week after each offer. Read our ad **EARLY** every week.

LUCKY BUYER—Issue of 5/10/47 was **KENNETH WEATMAN**, Glenmont, Md. He got **GENCO WHIZZ**—With Stand, \$50.00

FREE PLAYS

A.B.C. Bowler	\$ 29.50	Dough Boy	\$ 5.00	Laura	\$ 79.50
Air Circus	64.50	Dude Ranch	35.00	Midway	49.50
Arizona (Rev.)	84.50	Dynamite	135.50	School Days	29.50
Attention	29.50	Fast Ball	135.00	Sea Breeze	104.50
Big Hit—Single	109.50	Flat Top	69.50	South Seas	99.50
Big Hit—Multiple	129.50	Flying Tigers	39.50	Star Attraction	29.50
Big League	135.00	Frisco	74.50	Streamliner	69.50
Big Top	84.50	Grand Canyon (Rev.)	79.50	Surf Queen	119.50
Bolaway	29.50	Home Run '42	29.50	Trade Winds (Rev.)	104.50
Broadcast	29.50	Keep 'Em Flying	64.50	Victory (Genco)	39.50
Catalina	69.50	Knock Out	59.50	Wild Fire	49.50
Cover Girl	84.50	Legionaire	29.50	Yacht Club	29.50

CONSOLES

Paces Reels, W/Rails, Comb.	\$ 39.50
Paces Saratoga, W/Rails, Comb.	49.50
Silver Moon, F.P., Totalizer	52.50
Gun Ray, F.P.	65.00
5¢ Big Top, F.P.	72.50
Galloping Domino, F.P., '41	99.50
25¢ Super Bell, Comb.	149.50
5¢ Super Bell, Comb.	89.50
5-25¢ Two-Way Super Bell, Comb.	189.50
5-10-25¢ Mills 3 Bells, Reconditioned	350.00
5-5¢ Duo Bell	239.50
5-25¢ Duo Bell	249.50
5¢ Keeney Bonus Super Bell, Comb.	WRITE
5-5-5¢ Bally Triplo Bell	WRITE
5¢ Bally Draw Bell	335.00
5¢ Bally DeLuxe Draw Bells	WRITE
5-5¢ Keeney Bonus Super Bells	WRITE
5-25¢ Keeney Bonus Super Bells	WRITE

MUSIC

Rock-Ola RM-16, Ill. Cab.	\$ 95.00
Rock-Ola RM-16, Plain	95.00
Rock-Ola Windsor, Ill. Cab.	115.00
Rock-Ola Windsor, Plain	100.00
Rock-Ola Commando	200.00
Rock-Ola Premier	200.00
600burg Hi-Tone, 8200	199.50

ARCADES

Bally Defender	\$ 74.50
Whizz, W/Stand, Genco	89.50
Microscope Sky Fighter	119.50
Red Ball, Like new	199.50
Mills Panoram, Best Solo-Vue	295.00
Genco Total Roll	274.50
Bowl "O", Ball, 14", Floor Sample	189.50
Bowl "O", Ball, 6", Floor Sample	189.50
Supreme Skeeroll, 12", Like new	189.50
Gott. Grippor, NEW	39.50
Atomic Bomber	WRITE
Jack Rabbit	WRITE
Voice-O-Graph, New, 35¢ Slot, Late Model	WRITE

SLOTS

Col. Bell, DJP, '46	\$ 89.50
5¢ Caille	35.00
5¢ Jennings Bronze Chief	199.50
5¢ Jennings Silver Chief	89.50
10¢ Pace Comet	42.50
5¢ Pace DeLuxe Chrome Bell, '46	199.50
10¢ Mills Melon Bell	89.50
10¢ Mills Black Cherry Bell	124.50
25¢ Mills Gold Chrome	129.50
5¢ Mills Gold Chrome	119.50
25¢ Mills Blue Front	109.50

BEGINNING MAY 3RD BOTH OFFICES WILL BE CLOSED AT 1 O'CLOCK ON SATURDAYS



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Vendomat Seeks To Incorporate Under Pa. Law

PHILADELPHIA, May 17.—Organization of new industry firms were revealed here this week from the court records. Major interest is in the application of the Vendomat Corporation for a Certificate of Authority to conduct its business in Pennsylvania. A Baltimore corporation, the application for a charter as a corporation stated that its business "is to engage in the sale of various kinds of foods, confections and tobacco products." The Vendomat firm is sharing its local offices with the C. T. Corporation System.

The Automatic Equipment Company, long-established music distributors, set up its business as a corporation. Application of attorney Harry H. Waxelblatt to give the company corporate status stated that it is organized for "the purchase, sale and distribution of coin-operated music machines; servicing, leasing, repairing, operation and sale of all types of coin-operated amusement machines."

Also of special interest was the application of the Sound Recorder and Reproducer Corporation for a charter of incorporation. A foreign corporation, coming into the State from Wilmington, Del., with local offices at 5501 Wayne Avenue, the corporation is organized "to manufacture, sell and license tape and wire recording and reproducing machines and do all things incidental thereto."

Still a fourth application reveals the establishment of a new recording company here. George S. Flakenstein, veteran record retailer, filed application to conduct the business of the Herald Non-Breakable Record Company.

Blatt, Shiffman and Lutzker in New Spot

NEW YORK, May 17.—Intimate Music Networks, Inc., and Premier Music Company have moved into renovated quarters in their own building at 612 Tenth Avenue, which was purchased several months ago. Former headquarters for the two operations was 461 West 49th Street.

The three principals in the firms, which handle Solotone Music, used coin machines and equipment, are Theodore Blatt, well-known coin machine attorney; Max Shiffman, who has been associated with the industry for the past 15 years, and Dave Lutzker.

Offer 10,000 Shares To Firm's Employees

NEW YORK, May 17.—An employee share-buying plan involving 10,000 shares of common stock is being started by the American Time Corporation, Springfield, Mass., it was revealed here this week.

The shares, slightly less than 2 per cent of the firm's total authorized issue of common stock, is being set aside to be made available to key personnel.

Coin Mach. Service Gets New Quarters

CHICAGO, May 17.—Coin Machine Service moved into new quarters here May 12, firm's Harold Pincus announced this week.

Advantage of greater space to allow for more attractive showrooms is found in the new location at 1547 N. Fairfield Avenue, Pincus said. Firm formerly was at 2307 N. Western Avenue.

We are now delivering

- USED GAMES READY FOR LOCATION**
- 4 Suspense \$125.00
 - 3 Show Girl 199.50
 - 3 Dynamite 169.50
 - 2 Smarty 169.50
 - 1 Amber 179.50
 - 6 Canteen 125.00
 - 3 Spellbound 159.50
 - 3 Baffle Card 189.50
 - 2 Superscore 189.50
 - Big League 139.50
 - Turf Queen 125.00
 - 2 Scabreeze 189.50
 - 4 Superliner 159.50

WE ARE ALSO MAKING DELIVERY

OF NEW GAMES

- Williams Cyclone
- Chi Coin Kilroy
- Bally Rocket
- Bally Double Barrel
- Bally Entry
- United Havana
- Gottlieb Maisie

Complete New 20-Station Automatic Hostess. Never uncrated.

Terms: 1/2 Certified
Deposit, Bal. C.O.D.



669-671 S. Broadway
LEXINGTON 20, KY.

SPECIALS

- 9 Ft. Supreme Skee Ball \$165.00
- Turf Champ, P.O. 40.00
- Throne Phonographs, Each 195.00
- Empress 225.00
- Spectravox & Playmaster 200.00

BARGAINS IN SLOTS

- 12 5¢ Chromes (Like New) \$130.00
- 3 10¢ Chromes (Like New) 140.00
- 4 25¢ Chromes (Like New) 150.00
- 4 5¢ Black Cherries (Like New) 140.00
- 2 10¢ Black Cherries (Like New) 150.00
- 3 25¢ Black Cherries (Like New) 160.00
- 4 5¢ Gold Chromes 130.00
- 1 10¢ Gold Chrome 140.00
- 1 25¢ Gold Chrome 150.00
- 5 5¢ Blue Fronts 100.00
- 2 10¢ Blue Fronts 115.00
- 2 25¢ Blue Fronts 125.00
- 6 5¢ Brown Fronts 110.00
- 2 10¢ Brown Fronts 120.00
- 4 25¢ Brown Fronts 130.00
- 1 5¢ B. & G. Vest Pocket 42.50
- 3 5¢ Pace Slitproof 75.00
- 1 10¢ Dixie Bell (New) 140.00
- 4 5¢ Jenn. Vic. Models 95.00
- 1 10¢ Jenn. Vic. Model 105.00
- 5 25¢ Jenn. Vic. Models 125.00
- 1 10¢ Pace Club Bell 105.00

BOXES AND SPEAKERS

- 10 Rock-Ola Wall Boxes, A.C. \$ 5.00
- 10 Rock-Ola Bar Boxes, A.C. 6.00
- 6 Rock-Ola Moderne Speakers 30.00
- 3 Rock-Ola Spectravoxes 50.00
- 4 Wurlitzer Boxes 5.00

1/3 Deposit With Order.

GENERAL NOVELTY CO.

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MACHINE OPERATORS

The Slot for You Is on
PAGE 89



ROLL-DOWN GAMES

FIRESTONE "TALLY ROLL" Just off location
Write For Price

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NEW GAMES — WRITE NOW!!

CARNIVAL

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- Exh. MYSTERY
- Gott. MAISIE
- Exh. BIG HIT
- Bally SURF QUEENS

Send for Price List of Used Games

COUNTER GAMES PRACTICALLY NEW

- Baby Purllan, F.R. \$17.50
- 1c Amer. Eagle, F.R. 19.50
- 5c Bally Reserve (Cig. Reel) 10.50

MARVELS

'POP-UP' . \$49.50

BELL MACHINES

- Mills Brown Hammerloid, 5-10-25¢ (Matched Set) . \$550.00
- Mills Chrome, 5¢ . 175.00

ARCADE

- Periscope \$134.50
- Hellicats 89.50
- ChicoIn Hockey (2 Men) 139.50
- Score-a-Barrel, 10 1/2 Ft. 399.50
- Score-a-Barrel, 7 Ft. Write Boomerang (New), Write

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO



2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545

RECORD REVIEWS

(Continued from page 112)

THE MURPHY SISTERS (Apollo 1059)
Mahzel—FT; V.
You're Breaking in a New Heart—FT; V.

The vocal harmonies of The Murphy Sisters, with Jerry Jerome's music providing a mere rhythm background, spin to best advantage for *You're Breaking in a New Heart*, a tuneful and sentimental gang-harmony song. The solo voice, framed by the sustained harmonies of the other voices, kicks off the side in fine ballad fashion. And for a second stanza, tempo is picked up as the gals give forth their well-blended rhythm harmonies. It's a bright tempo for *Mahzel*, but the melody fabric of the Yiddish folk song is entirely lost in a choppy arrangement. Moreover, the instrumental backing, with the bull fiddle slapping out the same bass note for most of the needling, is hardly

adequate and makes the rhythm harmonies of the Murphys very spotty. *You're Breaking My Heart* may hold some attraction for the tap and tavern traders.

THE MERRY MACS (Majestic 1134)
We Knew It All the Time—FT; V.
Poppa, Don't Preach to Me—FT; V.

It's a good rhythmic blend of voices that the Merry Macs achieve. However, there is no spark or spirit in their singing of these selections, in spite of the brightness of the beat for each. Moreover, the instrumental support of vibes, guitar and bass is hardly adequate, never giving the voices a chance to sink into the songs. A moderate tempo is set for *We Knew It All the Time*, with a fast clip for the *Poppa, Don't Preach to Me* novelty from the movie *Perils of Pauline*.

Falls short of bringing phono attention to their spinning.

THE FOUR VAGABONDS (Apollo 1055)
Dreams Are a Dime a Dozen—FT; V.
I Wonder Who's Kissing Her Now—W & FT; V.

The singing of the Four Vagabonds, in and out of harmony, brings attention to both of these ballads. With a fine baritone voice to carry the lead and the voices blending in harmony, the Vagabonds sing it brightly for the tuneful and rhythmic *Dreams Are a Dime a Dozen*. And for Joe E. Howard's *I Wonder Who's Kissing Her Now*, coming back as a movie title song, the solo tenor voice kicks it off in fine fashion in its original waltz setting with all the voices joining in on a second stanza taken at a bright rhythm tempo. Guitar strums spark their rhythmic singing.

The popular *Dreams Are A Dime A Dozen* should bring in the nickels, mated side serving later.

FARR BROTHERS (Victor 20-2242)
Farr Brothers' Stomp—FT.
Texas Skiparoo—FT.

The Farr boys (Hugh and Karl), out of the Sons of the Pioneers, tear off a terrific brand of Western hot on their fiddle and guitar. Take it at a speed tempo for both of these original instrumentals, with a rousing bass slapper and rhythm guitarist to maintain the pace. Moreover, there is nothing rustic in the single and double-string scraping of the Strad, with as much heat emanating from the guit' box pickings. It's a native counterpart of the Quintet of the Hot Club of France, and plenty swingy for all their Western leanings.

Where the hot Western music is called for, both sides will heat up the music machines.

BOB WILLS (Columbia 37313)
Sugar Moon—FT; VC.
Brain Cloudy Blues—FT; VC.

Inspiring his music makers and singers in the Ted Lewis tradition, personality maestro Bob Wills cuts fancy Western capers with his Texas Playboys for both of these cowboy ditties. With Tommy Duncan's sugar-coated tenoring for the chant, it's a tuneful rhythm ditty for *Sugar Moon*, giving way for the piano, fiddle and guitar to get in their brand of Western hot licks. Mated side is a slow blues with Duncan singing it low-down for *Brain Cloudy Blues*, telling his gal she'll be sorry for treating him so mean. Again the Texas Playboys sustain an easy flow of rhythm with the strings playing it blue.

Both sides hold plenty of attraction for the coin chutes.

GENE AUTRY (Columbia 37322)
Ages and Ages Ago—FT; V.
You Laughed and I Cried—FT; V.

With simple feeling in his phrasing and sweep singing, Gene Autry irngs the bell with both of these tuneful cowboy torchers. The piano, accom-

dion, fiddle and guitar providing a smooth rhythmic setting, Autry sings of an old romance for the slow ballad side, *Ages and Ages Ago*. And at a more moderate tempo, *You Laughed and I Cried* tells the story of the girl who loved another.

Gene Autry fans will find both songs to their liking.

ZEKE MANNERS (Victor 20-2247)
I'm A-Goin', Sue, I'm A-Goin'—FT; VC.
You'll Get Used To It—FT; VC.

Zeke Manners chalks up a catchy comedy song in *I'm A-Goin', Sue*, singing it in hayseed style about the cowboy serenading his gal. And with a hot trumpet added to his string band, it all spins at a pert rhythmic pace. For the flip, Manners has another attractive novelty rhythm ditty in *You'll Get Used To It*, with the harmonies of The Singing Lariateers just as bright as the music making.

Sides spin bright for the music boxes, particularly *I'm A-Goin', Sue*.

FRED KIRBY (Sonora 3038)
The Wreck of the Old '97—FT; V.
Deep in the Bottom of the Sea—FT; V.

The pleasant tenor piping of Fred Kirby from down North Carolina way, brings plenty of life to the standard *Wreck of the Old '97*, with the Mountaineers cutting in their stringy and zingy rhythms. And for the flip, at a moderate pace, pipes it with plenty of pathos for his own sad song, *Deep in the Bottom of the Sea*, saga of the girl who lost her lover at sea. Again the fiddles and guitars maintain a smooth toe-tapping support.

The old *Wreck of the Old '97* is good for another ride in the machines.

CHARLIE MONROE (Victor 20-2204)
Rubber Neck Blues—FT; VC.
Who's Calling You Sweetheart Tonight?—W; VC.

It's the backwoods music and song that Charlie Monroe and his Kentucky Pardners bring to this cutting. *Rubber Neck Blues* is fast music for the square dancers with Monroe singing with real rustic spirit. And it's the old country style in the fast waltz tempo as Monroe and the fiddles and guitars spin it out for the torch *Sweetheart* song.

Coin clicks for the square dances and hoe-downs.

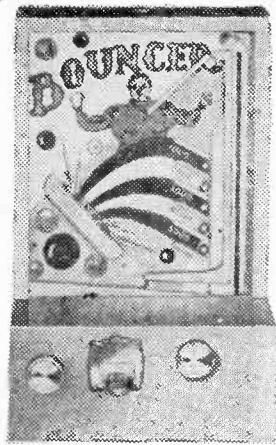
CLAUDE CASEY (Victor 20-2230)
Days Are Long, Nights Are Lonely—FT; V.
I Wish I Had Kissed You Goodbye—FT; V.

The soft and sweet sagebrush serenading of Claude Casey, with the rustic rhythms of The Sagedusters making the spin toe-tapping, keeps the lyrical torch burning brightly for both of these ballads. The guitars strumming in the background, Casey chants it plaintively that *Days Are Long, Nights Are Lonely* since his gal went away. For *Kissed You Goodbye*, Casey takes it at a faster clip to sing the lovelorn lyrics with the hot fiddle and guitar getting in a round of their sagebrush swing.

Phono fans will favor the brighter *I Wish I Had Kissed You Goodbye*. (Continued on page 124)

BOUNCER! BOUNCER! BOUNCER!

The Catchiest 5-Ball Counter Game in Years



Can't go out of order. double score balls. 5-color playing field. penny or nickel chute.

ORDER NOW

\$44.50

1/3 Dep., Bal. C.O.D.

Dallas Enterprises Co. 905 W. Jefferson St. Dallas, Texas

MAKE US AN OFFER

ON THE FOLLOWING RECONDITIONED EQUIPMENT, READY FOR LOCATION—

- 4 Wurlitzer 950's
- 1 Wurlitzer 500 (Victory Cab.)
- 1 Wurlitzer 616 (Victory Cab.)
- 1 Wurlitzer 600R
- 3 Rock-Ola Supers
- 1 Rock-Ola Master
- 2 Rock-Ola Monarchs
- 1 Rock-Ola Commando
- 1 Mills Throne

Send for List of Reconditioned Pin Games and Consoles.

Factory Distributor for Rock-Ola Phonographs in Kentucky

LION DISTRIBUTING COMPANY
 Phone Wabash 7689
 726 So. Fourth St. Louisville 2, Ky.

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DISTRIBUTING COMPANY DETROIT 1, MICH. 3004 Grand River Ph.: Temple 2-5788

REAL BARGAINS Ready for Location

Arizonas \$75	Sky Raiders \$45
Wagon Wheels 75	Superbells 75
Four Aces 50	Com. 5c 75
Knockouts 35	Four Roses 25
Big Hits 90	Metro 25
Big Parades 40	Velvet 25

1/3 Deposit With Order.

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 709 Sherman St. JOHNSTOWN, PA.
 Phone 26303

FOR SALE

Five new Music Machines. . . Three new Slots
 . . . Twelve late Marble Pin Games. . . Several thousand Records. . . New Truck. . . All on location in New Mexico. . . \$8,000.00

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1946 PHONOGRAPHS

Wurlitzer, Aircon, Rock-Ola, Seeburg — Write

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1. Refinished.
2. Mechanism washed in tank.
3. Amplifier, motor, speaker checked.
4. Tone head renewed.
5. Worn parts replaced.
6. Carefully crated.
7. Immediate delivery.
8. Cloths replaced with Talking Gold.

SEEBURG

Hiltone, R.C.	\$279.50
Hiltone, E.S.	249.50
Colonel, Major, Etc.	249.50
8200 Conversion	139.50
Gem	139.50
Casino	129.50
Royal	99.50

ROCK-OLA

Commando	\$199.50
Spectravox & Playmaster	199.50
Super	195.00
Deluxe	185.00
Standard	150.00
Cellar Job, 30-Wire	99.50

AMI

50 Hi-boys, Singing Towers XS. Highest offer takes them.

WURLITZER

500	\$179.50
600K	169.50
600	159.50
Victory	148.50
24	119.50
Cellar Job, 30-Wire	119.50
Wurlitzer 120 Boxes	\$ 9.50
Wurlitzer 100 Boxes	9.50
Seeburg S-20-1Z Boxes	7.50
10,000 Title Strips	3.75
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RECORD REVIEWS

(Continued from page 123)

RALPH FONT (Majestic 7219 and 7220)

Mambo—FT.
Ole Ole—FT; VC.
Estoy Acabando—FT; VC.
Rumba in E Minor—FT.

The piano pacing the Latin melodies, Ralph Font spins out a satisfying brand of rumba music for these sides. Outstanding side is *Ole Ole*, a lively rumba that has the band singing and playing in spirited fashion with the phrasings of the trumpet, flute and piano making for the Latin excitement. For the flip, maestro Font showcases his full-fashioned Steinwaying for a slow rumba embellishment of Chopin's *Waltz in E Minor*. Band has full instrumental sway for a bright spinning *Mambo*, again contrasting with a slower tempo for the melodic *Estoy Acabando* with Doroteo and the band boys singing the Spanish lyrics with rhythmic flavor.

Rumba enthusiasts will find *Ole Ole* most engaging.

CLIFF CARLISLE (Victor 20-2248)

The Devil's Train—FT; VC.
Scars Upon My Heart—FT; VC.

The hot fiddling and electric guitars of his Buckeye Boys bringing up a toe-tapping support, Cliff Carlisle's tenor voice pipes it sweet and sincere for *The Devil's Train*, a folk spiritual taken at traffic stopping tempo. Also at a fast clip, Carlisle sings it plaintively for the *Scars Upon My Heart* torch ballad, rich in melodic and lyrical appeal.

Scars Upon My Heart hits the mark for the music machines.

TEXAS RUBY (Columbia 37272)

Traveling Blues—FT; V.
The Letter that Broke My Heart—W; V.

The husky-voiced Texas Ruby makes her first sides this year singing with Curly Fox and His Fox Hunters, whose country-style music of fiddles, guitar, piano and harmonica serve the bluesy chanteuse well. Gal shouts it blues for the traditional *Traveling Blues* with her low-pitched torch pipes ringing true for *The Letter That Broke My Heart*, moaning low in the waltz tempo that she still loves her man.

Travelling Blues may bring in some nickel notes where the gal enjoys a following.

GEORGE OLSEN (Majestic 7232)

I Won't Be Home Anymore—FT; VC.
Something for Nothing—FT; VC.

With the band setting down a smooth and toe-tapping rhythm background, Betty Norman and the male trio sing it in breezy style for the catchy *I Won't Be Home Anymore* rhythm ditty. Maestro Olsen

adds a personality patter to the platter with telephone conversation to open and shut the spin, adding to the contagion of the chanting. For the flip, Miss Betty sings it torch for the slow and plaintive *Something for Nothing* ballad, the band's muted trombone and fiddles bridging her lyrical refrains.

I Won't Be Home Anymore may well become a record rage, the ditty is that catchy.

FOY WILLING (Majestic 6003)

No One to Cry—FT; VC.
So Round, So Firm, So Fully Packed—FT; VC.

It's a Western counterpart of Eddy Howard that Foy Willing and the Riders of the Purple Sage create for the slow torch ballad, *No One to Cry*. Singing it smoothly and sweetly with the male trio on the releases, Willing brings out all of the melodic and lyrical charm of the ballad. The band, paced by fiddles and clarinet, keep the rhythmic flow smooth. For the flip, Willing cuts a bright and breezy pattern with the solo and trio singing for the familiar *So Round, So Firm, So Fully Packed*, and gives the fiddler a chance to get in a few of his Western hot licks.

Both sides stack up strong for the coin boxes.

BILL McCUNE (D. C. 8016)

Mama Ain't Home Tonight—FT; VC.
A Moment of Madness—FT; VC.

While the song selections make little imprint on wax, Bill McCune's music making keyed to the hotel room style with tenor saxes and muted trumpets in the lead is entirely danceable. *Mama Ain't Home Tonight* is a lively rhythm ditty with Bette Buckner's lyrical efforts more effective than for the *Moment of Madness* ballad on the mated side.

Hardly strong enough to snare buffalo heads with these sides.

BOBBY BYRNE (Rainbow 10005)

Buttered Roll—FT.
Paradise—FT.

The Bobby Byrne trombone, sliding it sweetly and framed by the fiddles in the band, sparks the smooth spinning for the *Paradise* evergreen which the band cuts as a slow ballad. Band boys go on an ensemble riff kick for *Buttered Roll*. And while the maestro's horn cuts thru strong, the ensemble stanzas sag woefully under an uneasy and unsteady rhythmic flow. Balance is bad and worse yet, the trumpets smear klinkers instead of butter over this would-be musical roll.

No phono attraction in this needling.
(Continued on page 126)

IT'S "fiesta" TIME

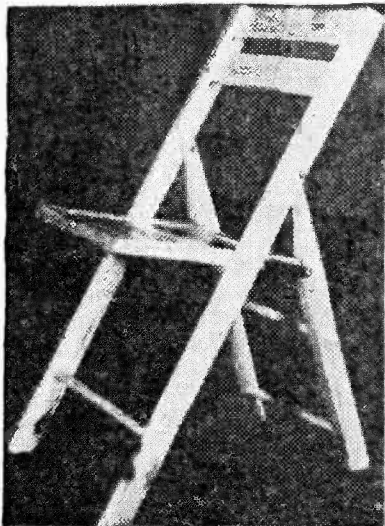
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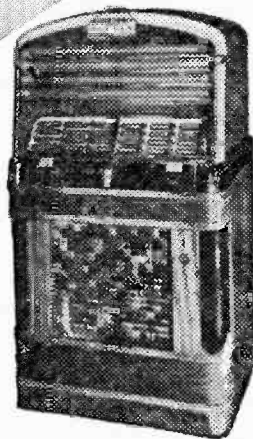
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BILL CROSBY (Columbia 37282-37327)
Eat, Drink and Be Merry—FT; VC.
Hip Chick Blues—FT; VC.
Sneaking Woman Blues—FT; VC.
Those Dog-Gone Blues—FT; VC.

It's the vigorous blues shouting and playing that Bill Crosby and his small jump band cuts in these grooves. The wax retaining all of the backroom Harlemese flavor, Crosby chants it joyous to the jump rhythms for a happy *Eat, Drink and Be Merry* rhythm song. Slows down to the slow race blues, as he shouts it blue and earthy that he's going to leave his *Sneaking Woman*, with the clary and trumpet blowing it blue and dirty in the background. It's back to the jump kick for *Hip Chick Blues* as he shouts it husky that a man is a fool to fall for such chicks. For *Those Dog-Gone Blues*, Crosby calls in Sugar Lump Penigan, who has a nice tenor voice but no verve or vigor for

RECORD REVIEWS

(Continued from page 124)

the slow race blues. Selections are all Crosby originals.
Hip Chick Blues stacks up strongest for the music boxes.

WILL BRADLEY (Signature 15111)
Celery Stalks at Midnight No. 2—FT.
If There Is Someone Lovelier Than You—FT.
 Will Bradley has rounded up a recording band to show off his trombone artistry. But with the emphasis on the band instead of his slide sorcery, spinning whips up no enthusiasm. Offers here a new arrangement of *Celery Stalks at Midnight*, a jazz classic of his earlier band days, and still a poor carbon copy of the

original. Kicks off to a shuffle rhythm and then settles into a steady four-four beat with trombone, alto sax and piano riding out on the riff pattern. Contrasting, Bradley mates with a one-time ballad fave in *Someone Lovelier Than You*. Bradley blends his sliding with the trombone choir to start off the side but on his own to finish off the side which spins smoothly enough for the dancing but without any degree of distinction.

Not enough strength in this spinning to bring in the 5-cent pieces.

BUDDY JOHNSON (Decca 48028)
Hey, Sweet Potato—FT; VC.
One Thing I Never Could Do—FT; VC.
 His band kicking off a fine jump beat, maestro Buddy Johnson sells it strong for his own Harlemese patter song, *Hey, Sweet Potato*, taking time out for the tenor sax man to blow up some hot licks. For the flip, the Johnson band provides a sustained harmony background as Arthur Prysock pipes it romantically in fine bary voice for the maestro's own ballad, *One Thing I Never Could Do*.

Race spots will spot both of these sides in the music boxes.

SAMMY KAYE (Victor 20-2239)
Ask Anyone Who Knows—FT; VC.
Would You Believe It?—FT; VC.
 Sammy Kaye couples two new ballads, both posing the romantic question in their lyrical expressions, and both given a highly saccharined coating by the band boys. Don Cornell's baritone provides the lyrical lustre for *Ask Anyone Who Knows* with Johnny Ryan's sweet tenor serenading for *Would You Believe It?*

Phono play will depend largely on degree of popularity favor gained by the songs themselves.

GEORGE TOWNE (Sonora 2023)
Chi-Baba Chi Baba—FT; VC.
Mam'selle—FT; VC.
 The smooth syncos of George Towne, keyed to the melodic line and sustaining a high degree of dance appeal, makes it attractive for these top tunes. Moreover, the rhythmic chanting of Mary Ann Wayne, joined by the ensemble for *Chi-Baba Chi-Baba* spinning at a bright tempo, and the romantic baritone of Don Burke for the *Mam'selle* ballad, is just as pleasing to the ear as the music.

The songs will bring attention to the band at the dance locations where the raucous rhythms are out.

DANNY O'NEIL (Majestic 7230)
After Graduation Day—FT; V.
Passing By—FT; V.

Singing it softly and sweetly, Danny O'Neil achieves a high degree of intimate appeal in his smooth tenoring for these slow spinning ballads. The small studio orchestra providing a sustained flow of rhythm, O'Neil pipes it with rich nostalgic feeling for *After Graduation Day*, song of reminiscence from the *Barefoot Boy With Cheek* musical. And with just the piano twins, vibes and rhythm, sings it just as tenderly for *Passing By*.

Intimate spots will spot *Passing By*.

ARTHUR CRUDUP (Victor 20-2205)
Crudup's After Hours—FT; V.
That's All Right—FT; V.
 It's the rough and rockin' blues shouting, low down and deeply grooved, that Arthur (Big Boy) Crudup cuts for his own race blues songs. With guitar, bass and drums pounding out the rhythms, Crudup makes his shouting count for *After Hours* as he tells a mournful story of looking for his baby late at night. For the flip, Crudup goes on a jump kick and adds a stanza of scat as he shouts it joyously for *That's All Right*, anything his baby does is all right with him.

Both sides stack up strong for the back rooms at the race spots.

MARSHALL YOUNG (Rainbow 10008)
Just Friends—FT; V.
One Morning In May—FT; V.

Adding standards to the label's folios, Marshall Young's baritone piping gets these two familiar pops across. A studio band providing full background, sings it in a friendly style for *Just Friends* in the slow ballad tempo with a brighter tempo set for *One Morning in May*. However, there's no distinction in voice or styling to create any ripples with this needle ride.

Hardly enough reason for folks to give up their nickels.

ROBERT MERRILL (Victor 10-1303)
To My Mother—FT; V.
Sweet Little Jesus Boy—FT; V.

Robert Merrill, operatic baritone, sings it with reverence and restraint for these two songs rich in religious spirit. In the slow tempo and singing in concert style, Merrill touches a chord of deep sincerity for both *To My Mother*, a prayerful song to mother, and *Sweet Little Jesus Boy*, an emotional hymnal. Both songs by Robert MacGimsey. Russ Case's orchestra adds sympathetic support for the singing.

For the home boxes.

TIMMIE ROGERS (Majestic 9007)
Daddy-O—FT; V.
Harlem Yank—FT; V.

The vocal mugging of Timmie Rogers is entirely in its element for the character chanting for *Harlem Yank* as he gives a telling description of the Harlem G.I. still in Picadilly. For his *Daddy-O*, Rogers is joined by the harmonies of the Palmer Brothers. But what should be a bright and joyous dish of Harlemese spins with music restraint and refinement that doesn't befit the musical or lyrical frame. J. C. Heard's band provides adequate support.

Race spots will spot *Harlem Yank*.

JOHN SELLERS (Victor 20-2238)
Farewell Night Life—FT; V.
Play Around With My Head—FT; V.

A newcomer to the label's race roster, John Sellers brings the earthy style of blues shouting to the wax. With plenty of rugged persuasion in his slow blues singing, he tells how he is going to settle down to one woman in *Farewell Night Life*. For the flip, he tells that he wants his baby to stay in bed with him and not *Play Around With My Head*. Both originals and guitar, piano and traps provide the steady rocking beat in support.

For the back rooms at the race spots.

JOHNNIE GUARNIERI (Majestic 1135)
Nice Work If You Can Get It—FT.
Exactly Like You—FT.

The piano capers of Johnnie Guarnieri, rich in rhythmic ideas and a technical exactness to express them, is showcased to good advantage in this cutting. Makes it a rhythmic rhapsody as he knuckles the 88's for *Nice Work* in a bright tempo and at a faster speed for *Exactly Like You*. A Steinway treat for the jazz fans.

DELTA RHYTHM BOYS (Victor 20-2271)
I'm Awfully Strong for You—FT; V.
Hey, John!—FT; V.

With a strong rhythmic blend in their harmonies, and just as pert when singing in unison, the Delta Rhythm Boys, with small rhythm band for the backing, disk a dandy in the *Hey, John!* novelty. Plenty of lift to their lyrical frame, it's a delightful patter ditty of Honest John who works for Dead-Eye Joe—but on a one-for-the-boss and two-for-me basis. For the flip, the boys style it just as neatly for George M. Cohan's *I'm Awfully Strong for You*, contrasting the slow ballad stanza by the solo voice with a frame for their rhythm harmonies in the bounce tempo.

Music ops may find a real sleeper in *Hey, John!* And not merely for race spots.

(Continued on page 128)

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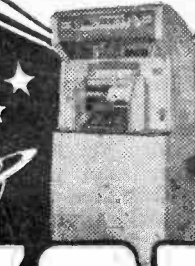
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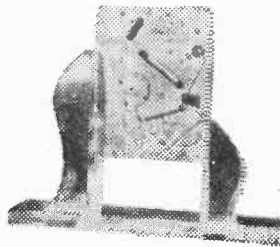
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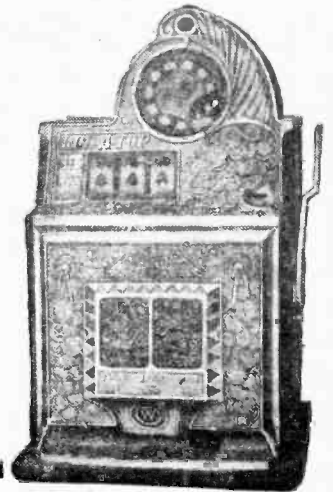
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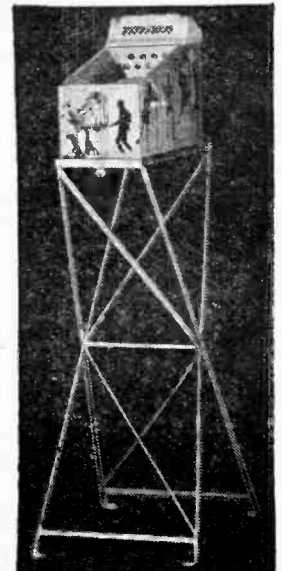
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RECORD REVIEWS

(Continued from page 126)

BETTY HUTTON (Capitol 409)
The Sewing Machine Girl—FT; V.
I Wish I Didn't Love You So—FT; V.

Falling prey to the human weakness of forsaking what she can do so well for what she can't do at all, Betty Hutton goes vocally straight on the ballad, *I Wish I Didn't Love You*. Miss Hutton, it's said, has long yearned for the seemingly greener grass on the "pretty" side of the song fence. This unfortunate attempt at ballad styling should serve to discourage future desires for sweet warbling. It's the bombastic Betty on her home grounds for the topside, well-armed with a chuckle-spurring Irish flavored ditty about the gal that's saved from life's perils thru being kept busy at her *Sewing Machine*. Joe Lilley's ork capably provides accompaniment for both sides. Tunes are from Miss Hutton's *Pauline* pic.

It's the flicker association that will coax coins for *Sewing Machine*.

HERBIE FIELDS QUINTET (Victor 20-2274)
Rainbow Mood—FT.
Dardanella—FT.

With a rhythm section to make for the quintet, Herbie Fields shows off his reed virtuosity in the hot jazz idiom to excellent advantage. The five men weaving figures for the beginning and endings, it's Fields'

liquid clarinet improvisations for his *Rainbow Mood*, a blues mood spinning at a bright tempo. And at a faster clip, plays it just as clear and clean with equal facility on the soprano sax for *Dardanella*.

For the hot diskophiles.

STAN FREEMAN TRIO (Rainbow 10009)
Glow Worm—FT.
Kitten On the Keys—FT.

No denying the technical proficiency of Stan Freeman at the 88's, hitting the keys clean and at top speed for *Glow Worm* and *Kitten on the Keys*. No attempt to display any styling with guitar and bass to spark the rhythmic flow. However, it's a shame to waste such talents on such dated and untimely selections.

Hardly expected to capture coinage.

BUDDY WEED TRIO (MGM 10025)
I Had Too Much to Dream Last Night—FT; VC.
Whoopsie Doodle—FT; VC.

This combination of Buddy Weed on piano and voice, Felix Giobbe on bass and Tommy Kay on guitar is merely a light paleface carbon of the King Cole Trio. While Weed has no voice of any real account, he displays fine jazz feeling in his phrases as he puts the song over softly and intimately. Moreover, his piano styling, weaving some with the guit'-box picker, shows the same feeling. Carrying the trio in the cutting, Weed takes it at a slow tempo for *Dream Last Night*, with a faster beat for his own patter song, *Whoopsie Doodle*, but hardly enough originality or distinction in his styling to create any undue attention.

Little here that makes for phono attention.

THE RAVENS (National 9034)
Mahzel—FT; V.
For You—FT; V.

Doing a switch on the Ink Spots, this harmonizing foursome, with piano and rhythm support, may well hit the tail of a sky-rocket with their singing. In their song styling The Ravens contrast a deep basso voice with a top tenor, both boys displaying wide range in voice. And both good voices as are all four with plenty of compelling force in their blended harmonies. Take it at a bright tempo for both *Mahzel* and the familiar *For You*, and the vocal contrast sells both strong.

Both sides may well reap a coin harvest if this new singing style catches on.

MILTON BUGG (Savoy 648)
I Live True to You—FT; V.
Fine Brown Frame Blues—FT; V.

While Milton Bugg tries hard enough to get these Negro songs across, lad doesn't have what it takes. No voice, no style and no feel for either of the songs. Tries to take it romantic for the slow ballad, *I Live True To You*, but it doesn't take. Moreover, the musical background provided by Ray Abrams is as far removed from the singer as he himself is from the song. And it's just as much a fumble for the slow and salty *Fine Brown Frame Blues*.

Nothing here for the music ops or others.

ROOSEVELT SYKES (Victor 20-2201)
Bobby Sox Blues—FT; V.
Peeping Tom—FT; V.

It's earthy and rhythmic shouting that Roosevelt Sykes brings to both of these songs as he pipes to his own pianology that paces his small band of Honeydrippers. Spins best for his patter rhythm song, *Peeping Tom*, setting a shuffling eight-beat rhythm as he tells the story of deserted love. And with as much bounce and sock in the rhythms, peppered by a tenor sax rider, sings that he is thru with the chicks in *Bobby Sox Blues*.

Both sides should show strength at the race spots.

LIL GREEN (Victor 20-2214)
How Come You Do Me Like You Do?—FT; VC.
No Good Man—FT; VC.

The full-voiced blues singing of Lil Green, ever mellow and vibrant, makes this a dandy double for the blues fans. With her band providing a sustained rhythmic background, she literally makes the shellac sizzle for her slow and salty *No Good Man* as she tells of her man who has 37 women and makes love to them all. Added to her punchy piping is a lusty blues solo by the trumpeter. Just as rugged is her rhythm chanting for the familiar *How Come You Do Me Like You Do?* for which the tenor saxist blows some smoke.

Race spots will lap up *No Good Man*.

BATT MASIAN (Mecca H-3147)
Teach Me to Love—FT; VC.
Tamara—FT.

Batt Masian showcases a smooth and melodic aggregation adept in interpreting the rumba rhythms, and with lyrical charm in the deep-voiced chanting of Anita Starr, spinning adds up to a high degree of hip-swaying appeal. The accordion and pizzicato fiddles providing the instrumental color, Masian fashions a highly melodic slow rumba in *Teach Me To Love* from the classical *Caucasian Sketches* theme. Band boys have full sway in providing the instrumental color, flavored by the melody piano rambler, for the mated *Tamara* side. Also taken at a slow rumba tempo, picking up the beats to inject the lively samba rhythms for the last chorus.

Both sides will stand up where the rumba dancers congregate at the coin boxes.

MARGARET WHITING (Capitol 410)
Old Devil Moon—FT; V.
Ask Anyone Who Knows—FT; V.

Margaret Whiting pours full romantic expression into her pipes to deliver sincere interpretations for both these love ballads. From the Broadway hit, *Finian's Rainbow*, she picks and delivers in fine style, *Old Devil Moon*. On the flip, she easily captures the melodic appeal of *Anyone*, the Witmark plug tune. Frank De Vol ork wraps both sides in a plush cloak.

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THE ESQUIRE TRIO (Rhapsody 122)
Rose Mary—FT; V.
My Shawl—R.

Threesome (piano, bass and accordion) neatly wraps itself in the Cugat theme, *Shawl* pouring out rumba contagion in a toe-tempting fashion. Squeeze box and Steinway alternate for the melody honors. Piano's use of glissando runs thruout and provides a spice luster to the spinning. Trio's vocal blends on the flip are listenable, but otherwise lack individuality and sales appeal.

Shawl will catch loose change in automatic machines.

ORLANDO GUERRA-LOS GUARACHEROS (Victor 23-0563 and 23-0564)

Rumba en Pueblo Nuevo—FT; V.
Y No Le—FT; V.
El Jaleo—FT; V.
Ya Se Paso La Negra—FT; V.

Recorded in Cuba, these sides bring the exciting folk melodies to this side of the border. Orlando Guerra, his lusty voice giving expressive meaning to the lyrics, has three of the four sides with the Casino de la Playa band providing the instrumental support that has the rumba rhythms more pronounced than the melodies. Sings it in exciting rhythmic manner for *Rumba en Pueblo Nuevo*, and just as forceful for the mated *Y No Le* lullaby in the slow rumba tempo. For *Ya Se Paso La Negra*, also at a slow tempo, sings it in a gay and spirited manner as he tells the story of his inefficient maid-of-all-work. Mated side, *El Jaleo*, carried by Los Guaracheros de Oriente, a native instrumental and singing group, whose harmonies and guitar rhythms at a fast tempo generate considerable rumba excitement.

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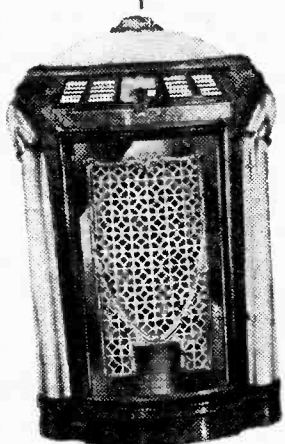
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ALBUM REVIEWS

(Continued from page 114)

BRIGADOON—Alfred Drake (Rainbow 309)

Four songs from the Brigadoon musical success, but the fine tenor voice of Alfred Drake merely gives them dramatic exposition without bringing forth their lyrical charm and plaintiveness. Nor is the forceful soprano singing of Roberta Roberts, who joins him for *The Heather on the Hill* and *From This Day On*, any more effective. Drake sings it alone for the *Come to Me*, *Bend to Me* waltz and for the *Almost Like Being in Love* ballad click. Ted Royal conducts the orchestra to give the singers full support, but the voices lay it on heavy as if they were operatic arias instead of the simple melodic and rhythmic bits that they are. Scotch figures for the front cover, with pictures of Drake and notes on the singer for the inside flap. Two records in the set which is below platter par for show albums.

BLOSSOM TIME—Al Goodman (Victor P-173)

This set of five records captures the melodic and lyrical charm of the Schubert-Berte-Romberg-Donnelly operetta, *Blossom Time*. The haunting Schubert themes are decked-out in show time garb by maestro Al Goodman, with Earl Wrightson, baritone; Mary Martha Briney, soprano; Donald Dame, tenor; Blanka Peric, mezzo-soprano; the Mullen Sisters, harmony trio, and the Guild Choristers making it entirely a flavored performance for this immortal operetta score. Front cover re-creates the *Blossom Time* stage scene, inside page set with candid picture shots of the record session. A worthy wax set for the show music shelf.

A TRIBUTE TO GLENN MILLER (Rainbow 304)

Capturing the spirit of the late Glenn Miller's music in his scoring, conductor Ralph Flanagan has created a musical tribute that is entirely in good taste. And by the same token, provides some good music in the Miller tradition. For the eight sides, it's the Miller radio program pattern for eight selections as the Miller band might have played them, with six men of the original Miller band among the studio musicians on this session. For something old, Flanagan offers *Make Believe* and *Always*, with his own riff opuses, *Low Gear* and *Come on In* for something new. Something borrowed brings in Tommy Dorsey's *Sentimental Over You* and Benny Goodman's *Goodbye*. And the set is polished off with something blue in *St. Louis Blues* and *Basin Street Blues*. Front and inside pages adorned with pictures of Miller, back inside page showing pictures taken at the recording session and notes on the songs. Music machine ops should make much use of the sides in this set.

HERITAGE SERIES—No. 2 (Victor 15-1005-06-07-08-09)

A second release in the label's Heritage Series that brings back the famous grand opera stars of early days, pressed on 12-inch vinylite and each disk in a special gold envelope. In this second set of five records, the originals dating back to as early as 1905 and no later than 1913, are the vocal gems of seven singers whose voices still spin to fine advantage. Each displaying their distinctive timbre, even if the instrumental accompaniment is lost, the spinning offers the tenor voice of John McCormack, the basso voice of Pol Plancon, Celestina Boninsegna's wide soprano range, Pasquale Amato's fine baritone, Jeanne Gerville-Reache's contralto, G. Marie Sammarco's baritone and Lucrezia Bori's soprano charm. A real heritage on wax for the disk library.

MUSICAL TRAVELOGUE (Sonora MS-493)

H. Leopold Spitalny, radio maestro, leads a large studio band for a delightful music cruise of the Continent. With a light classical touch to the orchestral offering, Spitalny selects eight familiar folk and light classical selections that typify each of the countries visited, and it all makes for relaxed and restful listening. Eight sides take in *Pari Mi* (Spain), *Vienna My City of Dreams* (Austria), *Meadowland* (Russia), *Norwegian Dance No. 2* (Norway), *Hora Staccato* (Roumania), *Frere Jacque-Alouette* (France), *Pomp and Circumstance* (England) and *Torna a Surriento* (Italy). Front page lists the album title in the eight different languages, with the inside page explaining the musical travelogue idea.

SIBELIUS' SYMPHONY NO. 4— Artur Rodzinski (Columbia MM-665)

Artur Rodzinski conducting the New York Philharmonic gives an admirable reading of Sibelius' *Symphony No. 4*, which translates in music the barren wastelands of the composer's native Finland. Taking four 12-inch records, the orchestra plays with genuine expression and sensitivity that gives the work almost a salon quality, making an outstanding addition to the wealth of good music on wax. Symbolic figure of barren wastelands makes for the front cover design, with photo of the conductor and notes on the music for the inside page.

PROKOFIEV'S CONCERTO FOR PIANO AND ORCHESTRA—Dimitri Mitropoulos (Columbia MM-667)

Dimitri Mitropoulos is both piano soloist and conductor of the Robin Hood Dell Orchestra of Philadelphia for this brilliant and masterful performance of Prokofiev's *Concerto No. 3 in C Major* for piano and orchestra. The soloist demonstrates that he is a pianist of great musicality and skill in the playing of this purely imaginative and percussive work by the famous Russian composer. Takes three 12-inch records for the playing. A fresco concert setting makes for the album cover, with photo of Mitropoulos and notes on the music for the inside page.

THE GREAT ELOPEMENT— Sir Thomas Beecham, Bart. (Victor DM-1093)

Welding unfamiliar excerpts from the little-known music of Handel, Sir Thomas Beecham, Bart., has fashioned a fanciful ballet suite which he calls *The Great Elopement*, recording here 12 of the 19 numbers. Conducting the London Philharmonic, the ballet is brightly orchestrated and has all the grace and charm of the 18th Century. Moreover, the selected pieces are rich in melody and of contrasting moods to make for crisp and charming music thruout. Figure of lovers in embrace makes for the frontispiece with notes on the music for the inside page.

PROKOFIEFF'S SYMPHONY NO. 5— Serge Koussevitsky (Victor DM-1095)

Prokofiev's *Symphony No. 5* is given a performance of particular beauty and brilliance by the Boston Symphony, conducted by Serge Koussevitsky. All the musical virtues of the work shine with tonal sumptuousness, making it a superb interpretation of the composer's reflected musical joy occasioned by the end of the war. Takes five 12-inch records to perform the work and no music lover can afford to be without this set. A page from the composer's score makes for the title page, with notes on his music for the inside page.



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Boomerang	295.00
Field Goal	249.50
Ex-Ray Pokers	250.00

1 A. B. T. 6-RIFLE

Gun Range, Complete with Counters and Targets	\$850.00
---	----------

CIGARETTE VENDORS

1 9-col. National 9-30	\$ 95.00
2 S.M. 7-col. SP Models	65.00
2 S.M. 7-col. DeLuxe	75.00
2 8-col. Unedapak	85.00
5 10-col. Rowe Royals	110.00
1 9-col. Chrono Du-Grenier Champ.	125.00
10 11-col. DuGrenier Champions	125.00

BRAND NEW MUSIC

Wurlitzer Seeburg Rock-Ola Packard Alreon	WRITE, WIRE, PHONE
---	--------------------

New Buckley Wall Boxes	\$25.00
30-Wire Cable, Ft.	.30
Packard Brackets	3.75

JENNINGS CHALLENGER!

Twin Play 5¢-25¢, with new chrome top. Two Jackpots, only one mechanism. Eye Appealing, Location Tested! A Winner! Only \$595.00!

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS.
BALANCE C. O. D., F. O. B. CLEVELAND

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phones: PProspect 6316-17



Special \$75 New

A

lbena Music Equipment

Always the Best for Less!

Always in A-1 Condition!

SEEBURGS ★ WURLITZERS ★ ROCK-OLAS
EXCELLENT VALUES—FINER AND NEWER
LOOKING MACHINES—AT LOWER PRICES!

ALBENA'S HEAVY DUTY "GOLD" GRILLE CLOTH

The Best Ever Manufactured
Nothing Like It on the Market

If You Don't Agree It's Worth At Least Twice
As Much Your Money Will Be Refunded.

\$1.25

EACH
Size: 22 inches x 25 inches

NEW AND USED PARTS FOR ALL MAKES AND MODELS

EXPORT BUYERS WE HAVE WHAT YOU WANT
AT THE RIGHT PRICE.
Deposit Required With All Orders.

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EVERYONE KNOWS

THE

NEW

CORADIO

100%

BETTER

With the built-in
National
Slug Rejector Unit

CORADIO

COIN OPERATED RADIO

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**ADVANCE ROLL
BY GENCO . . .
PROFITS
BY THE BARREL
. . . DELIVERIES BY
SEABOARD!**



SEABOARD

Exclusive Distributors
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1625 Main St., Hartford 5
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"It's been like this at Van's place ever since G-E lamps were installed in his coin machines." You'll get fewer burnouts and more profits when you light up your machines with G-E lamps. Even if your wholesaler can't always supply 'em, it pays to keep asking. General Electric Co., Nela Park, Cleveland 12, Ohio.



G-E LAMPS
GENERAL ELECTRIC

**WANTED
EXPERIENCED COIN MACHINE SALESMAN**

Eastern manufacturer of outstanding coin controlled equipment desires to contact salesman qualified by experience to sell and handle both distributors and operators. Liberal drawing account against commissions. Must have car. All territories open. Unless you are a ten thousand dollar a year man! don't waste time. Give full details and submit photo with first letter. Our present staff knows of this ad.
BOX #206, THE BILLBOARD, 1465 BROADWAY, NEW YORK 19, N. Y.

LATEST MODELS

JACKPOT BELLS

2/5 OR 3/5 COMBINATION

FACTORY REBUILT — LOOK AND OPERATE LIKE NEW

\$150.00

5c PLAY

10c, \$160.00 - 25c, \$170.00

F. O. B. CHICAGO



REBUILT AND REFINISHED

WATLING ROLATOPS



\$75.00

F. O. B. CHICAGO

PHONE OR WIRE TODAY — PROMPT SHIPMENT

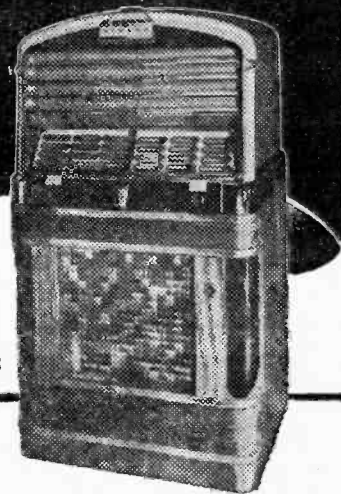
Buckley Manufacturing Co.

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

IT'S ALWAYS
"fiesta" TIME
WHEN MUSIC OPERATORS
MAKE THEIR COLLECTIONS

Aireon **fiesta**
DE LUXE



EXCLUSIVE DISTRIBUTOR IN:
ADVANCE MUSIC COMPANY
1506 GRAND AVE. KANSAS CITY 8, MO.

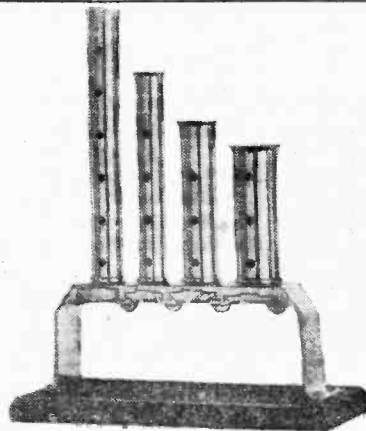
**FAST AS
LIGHTNING!**
Master Changer

AUTOMATICALLY DISPENSES

- NICKELS
- DIMES
- QUARTERS
- HALVES

IN SPLIT-SECOND PRECISION
AND TIME-TESTED ACCURACY

Beautiful, polished chrome finish
—Solid die cast and precision machined coin slides—Fully balanced on weighted non-slip base.



\$27.50

Northwest Sales Co.

3144 ELLIOTT AVENUE

SEATTLE 1, WASHINGTON

Tradio Proudly Presents

THE TRADIO INSURANCE PLAN

**Complete Insurance Coverage
For One Year At No Cost To You**

FROM the outset, the operator has been the key individual in Tradio's national sales organization. We've tried to make his association with our company as simple and as profitable as possible. For the past three months Tradio Inc., pioneer manufacturers of coin-operated radios, has been negotiating for an insurance policy to give every Tradio operator added protection and lower his operating costs. Today, that policy is an accomplished fact. Now Tradio operators — at no cost to themselves — are assured of complete insurance coverage for one year on every set they buy. Simply buy the sets, place them, and you are in business.

This cost-free insurance is more than just another Tradio service. It's an added guarantee that a Tradio franchise is the fairest and most profitable in the field of coin-operated radios. For further details of this insurance plan, write, wire, or phone, Tradio Inc., Asbury Park, New Jersey, or your local distributor at once.

Tradio Insurance Plan Features...

1. Protection in transit and on location
2. Protection against fire
3. Protection against theft
4. Protection against vandalism
5. Protection against the elements
6. One year insurance coverage

TRADIO, INC.

ASBURY PARK, NEW JERSEY
PHONE: ASBURY PARK 2-7447-8-9



TRADIO — THE PIONEER COIN-OPERATED RADIO

COME OVER TO OUR HOUSE

THIS WEEKEND

FOR THE STUPENDOUS FIRST SHOWING—THE PREMIER EASTERN UNVEILING—THE FIRST SIGHT OF THE NEW

EVANS' RACES

BRAND NEW CONSOLE MODEL

NEW IMPROVEMENTS NEVER BEFORE SEEN. DELIVERY IMMEDIATELY AFTER SHOWING.

At the Scott-Crosse Showrooms

Mark these dates down in your memo book

THURSDAY—MAY 22
FRIDAY—MAY 23
SATURDAY—MAY 24

Wide Open House—Liquids and Solids



SCOTT-CROSSE COMPANY
1423 SPRING GARDEN ST. • PHILADELPHIA 30, PENNSYLVANIA

FRANKEL
Has a Top Money-Maker

Williams
Sensational, New
CYCLONE

- Faster Action
- Scores to 950,000
- Convertible

5 or 3-Ball Play

CONTACT US TODAY!



FRANKEL DISTRIBUTING COMPANY
Serving the "Heart of America"

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OMAHA, NEB. • 1209 DOUGLAS ST. • PHONE ATLANTIC 3407

IT'S "fiesta" TIME

SEE THE Aireon "fiesta" DE LUXE

CLEVELAND MAY 22
CINCINNATI MAY 20
COLUMBUS MAY 21



NOW BEING DISPLAYED AT:

TRIANGLE DISTRIBUTING COMPANY, INC.
4608 Prospect Avenue, Cleveland, Ohio

TRIANGLE DISTRIBUTING COMPANY, INC.
212 East Eighth Street, Cincinnati, Ohio

DRESSSEL DISTRIBUTING COMPANY
300 North High Street, Columbus, Ohio

IDEAS WANTED

Leading manufacturer of coin machines of all types is interested in contracting individuals with new ideas for coin operated machines of all kinds. All ideas submitted will be given careful and earnest consideration. Preference given to those with working models available, and covered by patents or patents pending. (In submitting ideas on which patents have not been applied for, give details in writing only. Do not submit working drawings or plans.)

BOX D-499, THE BILLBOARD, CINCINNATI 22, O.

SPRING CLOSEOUTS

5¢ Jennings Silver Chief \$65.00	Victory \$30.00	Sky Rider \$32.50
10¢ Jennings Silver Chief 69.50	Follies, '46 29.50	Yankee Doodle 49.50
25¢ Jennings Silver Chief 89.50	Ump 12.50	Keep 'Em Flying 52.50
10¢ Jennings Sky Chief 72.50	Shangri-La, Genco 42.50	Majors, '41 25.00
10¢ Jennings Victory Chief 72.50	Kismet 42.50	New Champ 25.00
5¢ Bally Club Bell 85.00	Champion Hockey 45.00	Smithey Counter 7.50
Landslide 27.50	One-Half Certified Deposit With Orders, Balance C. O. D.	

PARAMOUNT AMUSEMENT COMPANY
1426 WELLS STREET, FORT WAYNE 7, INDIANA TELEPHONE: EASTBROOK 1138

ATTENTION DISTRIBUTORS! OPERATORS!

Now Ready! Brand New!

Mercury

ATHLETIC SCALE

The NEW STREAMLINED MERCURY ATHLETIC SCALE has fifteen distinctive money makers combined in one machine and is not a weighing scale.

It is the only machine of its kind in the world. Tested location profits beyond all expectations.

It's new, sensational and it's a proven money maker. Everybody, both young and old, boys and girls, plays it. Actually it's 15 machines in one.

Absolutely guaranteed by manufacturer. Fifteen times more earning power than any penny machine.

LEGAL • BUG PROOF • DURABLE

SPECIFICATIONS

Solid aluminum base, highly polished. All kick plates bright chrome finish—all handles and trimming, chrome and high polish aluminum. Unbreakable glass in dial, wrinkle finish background.

Coin box holds \$120.00 in pennies.

Space required—24"x22"x65" height overall.

Shipping weight approximately 140 lbs.

One year Guarantee against workmanship and defective parts with each machine.

MERCURY STEEL CORPORATION

3830 Holbrook Ave.

Detroit 12, Mich.

THIS MACHINE WILL DO THE FOLLOWING:

LIFT TEST

- Play #1 Lift with right hand
- Play #2 Lift with left hand
- Play #3 Lift with both hands

WRIST TEST

- Play #4 By twisting with right hand to right
- Play #5 By twisting with right hand to left
- Play #6 By twisting with left hand to right
- Play #7 By twisting with left hand to left
- Play #8 By twisting with both hands to right
- Play #9 By twisting with both hands to left

GRIP OR KNUCKLE TEST

- Play #10 Grip with right hand vertically
- Play #11 Grip with right hand horizontally
- Play #12 Grip with left hand horizontally
- Play #13 Grip with left hand vertically

MUSCLE TEST

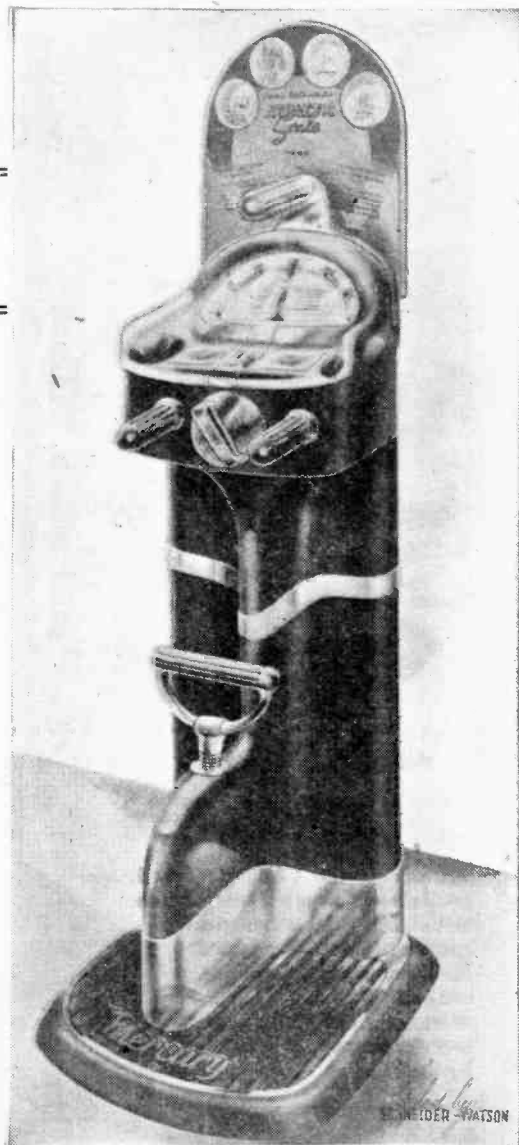
- (The Old Indian Wrestling)
- Play #14 With right hand
- Play #15 With left hand

Each test requires one penny.
Total tests — 15 or 15c.

Established Price **\$195.00** f. o. b. Detroit

1/3 deposit with order, balance C. O. D.
Place order now for early delivery.

PROTECTED TERRITORIES
NOW OPEN FOR BONA FIDE
DISTRIBUTORS. DON'T WAIT
—WRITE IMMEDIATELY.



KICKER and CATCHER

KICKS IN THE CASH!

100 PER CENT SKILL—
LEGAL ANYWHERE!

A TERRIFIC NEW COUNTER GAME THAT
BREAKS ALL COLLECTION RECORDS!

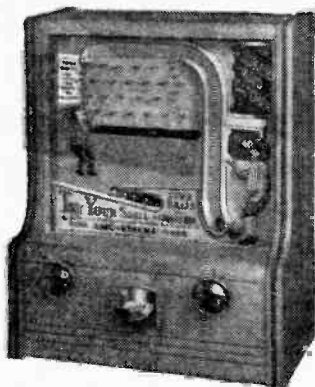
ORDER
A SAMPLE
TODAY!

Guaranteed To Satisfy
or Your Money Refunded!

ONE CENT
PLAY

\$37.50

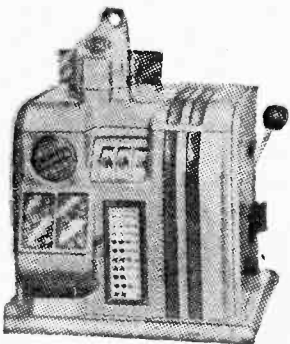
Add \$3.75 for
Nickel Play



THE NEW COLUMBIA BELL

THE TRIED AND PROVEN SMALL PAYOUT
MACHINE FOR THOSE SPECIAL SPOTS
WHERE COMPACTNESS AND LIGHT
WEIGHT ARE ESSENTIAL. THE ONLY MA-
CHINE CONVERTIBLE TO PENNY, NICKEL,
DIME AND QUARTER
PLAY. YOU GET FOUR
MACHINES IN ONE!

\$145.00



BAKER NOVELTY CO.

Headquarters for Slot Machines and Baker's Pacers

1700 WASHINGTON BLVD.

CHICAGO 12, ILLINOIS

SLOT STANDS

WE HAVE THEM!
CHICAGO METAL'S NEW
DE LUXE
REVOLV-A-ROUNDS

THE BEST SAFE
STANDS EVER MADE!

TRIPLE SAFE ... \$262.00
DOUBLE SAFE ... 174.25

MUSIC

- Reconditioned and Guaranteed Perfect! Will accept any Reasonable Offer!
- WURLITZER 750E
- WURLITZER 790 COLONIAL
- WURLITZER 81 COUNTER MODEL, WITH STAND
- WURLITZER 616
- ROCK-OLA STANDARD
- SEEBURG 9800 and 8800, R.C., E.S.
- SEEBURG BAROMATICS

ONE BALLS

- VICTORY DERBY ... \$250.00
- FAIRMOUNT ... 175.00
- JOCKEY CLUB ... 150.00
- TURF KING ... 150.00
- KENTUCKY ... 100.00
- NEW VICTORY DERBY ... 395.00

NEW GAMES

- Chicago Coin KILROY
- United HAVANA
- Gottlieb MAISIE
- Exhibit CROSSFIRE
- Genco ADVANCE ROLL
- Chicago Coin BASKETBALL CHAMP
- Square Amusement SPORTSMAN ROLL

ARCADE

- Genco TOTAL ROLL ... \$245.00
- In lots of 5 ... 225.00
- Chgo. Coin GOALEE ... 250.00
- Chgo. Coin HOCKEY ... 125.00
- Bally UNDERSEA RAIDER ... 165.00
- Keeney-ANTI-AIRCRAFT ... 59.50
- Keeney-Submarine ... 99.50

SLOTS

MILLS CHERRY BELLS, 5¢	\$125.00	MILLS CLUB CONSOLE, 10¢	\$175.00
40¢	195.00	25¢	200.00
25¢	145.00	MILLS BLUE FRONT, 10¢	\$115.00
MILLS GOLD CHROME, 5¢ (3/5)	150.00	25¢	145.00
10¢ (2/5)	150.00	JENNINGS 1947 SUPER DE LUXE CLUB CHIEF, LITE-UP, 5¢	\$294.00
25¢ (2/5)	175.00	10¢	304.00
MILLS BONUS BELLS, 5¢	175.00	25¢	319.00
10¢	185.00	JENNINGS STAND-ARD CHIEF, CHROME, 5¢	269.00
25¢	195.00	10¢	279.00
JENNINGS FOUR STAR CHIEF, 10¢	85.00	25¢	289.00
25¢	110.00	50¢	399.00
JENNINGS SILVER CHIEF, 5¢	125.00	MILLS BLACK CHER-RY BELLS, 5¢ (One Cherry)	\$185.00
JENNINGS VICTORY CHIEF, 5¢	95.00	10¢ (One Cherry)	195.00
MILLS BLACK CHER-RY BELLS, 5¢ (One Cherry)	\$185.00	5¢ (3/5)	175.00
10¢ (One Cherry)	195.00	25¢ (3/5)	210.00
5¢ (3/5)	175.00	50¢ (3/5)	350.00
25¢ (3/5)	210.00	BAKER BLACK BEAUTY, 5¢	175.00
50¢ (3/5)	350.00	10¢	185.00
BAKER BLACK BEAUTY, 5¢	175.00	25¢	210.00
10¢	185.00		
25¢	210.00		

30-WIRE CABLE

Regular color code. Special this week. Per foot ... 27¢

JUMBO PARADES

World Wide's Famous Reconditioned and Refined Jumbos—Late Heads—Red and Blue Cabinets—P.O. Models. 5¢ Play ... \$90.00

ONE & ONLY SPEED IRON

There is only one "SPEED IRON" soldering gun. Don't accept imitations! ... \$12.95

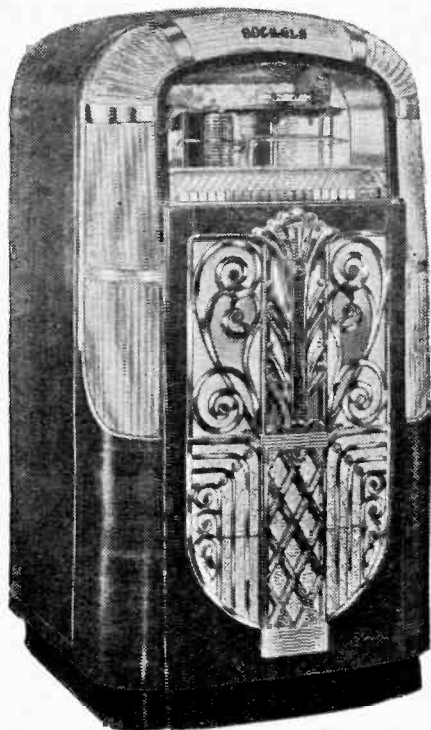
TERMS: 1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT.



1014 N. ASHLAND AVE.
CHICAGO 22, ILLINOIS
Brunswick 2338-6878
1513 OAK ST.
KANSAS CITY, MO.
Victor 8404

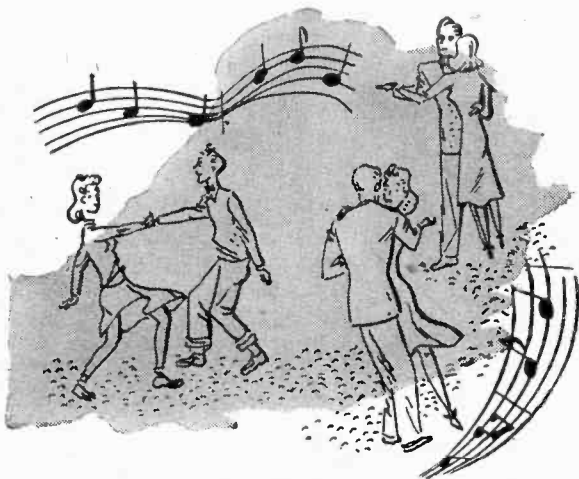
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DISTRIBUTORS**

Exclusive Keeney Distributor in Illinois, Iowa, Nebraska, Kansas and Missouri.



Increase Music Profits with ROCK-OLA

UNIVERSAL Music SYSTEM



Nothing in the world can pep up a location as much as a complete, well balanced music system built around a beautiful and outstanding phonograph. Music has its own particular kind of repeat value. When the customers start dropping those nickels, dimes and quarters into a phonograph, they get a kind of satisfaction that can come from no other form of amusement.

For years on end, Rock-Ola has consistently led the field in bringing out the latest and best in "music merchandising equipment." Rock-Ola knows how to combine sound engineering with the very finest in eye appeal and ear appeal.

ROCK-OLA MODEL 1422-6

- The very latest . . . beautiful design . . . remarkable color and lighting effects . . . unusual animation . . .
- superlative quality of tone . . . equipped with terminal strip for wired remote control hookup. A truly fine musical instrument!

B. D. Lazar Co.
 1635 FIFTH AVENUE
 Pittsburgh • Phone Grant 7818
 28 Years the Leader in the Field

GOTTLIEB'S

DAILY RACES

The famous old 1-ball standby is now available in free play or pay out model. Daily Races has special spotter bumpers, illuminated "live" holes, and slug-proof, drop coin chute. Smart operators know that Daily Races is a money maker in a class by itself!



GOTTLIEB'S

Maisie

When the players want high, HIGH score—Maisie is their game. Gottlieb's 5-ball thriller has the come-on that brings in the dough. Fast action, socko appeal, and slambang earning power!



Also these latest Bally profit producers: Deluxe Draw Bell, Bally Entry, Special Entry, Triple Bell, and Five Ball Rocket. See them today and step up profits from your locations!



Another Great New Money-Maker by United!

HAVANA

FIVE-BALL NOVELTY-REPLAY GAME

Greater Than "RIO"!

- New Tantalizing Ball Action
- Multiple Scoring Pockets
- Saucer Kick-Out Pockets
- HA-VA-NA Feature is Terrific Build-Up for Super-High Scores
- Cross-Ball Action
- Fourteen Ways to Score Replays

See Your Distributor Now!

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

Have You Ever SEEN the AMI

40 -- Selection Phonograph?

No photograph can do it justice. It is the most magnificent machine ever made. Beauty, color, tone are unsurpassed. The amazingly finer, simple design means fewer parts with less wear even though it plays both sides of 20 records to give 40 selections. All these features add up to greater profits. We will be glad to furnish you with signed affidavits showing by actual location reports HOW AMI HAS INCREASED COLLECTIONS AN AVERAGE OF 62%.



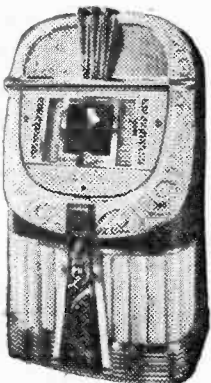
DAVID ROSEN
 855 NORTH BROAD STREET, PHILADELPHIA 23, PA
 PHONE STEVENSON 2258-2259



**THEY'RE MORE THAN MACHINES
BECAUSE
WE SOLD THEM AND
WE STAND BEHIND THEM!**

&

Our 20 year reputation means a good deal. It means that we are very careful before we select a product for distribution. It must be the best. Because we put a machine on sale, we back it up—down the line and over the years.

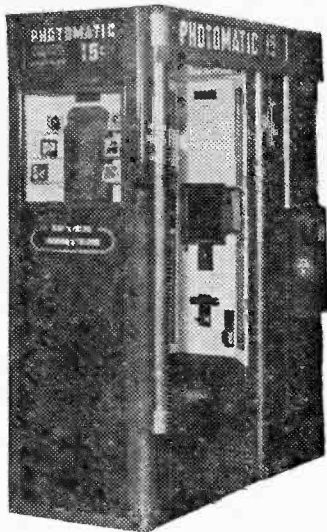


AMI 40-Selection Phonograph

Unquestionably the finest automatic phonograph as proven by collection and service reports. Choice of 2 sides of 20 records creates greater play and greater earnings.

Keeney's ONE-WAY

Strictly one way . . . profits! No other machine can equal Keeney's Bonus Super Bell earnings in any type of location.



Mutoscope's PHOTOMATIC

The perfect photograph booth. Makes better photos in one minute—automatically. A tremendous money-maker for the operator.

ORDER TODAY

Morris Hankin and Jack Lovelady

Distributors in Georgia and Alabama



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WE'RE GIVING THEM AWAY

ALERT	
NAVY	
BIG CHIEF	
FLEET	\$24.50 ea.
2 SCORE-A-LINE	or
5 METRO	5 for \$100.00
SPORT PARADE	
RED, WHITE & BLUE	
MYSTIC	
LANDSLIDE	
BROADCAST	
SCHOOL DAYS	\$29.50 ea.
ARGENTINE	or
2 TWIN SIX	5 for \$125.00
CROSSLINE	
BELLE HOP	
MAJORS	
3 GUN CLUB	
ZIG ZAG	\$39.50 ea.
2 BOLAWAY	or
DO-RE-MI	5 for \$175.00
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2 COMBARDIER	
YANKEES	
FRISCO	\$59.50 ea.
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YANKEE DOODLE	
3 FLAT TOP	\$89.50 ea.
4 OKLAHOMA	4 for \$325.00
SANTA FE	
GRAND CANYON	
TRADE WINDS	\$99.50 ea.
IDAHO	4 for \$375.00
2 BRAZIL	
SURF QUEEN	

3 BIG HIT	\$124.50
2 MIDGET RACER	129.50
SPELL BOUND	149.50
SUPER SCORE	164.50
BIG LEAGUE	119.50

FREE PLAY CONSOLES

15 BIG GAMES, Ea.	\$ 64.50
4 JUMBO PARADE	
5 BOBTAIL	4 for \$250.00
SILVER MOON	

BALLY BIG TOP, P.O.	\$ 64.50
JUMBO PARADE, P.O.	64.50
SARATOGA, Slant Top, P.O.	39.50
2 SARATOGA, Flat Top	49.50
3 SARATOGA, Comb.	89.50
KEENEY SUPER BELL	99.50
PACES RACER, Br. Cab.	79.50
PACE REELS, Comb.	89.50

MUSIC

Wurlitzer P12	\$ 79.50
Wurlitzer 412	99.50
Wurlitzer 618	109.50
Wurlitzer 600	175.00
Wurlitzer Counter 71	129.50
Wurlitzer Counter 71 (Stand)	99.50
Seeburg Rex	149.00
Rock-Ola Deluxe	175.00
5 Used Packard Wall E. es. Ea.	19.50

NEW EQUIPMENT

BALLY ROCKET	WRITE
WILLIAMS CYCLONE	WRITE
EXHIBIT CROSSFIRE	WRITE
GOTTIEB MAISIE	WRITE
UNITED HAVANA	WRITE
BALLY SPECIAL ENTRY	WRITE
MILLS THREE BELLS	WRITE
CHI COIN BASKETBALL CHAMP.	WRITE
A.B.T. CHALLENGERS	WRITE
BAKER KICKER & CATCHER	WRITE
MARVEL POP-UP	WRITE

SPECIAL CLOSEOUT

Gott. MISS AMERICA (New)	\$239.50
BRAND NEW SMILEYS	12.50
10 AMER. EAGLE, 1¢ Play	12.50

Over 100 Machines, ALL MAKES (USED), \$35.00 UP.
WRITE FOR PRICES ON NEW MACHINES.
1/3 DEPOSIT, BALANCE C. O. D.

OHIO SPECIALTY CO., INC.

539 S. 2ND

LOUISVILLE 2, KY.

IT'S "fiesta" TIME

MAY 24-25

SEE THE **Aireon "fiesta" DE LUXE**

NOW BEING DISPLAYED AT:
INDIANA MUSIC CORPORATION
542 S. MERIDIAN ST., INDIANAPOLIS 4, INDIANA

LET THIS TRUCK DO YOUR WORK

JUST RELEASED

Brand new steel stools that will serve a thousand uses

Line your bar with these famous stools for added comfort that means added profits. The ideal work stool for the shop, convenient in the home, extra enjoyment at your pin game locations.

LIGHT
Weighs only 24 pounds.

STRONG
Hundred pound weights mean nothing to this sturdy, well balanced Truck.

INEXPENSIVE
Built by one of America's largest manufacturers, mass production makes this low price possible. 44" high, all welded steel construction, 5" Solid Cushion Rubber Wheels. Excellent to take along for store deliveries.

ONLY \$8.95 EACH
(\$7.95 In Lots of 6)

CLARK INDUSTRIAL EQUIPMENT COMPANY
RIDGE AVE. and SPRING GARDEN ST. PHILADELPHIA 23, PA.

WANT TO BUY

WURLITZER 750, 750E, 700, 600K, 800, 1015	46.47
SEEBURG CLASSIC, VOGUE, 146, 147	
ROCK-OLA	
TOTAL ROLL, ADVANCE ROLL	
BRAND NEW 5 BALLS	

Write Condition, Quantity, Price. GET ON OUR MAILING LIST TODAY!
DAVE LOWY & COMPANY
594 10th Ave. (Bryant 9-0817) New York 18, N. Y.



JOE ASH

ACTIVE RECONDITIONED GAMES 'NUFF SAID

YOUR CHOICE \$29.50 Each
ANY THREE \$85.00

A.B.C. BOWLER
ALL AMERICAN
MISS AMERICA
(Conversion)

ATTENTION
BOLOWAY
CHAMP
CROSSLINE
DOUBLE PLAY
GOLD STAR
HOME RUN '40
HOROSCOPE
MAJORS

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PLAY BALL
SEA HAWK
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SILVER SPRAY
SPORT PARADE
SKY LINE
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STAR ATTRACTION
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SHOW BOAT
VICTORY
WILDFIRE

JENNINGS
SILVER MOON
\$39.50

MIDGET RACES
\$139.50

LAURA
\$74.50

BIG PARADE
\$44.50

KNOCKOUT
\$39.50

BOSCO
\$44.50

SUSPENSE
\$149.50

YOUR CHOICE
\$44.50 EACH
ANY THREE, \$130.00
HOME RUN '42
SPOT POOL
TOPIC
SKY BLAZER
VENUS

BALLY HIGH HAND
\$94.50

BALLY CLUB BELL
\$94.50

BIG HIT
\$119.50

1/3 WITH ORDER, BAL. C. O. D.

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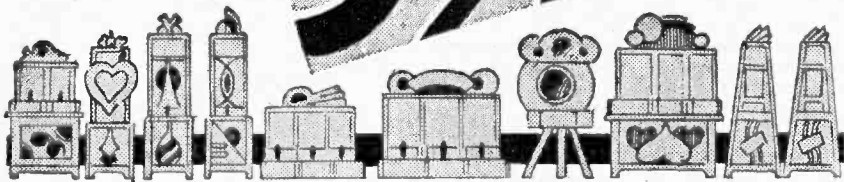
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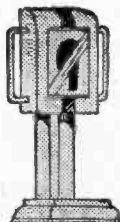


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The JACKPOT is fully automatic and self-locking . . . and attached directly to the mechanism. An ample reserve JACKPOT instantly reloads the main JACKPOT when dumped. In FACT, there's no finer than a Jennings!

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With Genuine "Talking Gold" you are assured of . . .

- Full Brilliant Color
- No Rub Off
- No Tarnish
- Perfect Tone
- Maximum Volume

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WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95
ROCK-OLA			
Standard	\$2.55		

If your model is not listed above, write for further information.

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BASKETBALL CHAMP



MEMBER

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Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
Jennings Super DeLuxe (Lite-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
\$1.00 Pace DeLuxe Bell	
Columbia Gold De Luxe Bell	209.50
Columbia Jackpot Bell	145.00
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**All Used Equipment
Completely Rebuilt
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PHONOGRAPHS

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WURLITZER 600	225.00
SEEBURG ENVOY	295.00
SEEBURG CLASSIC	275.00
SEEBURG GEM	245.00
SEEBURG REX	175.00
SEEBURG HITONE	325.00
MILLS EMPRESS	245.00
MILLS THRONE	225.00

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VICTORY DERBY	\$350.00	25¢ JUMBO PARADE, P.O.	\$149.50
5¢ JENN. CLUB CONSOLE	100.00	GOALEE	295.00
10¢ JENN. CLUB CONSOLE	125.00	KIRK ASTROLOGY SCALE	124.50
25¢ JENN. CLUB CONSOLE	150.00	CHICOIN HOCKEY	125.00
GOTTLIEB GRIPPER	24.50	1¢ MARVEL	12.50
5¢ BIG GAME, P.O.	89.50	5¢ SILVERMOON, P.O.	89.50
25¢ PACES REELS, P.O.	109.50	SPINNING REELS	79.50

TERMS: 1/3 Deposit, Balance C.O.D.

ATLAS
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2200 N. WESTERN AVE. - PHONE ARmitage 5005 - CHICAGO 47

ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1
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WITH SOUND DISTRIBUTION

**EXCLUSIVE
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WISCONSIN AND
UPPER MICHIGAN**

LONDON HOLDS THE LINE!

PRICES ON LONDON EQUIPMENT SHAVED TO THE BONE! IN SUPPORT OF OUR NATIONAL ECONOMY, WE WILL CONTINUE WITH CONSISTENTLY LOWER PRICES—ALWAYS HIGHEST QUALITY AND SERVICE!

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They must be right before London ships! Every phonograph thoroughly reconditioned inside and out! Check this remarkable service: all worn electrical and mechanical parts replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—for your locations!

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Mills Empress, Excellent Shape	175.00
Wurlitzer 42/600, Victory, Completely Reconditioned	149.50
Wurlitzer 616 Lite-Up, Excellent Shape	89.50
Wurlitzer 500K, Like New	225.00
Wurlitzer 600K, Reconditioned	225.00
Wurlitzer 600-R, A-1 Condition	200.00
Rock-Ola Super, Like New	225.00
Rock-Ola Windsor, Excellent Condition	139.50
Rock-Ola Monarch, Like New	139.50
Rock-Ola Standard, Perfect	174.50
Rock-Ola Playmaster With Spectra-Vox, Excellent Shape	149.50
Seeburg Regals or Crowns, Completely Reconditioned	149.50
Seeburg Classic, Completely Reconditioned	239.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	300.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	310.00
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8800 or 9800, R.C., Completely Reconditioned	235.00
8200, R.C., Completely Reconditioned	250.00

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DS20-1Z Seeburg 3-Wired Wallomatic	Write for Prices
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Keeney Bar Boxes	5.00
Spectravox, Like New	64.50

MISCELLANEOUS

Goalee, Chicago Coin, Like New	\$219.50	Chicago Metal Double Safe	
Chicago Coin Hockey, A-1 Condition	119.50	Stands, Crackle Finish, Reinforced Type	\$64.50
Keeney Anti-Aircraft, Brown	49.50	Bally Alley, Like New	69.50
Keeney Air Raider, like new	89.50	Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely Assembled	32.50
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Keeney Submarine, A-1 Cond.	79.50	25 Watt Bulbs, Case of 120	9.00
Bally Defender, excellent shape	99.50		
Bally Rapid Fire, Refinished and Reconditioned	94.50		

Terms: 1/3 Deposit, Balance C. O. D.

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S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

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"POSTMASTER"

A new triple unit, roll-type, precision-built POSTAGE STAMP VENDOR. Years ahead of anything on the present market. Soon in mass production. Distributorships being allotted now. Write for full details.

DAVAL PRODUCTS CORPORATION

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HITCH YOUR CARRIAGE TO THIS STAR

Keeney's **HOT TIP** AUTOMATIC OR REPLAY

New!



The highest play-compelling odds and money-winning innovations ever offered 1-ball operators are here! Imagine! Odds start with 3-6-9 to draw the play away from other games. Keeney's New "Hot Tip" posts FREE "WIN" SECTION ODDS for a winning ball in Purse, Show or Place sections when corresponding flag lite is on. HIGHEST ODDS of 12-15-18-42 lite up with "W-X-Y-Z" fully illuminated and remain lit until a winner is made. Lite up "HOT TIP" and you turn on HIGHEST ODDS of 12-15-18-42 in addition to ALL SELECTIONS and get the ball back for REPLAY at the SAME MULTIPLE until a winner is made. Big "SUPER SCORE" awards keep building up, too. Keeney's "Hot Tip" tops 'em all.

Bell machines and other 1-ball games give up beside its blaze of brilliant scoring opportunities. It's the best. The very best. Your Keeney distributor has it—take a tip—your next 1-ball game is "Hot Tip"!

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NEW 5-BALL NOVELTY
"CAROUSEL"
at your Keeney distributor
JUNE 1

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IT'S "fiesta" TIME

SEE THE **Aireon "fiesta" DE LUXE**

MAY 28th

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Art Work and Silk Screening
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LIGHTNING Strikes Us! Let It Strike You . . .
The newest and fastest 5-ball Pin Game. It beats anything you have ever seen. IMMEDIATE DELIVERY.

5¢ Orig. Black Cherry	\$140.00	SPECIAL	10¢ Blue Front	\$95.00
NEW 5¢ BLACK CHERRY	180.00		25¢ Blue Front	105.00
10¢ Orig. Chrome	140.00	Set of	5¢ Silver Chrome	115.00
10¢ Bonus Bell	165.00	BROWN FRONTS	5¢ Gold Chrome	125.00
5¢ Brown Front	100.00	5¢-10¢-25¢	5¢ Jennings Chlor.	50.00
10¢ Brown Front	110.00	Complete Set—\$269.50.	5¢ Q.T.	50.00
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5¢ Blue Front	85.00		TERMS: 1/3 Deposit, Balance C. O. D.	
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ONE BALL FREE PLAY TABLE

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\$249.50

ONE BALL PAY TABLE

GUARANTEED IN GOOD CLEAN MECHANICAL CONDITION

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COVEN'S COIN CORNER

Bally's **"HEAVY HITTER"**

A STEADY . . . PROFITABLE SLUGGER
ANY PLACE . . . ANYTIME . . . ANYWHERE!

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TRACK TIME, 5¢, P.O.	129.50
BALLY CLUB BELL, P.O., 25¢	159.00
BALLY CLUB BELL, P.O., 25¢	69.50
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FAST TIME, P.O., 5¢	319.00
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MILLS 4 BELLS, 5-5-5-5, Late	275.00
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Animal Reels, Late Head	129.50
LUCKY STAR, Excellent Buy	129.50

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BRITE SPOT	29.50
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AMI STREAMLINER—CLEAN
\$179.50

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JENNINGS 5¢ VICTORY CHIEF	89.00
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Excellent condition	325.00
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SKEE BALL, 10" 6"	125.00
Excellent Condition	125.00

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Excellent Condition	89.50
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Like New	139.00
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YOUR

Bally EQUIPMENT

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LOTS OF **ZING** and **ZIP!**

ORDER TODAY!

COME IN AND SEE IT!

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You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.



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If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

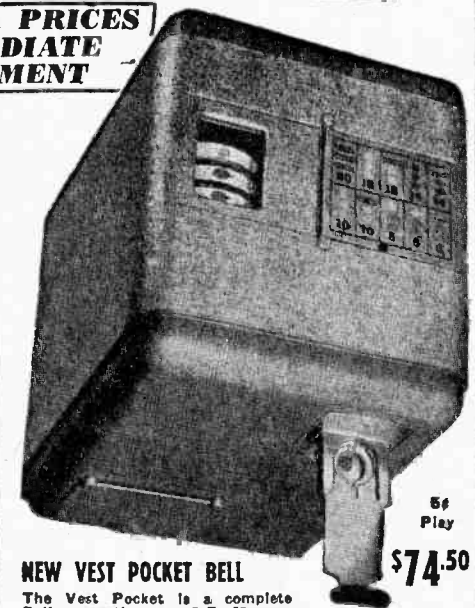
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BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

New Back Stands, Single, Double and Triple Safes



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play
\$74.50
1/3 Deposit

SICKING, INC.

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

COLUMBIA DOUBLE JACKPOT BELL SPECIAL



\$85.00 Ea.



Factory re-conditioned 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, 50 lbs. wt.

1/3 DEP., BAL. C. O. D., F. O. B. CHICAGO
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

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Reconditioned like new. Fruit reels. Token or 25¢ payout. Either 1¢ or 5¢ play. 1¢ or 5¢ Marvel cig. reels.

\$20.50 Each

Special: 5 for \$90.00



NEW SLOTS PACE

5¢	\$245.00
10¢	255.00
25¢	265.00
50¢	375.00
\$1.00	550.00

MILLS BLACK CHERRY BELL

5¢	\$248.00
10¢	253.00
25¢	258.00
50¢	371.50
\$1.00	49.50

NEW MILLS VEST POCKET
NEW A.B.T. CHALLENGER

WRITE FOR FREE CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!



Abco NOVELTY Co.



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You can toss this away if you operate new Mills Bells



MILLS BLACK CHERRY



MILLS GOLDEN FALLS



MILLS JEWEL BELL

BELL-O-MATIC CORPORATION

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1-25c BALLY DRAW BELL, Brand New!..... 375.00

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SUPERLINER	STREAMLINER	89.50	HOLWAY	59.50
SUSPENSE	SKY RIDER	89.50	SHOW BOAT	59.50
BIG LEAGUE	5-10-20	84.50	CAPT. KIDD	59.50
STAGE D OANTEEN	MIDWAY-UNITED	79.50	VENUS	59.50
SURF QUEEN	BOSCO	79.50	MIAMI BEACH	57.50
BIG HIT	GENCO DEFENSE	74.50	ABC BOWLER	57.50
FRISCO, F.S.	HI HAT	69.50	'41 MAJORS	57.50
SKY CHIEF	WEST WIND	69.50	INVASION	54.50
LIBERTY, GOTT	TOPIC	69.50	SEVEN UP	54.50
AIR CIRCUS	SPOT POOL	69.50	PARATROOPS	54.50
BIG PARADE	GENCO VICTORY	69.50	TEN SPOT	54.50
KNOCK OUT	GUN CLUB	67.50	MARINES	47.50
KEEP EM FLYING	BELLE HOP	64.50	BIG CHIEF	47.50

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Jennings SUPER DELUXE
LITE-UP CHIEFS
5c 10c 25c 50c
\$324 \$334 \$344 \$454

Jennings 5c-25c
CHALLENGER ..\$595.00

SILVER KING—1c OR 5c
NUT VENDOR ... \$13.95

ADVANCE ROLL ..\$499.50
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POKERINO 279.50
METAL TYPER .. 445.00
Basketball CHAMP 499.50

CHALLENGER ..\$49.50
Folding Stand... 11.95

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Bally ENTRY ...\$595.00
SPECIAL ENTRY . 595.00

Marvel's
POP-UP
New Legal
Counter Game
\$49.50

NEW
BAKER'S PACES
5c\$597.50
5c, DD ... 668.50
25c 677.50
25c, DD ... 747.50
KICKER & CATCHER
1c—\$37.50

DAVAL'S
BEST HAND ..\$59.50
MEXICAN
BASEBALL .. 59.50
OOMPH ... 59.50
SKILL THRILL 57.50
FREE PLAY . 75.00

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\$115.00
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\$125.00
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HITTER ... \$184.50

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STANDARD CHIEFS
5c 10c 25c 50c
\$269 \$279 \$289 \$399

Groetchen Deluxe
CLUB COLUMBIA \$209.50
J. P. COLUMBIA 145.00

Mills BLACK CHERRY,
5c, \$248; 10c, \$253;
25c, \$258; 50c, \$338

Mills 3 BELLS\$645
In lots of 10

VICTOR MODEL "V"
NUT VENDORS...\$11.75

BOOMERANG ..\$295.00
DAILY RACES ..\$650.00
GRIP-VUE\$49.95

Champion 1c
BASKETBALL ...\$39.50
WITH STAND .. 54.50

SLOTS

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10c BLACK CHERRY, NEW ..	225.00
5c JENN. SILVER CHIEF ..	99.50
5c MILLS BLUE FRONT, ORIG.	109.50
10c MILLS BLUE FRONT ..	119.50
25c MILLS BLUE FRONT ..	129.50
5c BROWN FRONTS ..	118.50
10c BROWN FRONTS ..	129.50
25c BROWN FRONTS ..	139.50
WEST POCKETS, 1946 Model ..	59.50
25c QT. LATE, Giltier Gold Front ..	109.50
5c JENN. CLUB CONSOLE CHIEF ..	149.50
10c 4-STAR CHIEF ..	89.50
COLUMBIAS, J.P., 1946 MODEL ..	99.50
5c BLACK CHERRY, REC.	149.50
10c BLACK CHERRY, NEW REB.	169.50
5c WATL. ROLATOP, \$79.50; 10c ..	89.50
5-10-25c JENN. LITE-UP CHIEFS ..	Write
PAGE DE LUXE, 5-10-25c, SET ..	220.00
SLOT STANDS, Complete ..	17.50

ONE BALLS

VICTORY SPECIAL	\$469.50
CLUB TROPHY, F.P.	139.50
VICTORIOUS, F.P., TURF CHAMP ..	69.50
'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

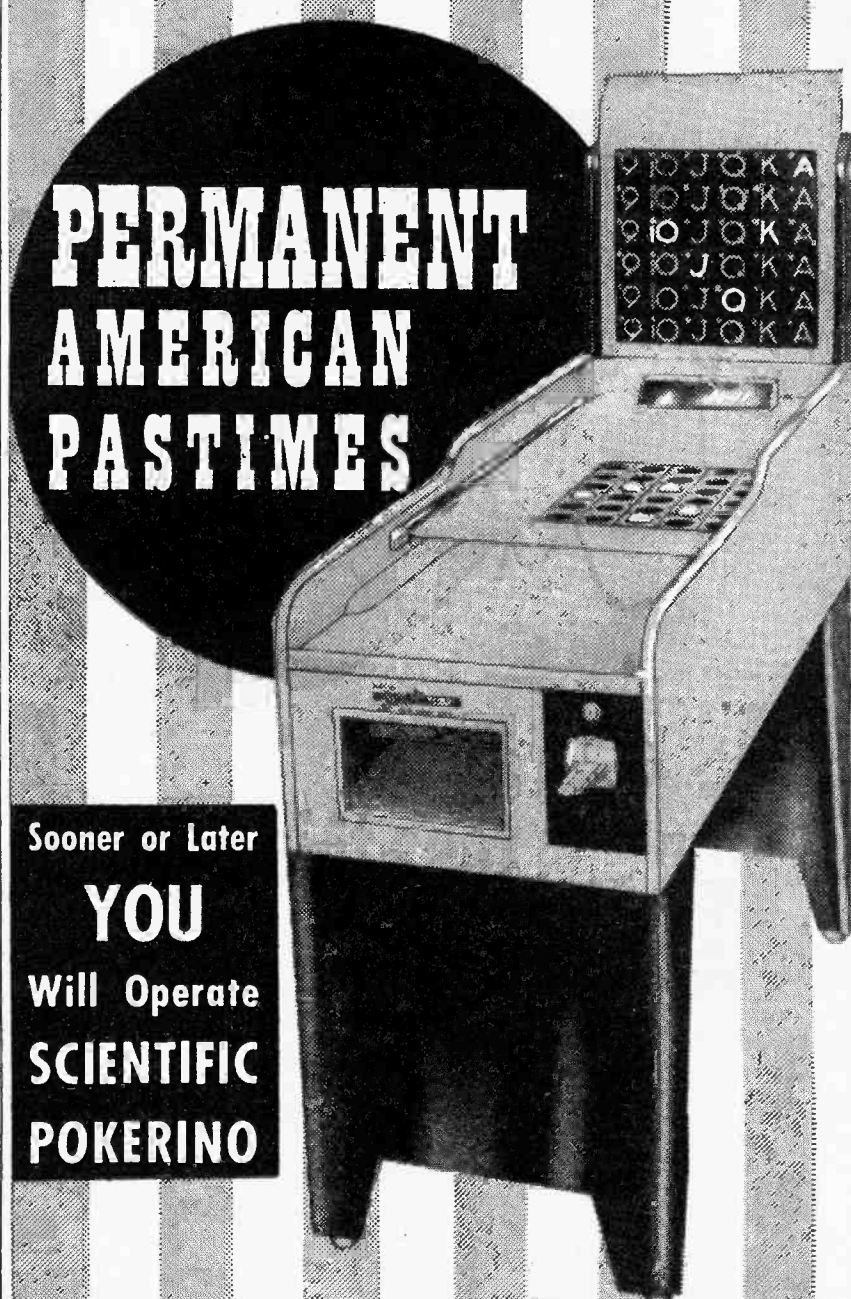
ARCADE

MUTO. VOICE-A-GRAPH	\$875.00
TOTAL ROLL, LIKE NEW	375.00
EV. TEN STRIKE	95.00
EV. TOMMY GUN	94.50
EV. SUPER BOMBER	189.50
BALLY DEFENDER	119.50
BATTING PRACTICE	85.00
PIKES PEAK	19.50
GENCO WHIZZ—Like New	89.50
EXH. CARD VENDOR	9.50
SHOOT TO TOKYO	79.50
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CHICAGO COIN HOCKEY	119.50
MUTOSCOPE SKY FIGHTER	129.50
RAPID FIRE	99.50
BLOW BALL	109.50
PITCHEM & CATCHEM	89.50
BALLY SKY BATTLE	119.50
EXH. HAMMER STRIKER	57.50
ADVANCE SHOCKER	47.50
MAJOR LEAGUE BASEBALL	149.50
VICTORY STAMP VENDORS, NEW ..	24.50
UNDERSEA RAIDER	149.50
BALANCE C. O. D. OR SIGHT DRAFT.	

CONSOLES

BAKER'S PACERS, D.D., J.P., NEW	\$395.00
5c COMB. SUPER BELLS ..	149.50
BALLY SUN RAYS, F.P.	89.50
5c BUCKLEY TRACK ODDS, J.P.	435.00
HI HAND, COMB.	139.50
WATLING BIG GAME, 5c, P.O.	89.50
5c PACE SARATOGA SR.	99.50
BALLY BIG TOP, P.O. OR F.P.	89.50
WATLING BIG GAME, F.P.	79.50
MILLS JUMBO, P.O. LATE HEAD ..	99.50
JENN. SILVER MOON, F.P.	79.50
5c BALLY CLUB BELL ..	129.50
25c BALLY CLUB BELL ..	154.50
EVANS LUCKY STAR ..	149.50
GALLOPING DOMINOS, J.P.	149.50
ONE-HALF DEPOSIT WITH ORDERS.	

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Sooner or Later
YOU
Will Operate
SCIENTIFIC POKERINO

SCIENTIFIC MACHINE CORP.
229 WEST 28th STREET Pennsylvania 6-8217 NEW YORK 1, N.Y.

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FROM OUR LARGE DAILY ALLOTMENT OF
SCIENTIFIC'S NEW LOCATION MODEL

POKERINO

THE GREATEST GAME OF OUR TIME!
\$279.50 F. O. B. New York
1/3 Deposit With Order, Balance C. O. D.

ACT QUICKLY—ORDER TODAY
START MAKING MONEY NOW

H. ROSENBERG CO., INC.
625 10TH AVENUE LONGACRE 3-2478 NEW YORK 19, N. Y.

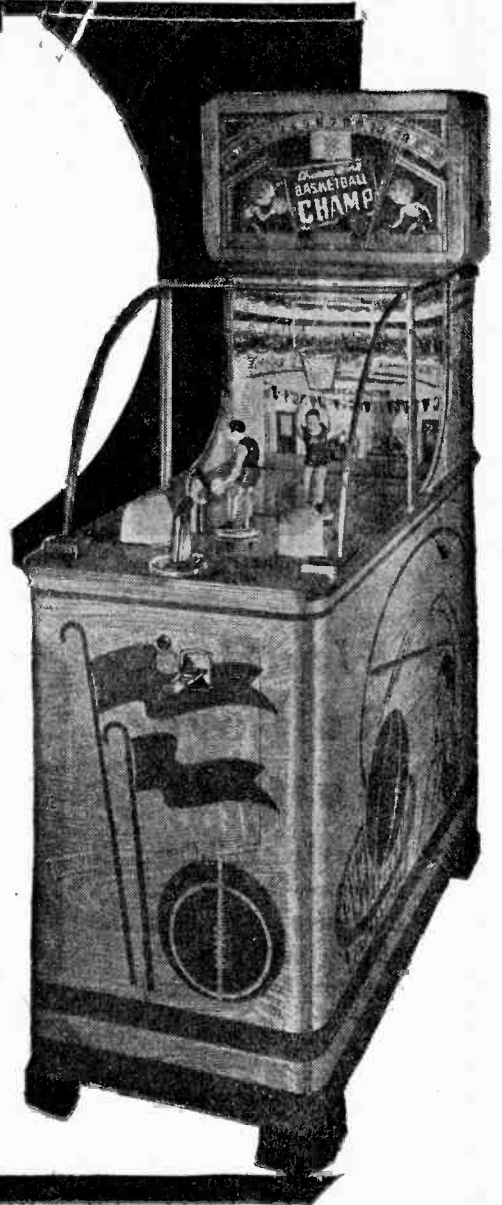
Chicago Coin's BASKETBALL CHAMP

PERFECT FOR SUMMER SPOTS—
HOLD UP YOUR COLLECTIONS
WITH THIS ALL SKILL,
FUN FULL
GAME

ORDER
YOURS
TODAY



**CHICAGO COIN
MACHINE COMPANY**
1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

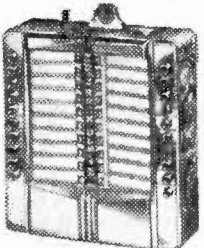


ATTENTION:

OPERATORS IN ROCKY MOUNTAIN EMPIRE



ROCK-OLA
MODEL 1422-6



MODEL 1530
WALL BOX



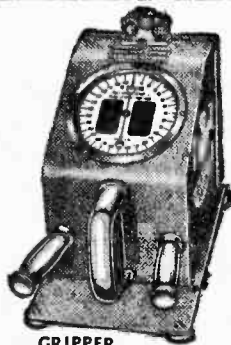
ABT
CHALLENGER

Are you ready for the vacation season? Time's awasting! The Modern Distributing Company of Denver can give you immediate delivery on ALL ROCK-OLA equipment, GOTTIEB Daily Races and the new sensation, MAISIE; EVANS Bang Tails and Galloping Dominos, Casino Bell.

Remember, Operators, people from all over the United States are going to be in YOUR locations with money to spend. That is why they are there—to spend, have fun and relax. Why not get your share with the kind of equipment that has eye-appeal and will give you the best service? When your equipment is broken down it is costing you, not making you money. Get hep! Wire your orders in NOW! There is still time!

PRICES

Rock-Ola Model 1422-6	F.O.B.	\$728.00
Rock-Ola Playmaster 1424		440.00
Rock-Ola Wall Box 1530		39.50
Gottlieb MAISIE		310.00
Gottlieb Daily Races		650.00
Gottlieb Three Way Gripper		39.50
Evans Consoles, Bang Tail		618.50
Evans Galloping Dominos		618.50
ABT Challenger		65.00
(Less in lots of ten)		



GRIPPER

Let's go, Operators! It may be later than you think. Get your orders in NOW! Immediate Delivery! Phone or wire at our expense. Your order will be on its way within 24 hours. Hurry! Hurry! Hurry!

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DENVER, COLORADO



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"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Hoppel
MILWAUKEE see
Carl Hoppel

RECONDITIONED CONSOLES

COMPLETELY REBUILT AND REFINISHED LIKE NEW

MILLS THREE BELLS	\$345.00	KEENEY 4-WAY, 5-5-5-25¢	\$245.00
MILLS 4-BELLS, LATE 5-5-5-25¢	325.00	KEENEY 4-WAY, 5-5-5-5¢	225.00
MILLS 4-BELLS, ORIG. 5-5-5-25¢	250.00	KEENEY TWIN, 5-25¢, F.P., P.O.	189.50
MILLS 4-BELLS, ORIG. 5-5-5-5¢	199.50	KEENEY TWIN, 5-25¢, P.O.	149.50
BALLY CLUB BELL, F.P., P.O.	89.50	KEENEY SUPER BELL, 25¢, F.P., P.O.	89.50
BALLY HI HAND, F.P., P.O.	89.50	KEENEY SUPER BELL, 5¢, F.P., P.O.	79.50
MILLS JUMBO, LATE, F.P., P.O.	89.50	EVANS LUCKY LUCRE, 3-5¢, 2-25¢	79.50
MILLS JUMBO, LATE, P.O.	59.50	EVANS LUCKY LUCRE, 5-5-5-5¢	59.50
MILLS JUMBO, LATE, F.P.	49.50	BALLY DRAW BELLS	350.00

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 950	\$450.00	ROCK-OLA COMMANDO	\$295.00
WURLITZER MODEL 850	450.00	ROCK-OLA SUPER ROCK-O-LITE	275.00
WURLITZER MODEL 750	425.00	SEEBURG 8800 ROCK-O-LITE	295.00
WURLITZER MODEL 700	295.00	SEEBURG CLASSIC ROCK-O-LITE	245.00

WURLITZER, MODEL 1015..... Write
SEEBURG, MODEL 1, '46..... Write

AIREON, 1946 MODEL..... Write
A. M. I., 1946 MODEL..... Write

SPECIAL

BALLY ONE BALLS
LONGACRE OR THOROBRED

\$129.50

SPECIAL

BALLY VICTORY SPECIAL
OR
BALLY VICTORY DERBY

\$295.00

RECONDITIONED SLOTS

NEW MILLS GOLDEN FALLS	WRITE	NEW MILLS BLACK CHERRY BELLS	WRITE
MILLS BLUE FRONTS (Refin.), 5¢	109.50	NEW PACE DE LUXE, 5¢	\$245.00
MILLS BLUE FRONTS (Refin.), 10¢	119.50	NEW PACE DE LUXE, 10¢	255.00
MILLS BLUE FRONTS (Refin.), 25¢	129.50	NEW PACE DE LUXE, 25¢	265.00
NEW MILLS VEST POCKET	74.50	NEW PACE DE LUXE, 50¢	375.00
USED 1946 VEST POCKET	49.50	NEW PACE DE LUXE, \$1.00	550.00
		NEW PACE DE LUXE, \$1.00	395.00

NEW REVOLVAROUND SAFES AND BOX SLOT STANDS

DOUBLE UNIVERSAL	\$123.50	TRIPLE DELUXE	\$269.50
SINGLE UNIVERSAL	84.50	DOUBLE DELUXE	174.50
SINGLE BOX STAND	24.50	SINGLE DELUXE	119.50

AMUSEMENT MACHINES

ROLL-O-BALL	Write	SPORTSMAN ROLL	\$425.00
BASKETBALL CHAMP	Write	GENCO ADVANCE ROLL	499.50
ENTERPRISE'S TRI-SCORE	\$275.00	ELECTROMATON ROLL-A-SCORE	WRITE
CHICAGO COIN "GOALIE"	224.50	ENTERPRISE'S ONE WORLD	WRITE

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

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with
*FRB

★ Floating
Roll-over
Buttons

★ Floating Roll-Over
Button—a new and
exclusive innovation
that automatically
registers balls passing
over it.



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Immediate Delivery NEW EQUIPMENT

WRITE	PHONE	SPECIAL BARGAINS
WRITE	PHONE	SPECIAL BARGAINS
WRITE	PHONE	SPECIAL BARGAINS
FIVE BALL GAMES		
United's HAVANA		Mills Black Cherry Bells, 5/10/25¢
Bally's ROCKET		Mills Golden Falls, 5¢-10¢-25¢
Marvel's LIGHTNING		Daval 1¢ Buddy Cigarette Reels
Chicago Coin KILROY		Daval 5¢ Busher, With Jackpot
Exhibit's MYSTERY		Burglar Proof Safes (Single and
Gottlieb's MAISIE		Double Revolve-a-Rounds)
Williams' CYCLONE		
1 BALL MULTIPLE TABLES		
Bally SPECIAL ENTRY		CONSOLES-F. P. & P. O.
Gottlieb DAILY RACES		Bally's Deluxe DRAWBELLS
Keeney BIG PARLAY		Bally's TRIPLE BELLS
		Keeney's BONUS SUPER BELL
ARCADE		
Chicago Coin BASKETBALL CHAMP		PHONOGRAPHS
Champion BASKETBALL, 1¢		New AMI Phonograph
Daval BEST HAND, 1¢		New ROCK-OLA Phonograph
Genco ADVANCE ROLL		Packard Hide-Away
Franz SCALES		Plastic Covered 30-Wire Cable, 26¢
		Per Ft.

BARGAIN IN PERSONAL MUSIC all or any part

1 Studio w/amplifier for telephone system.....	\$400
5 Location Master Power Supply Units	@ \$100
60 Phonette boxes, 5c model D. Each	\$ 18
Phonette bar brackets. Each	\$ 1
Phonette wall brackets. Each	\$ 1
1100 Feet four-wire cable. Per foot	10c

USED EQUIPMENT

Ready for Location!

FIVE BALL GAMES

Your Choice \$35.00 EACH \$100 FOR THREE

Alert	Hi Dive
American Beauties	Marines at Play
Big Three (1 or 5 Ball)	Sluggo
Eureka (1 or 5 Ball)	Ten Spot
Ideal for Summer Spots	
Big Parade	\$49
Liberty	\$49
5/10/20	\$49
Suspense	\$148
Trade Winds	\$99

ONE BALL GAMES

Bally LONGACRE	\$135	Bally VICTORY SPECIAL	\$375
Bally RECORD TIME	\$80	Gottlieb DAILY RACES	Write

PHONOGRAPHS

1 Front Door for Wurlitzer		Wurlitzer #500	\$160
#850, Complete	\$40	Rock-Ola Deluxe	165
3 Wurlitzer Twin Twelve Hide-		Seeburg #8800, Remote Con-	
aways, in Metal Cab.	@ 60	trol, ES	330

CONSOLES & ARCADE

5¢ Super Bell—Cash & F.P. ...	\$135
Mills 4 Bells, Latest Model ...	\$199
Genco Total Roll	\$250
Scientific Batting Prac.	\$70

MA. 0477

SLOTS

5¢ & 10¢ Blue Fronts	\$76
5¢ & 10¢ Brown Fronts	\$81
25¢ Blue & Brown Fronts	\$100
50 Blue Fronts	\$220

MA. 8751

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SEE THE Aireon "fiesta" DE LUXE

MAY 24-25

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248 CHARLOTTE ST. ASHEVILLE, NORTH CAROLINA



CYCLOONE

TERRIFIC PLAYER IMPACT!

WHIRLWIND ACTION!

FASTER PLAY!

SCORES UP TO 950,000!

CONVERTIBLE: 5-BALL OR 3-BALL PLAY

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MANUFACTURING
COMPANY

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*P. S.: Order early! Remem-
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program!*



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"There Is No Substitute for Quality"

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SKY BLAZER	\$ 49.50	EAGLE SQUADRON	\$ 79.50
YANKS	69.50	AIR CIRCUS	99.50
CAPT. KIDD	49.50	BOLOWAY	69.50
HOME RUN, '42	59.50	SCHOOL DAYS	49.50
HJ HAT	49.50	KNOCKOUT	79.50
GUN CLUB	49.50	SPORT PARADE	39.50
STREAMLINER	99.50	FLAT TOP	99.50
BIG HIT, 1 COIN	179.50	LEADER	39.50
BIG HIT, 4 COIN	219.50	PLAY BALL	49.50
YANKEE DOODLE	99.50	HOLLYWOOD	99.50
MARINES AT PLAY	69.50	LEGIIONNAIRE	49.50
BIG PARADE	79.50	STRATOLINER	49.50
LANDSLIDE	39.50	SUPERLINER	195.00
KEEP 'EM FLYING	89.50	BOMBARDIER	69.50
JUNGLE	49.50	SPELLBOUND	175.00
MIDWAY	79.50	BOSCO	69.50
DEFENSE, GENCO	69.50	SENTRY	89.50
AMERICAN BEAUTY	79.50	KISMET	89.50
MUSTANG	59.50	ABC BOWLER	39.50
MARVEL BASEBALL	89.50	SPOT POOL	59.50
INVASION	79.50	PAN AMERICAN	49.50
DUDE RANCH	35.00	HOROSCOPE	49.50
ARGENTINE	49.50		

NEW MACHINES — PROMPT DELIVERY

BALLY ROCKET	\$279.50	CHI COIN GOALEE, NEW	\$319.50
UNITED'S HAVANA	299.50	COLUMBIAS, 1-5-10-25¢	145.00
BALLY DOUBLE BARREL	279.50	DAVAL'S BUDDY CIG. REELS ..	33.00
WILLIAMS CYCLONE	309.50	DAVAL'S SKILL THRILL	57.50
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
A.B.T. CHALLENGER	65.00	MILLS GOLDEN FALLS	WRITE
AGE COIN COUNTERS	139.50	MILLS NEW BELLS	WRITE
AMUSEMATIC JACK RABBIT ..	475.00	MILLS NEW VEST POCKETS ..	74.50
BALLY DE LUXE DRAW BELLS ..	512.50	PINCH HITTER	459.00
BALLY SPECIAL ENTRY	WRITE	PREMIER SKEE ROLLS	395.00
BALLY TRIPLE BELLS	895.00	GOTTLIEB 3-WAY GRIPPERS ..	39.50
GENCO'S ADVANCE ROLL	WRITE	NEW CHICAGO COIN BASKET- BALL CHAMP	499.50



Woolf
Solomon

**NEW A. M. I.
PHONOGRAPHS**

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CENTRAL AND
SOUTHERN OHIO

ONE-HALF CERTIFIED
DEPOSIT
WITH ORDERS

NEW AND USED QUALITY SLOTS AND SAFES

5¢ BLUE FRONTS	\$ 79.50	REBUILTS LIKE BRAND NEW
5¢ BROWN FRONTS	99.50	5¢ COPPER, GOLD AND BLUE,
10¢ BLUE FRONTS	99.50	HAMMERLOID FINISH
10¢ BROWN FRONTS	109.50	10¢ COPPER, GOLD AND BLUE,
50¢ BLUE FRONTS	250.00	HAMMERLOID FINISH
50¢ JENNINGS CHIEFS	250.00	25¢ COPPER, GOLD AND BLUE,
		HAMMERLOID FINISH
		(Drill Proof and Knee Action)

NEW REVOLVAROUND SAFES AND BOX SLOT STANDS

Heavy Steel Custom Built Single and Double Revolveround Safes, Burglar Proof. Will take all makes Slot Machines. Bottom Door for Storage or Weights.

SINGLE SAFES	\$175.00	CHICAGO METAL REVOLVAROUND SAFES
DOUBLE SAFES	225.00	DOUBLE UNIVERSAL
LOCK BOX STANDS	27.50	DOUBLE DELUXE
		TRIPLE DELUXE

MUSIC

SEEBURG 8200, R.C.	\$299.50	WURLITZER 850's	\$450.00
SEEBURG 8800, R.C.	299.50	WURLITZER 616's	89.50
ROCK-OLA STANDARD	225.00	WURLITZER 800	249.50
SEEBURG ENVOY, R.C.	299.50	WURLITZER 500	295.00
SEEBURG HIDEAWAY, R.C.	295.00	WURLITZER #125 WALL BOXES..	32.50
AMI HIGHBOY, 40 SELECTIONS ..	435.00	WALLOMATIC, WS 2Z	29.50
SINGING TOWERS, 1945	225.00	BAROMATIC, R.C.	42.50

ARCADE AND PARK EQUIPMENT

TOTAL ROLL	\$349.50	LITE LEAGUE	\$250.00	AMUSEMATIC JACK-
PINCH HITTER	399.50	DRIVEMOBILE	169.50	RABBIT (New)
(New)	399.50	MUTO. PUNCH BAG	175.00	CHAMPION BASKET
BATTING PRACTICE	89.50	VOICE RECORDER	119.50	BALL, 1 1/2 (New) ..
SKY FIGHTER	149.50	9 FT. SKEE ROLLS	109.50	10 1/2 FT. SUPER
AIR RAIDER	119.50	GROETCHEN	295.00	SKEE ROLLS
TOMMY GUN (Late)	99.50	TYPERS	295.00	10 1/2 FT. PREMIER
WINDJAMMER	99.50	SCIENTIFIC BASE-		SKEE ROLLS
PANORAMS	275.00	BALL	89.50	12 1/2 FT. PREMIER
RAPID FIRES	119.50	14 FT. WURL. SKEE		SKEE ROLLS
CHICKEN SAMS	82.50	ROLL, A-1	269.50	14 FT. WURL. SKEE
CUSTARD MACHINES, 5 Qt. Cap. .	\$595.00	ROLL, Week Score	295.00	ROLL, Week Score ..
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, A-1, F.P.	79.50
5¢ BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, A-1, C.P.	89.50
5¢ BIG GAMES, F.P.	69.50	KEENEY'S 2-WAY 5-25¢ SUPER	
25¢ PACES REELS, C.P.	149.50	BONUS BELLS	WRITE
MILLS 4 BELLS, A-1	295.00	KEENEY'S 3-WAY SUPER,	
MILLS 4 BELLS, LATE HEADS	395.00	5-10-25¢	WRITE

ONE BALLS, USED

VICTORY SPECIAL	\$429.50	JUMBO, '44, C.P.	\$189.50
SPORT SPECIAL	139.50	VICTORY DERBY	329.50



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DAILY RACES 1-Ball, convertible to fast 5-Ball Play. Changing Multiple Odds. Automatic Shuffle Board. Available in Replay or Payout Models. The leader in action and features that keep earnings at record levels.

MAISIE There's amazing new high scoring in this 5-Ball Free Play attraction. Intriguing Ball and Back-board action sustains interest—develops top earnings.

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Since 1927



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ROLLING UP STEADY, BIG PLAY IN ALL LOCATIONS!

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OPERATE
ANYWHERE

HERE ARE THE ORIGINAL FEATURES THAT ARE CREATING
SENSATIONAL COLLECTIONS

12 MYSTERY BUTTONS

10,000 points per contact and a ball can hit them over and over again.

SKILL HOLE

40,000 points AND when you get the ball in it opens an . . .

ALLIGATOR'S MOUTH

action, excitement when those big jaws open. Place the ball in its mouth and it's 100,000 points more.

HIGHEST SCORING GAME

yes, this roll down game scores up to 790,000 points.

**LEATHERETTE FINISH
CABINET**

lighter than wood, terrifically attractive, easier to clean and handle, less costly to ship.

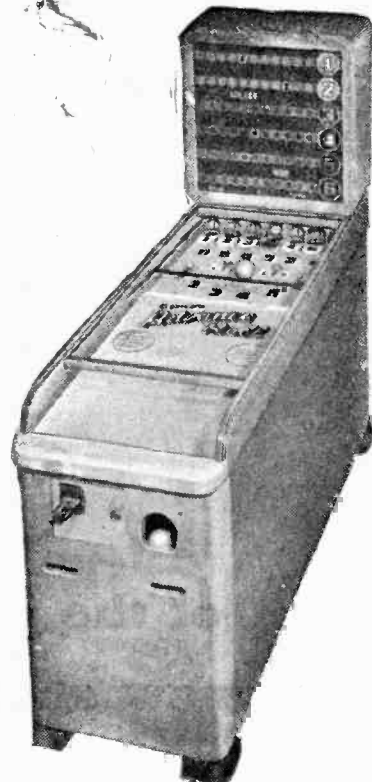
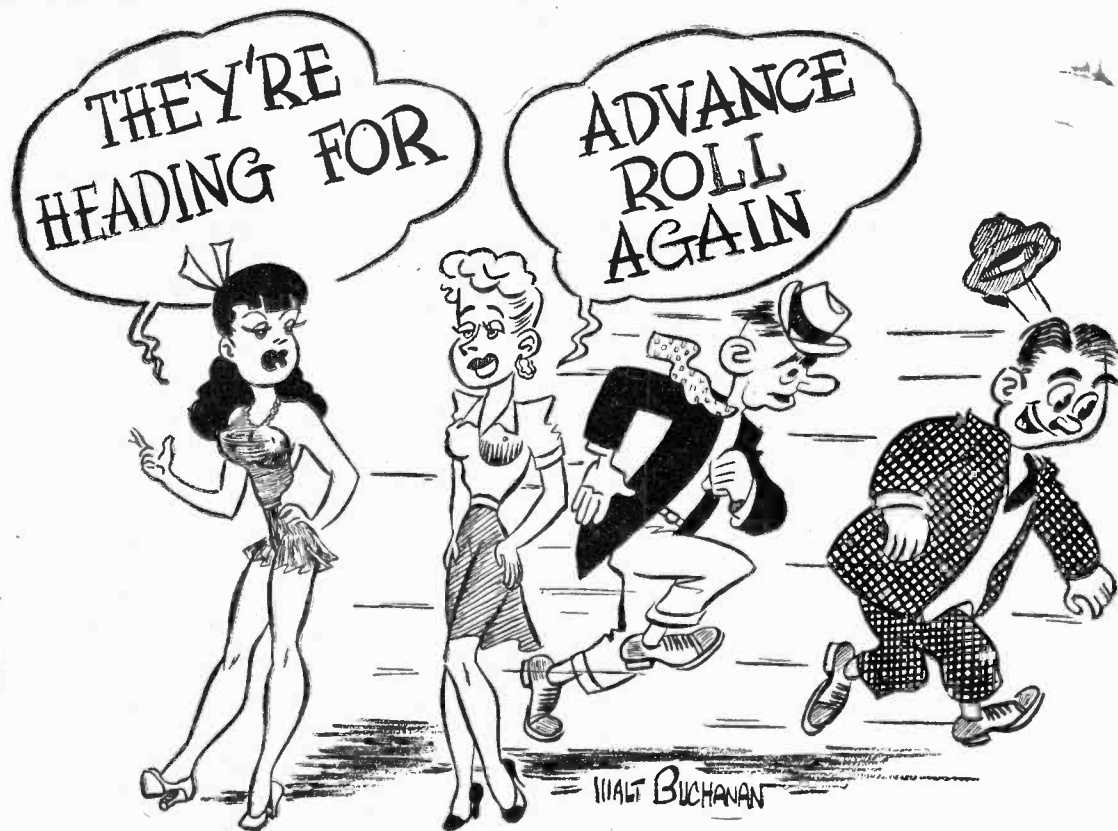
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ORDER TODAY!

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For new features in roll down games — it's Genco's ADVANCE ROLL across the board. Exclusive roll-over buttons, exciting new scoring features, beautiful cabinet, trouble-free mechanism — add up to a longer and more profitable stay on location. Your order to the nearest Shaffer Music Company office brings immediate delivery.

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COLUMBUS

PIN GAMES	PHONOGRAPHS
Victory Special \$350.00	Seeburg Classic \$240.00
Midget Racer 180.00	Seeburg 8200 Victory 230.00
Frisco 90.00	Seeburg Crown 200.00
Liberty 70.00	Wireless, W.O.M. 28.50
Gun Club 40.00	Three-Wire, W.O.M. 24.50
Mills "Owl" 30.00	Wired Speakorgan 22.50
PHONOGRAPHS	Rock-Ola Super 250.00
Seeburg 9800, R.C. \$300.00	Rock-Ola '39 Std. 170.00
Seeburg 8800, R.C. 300.00	Rock-Ola Monarch 130.00
Seeburg 8800, E.S. 275.00	Mills "Empress" 175.00
Seeburg Colonel, R.C. 265.00	Wurlitzer 780-E 295.00
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Seeburg Envoy, R.C. 265.00	Wurlitzer 780M 295.00
Seeburg Colonel, E.S. 255.00	Colonial 295.00
Seeburg Commander, E.S. 255.00	Wurlitzer 500A 175.00
Seeburg Casino 200.00	Victory 175.00
Seeburg Royal 180.00	Wurlitzer 24 Victory 150.00
Seeburg "Maestro", R.C. 255.00	Wurlitzer 412 75.00
Seeburg "Maestro", E.S. 250.00	

CONSOLES AND SLOTS

'46 Baker's Pacers \$350.00
Bally "Draw Bell" 350.00
10c Bronze Chief 225.00
Keeney "Super Bell" 140.00
25c Columbia Bell 75.00
Pace "Saratoga" 70.00
Bally "Roll 'Em" 50.00
(Cracked Top Glass)

ARCADE EQUIPMENT

Total Roll \$325.00
Target Skill 25.00
Gottlieb "Grip Scale" 25.00
A.B.T. Gun Stands 9.50

PRICES SLASHED ON BUBBLE GUM COMBINATIONS
SEE OUR AD ON PAGE 104

CHARLESTON

PIN GAMES	PHONOGRAPHS	CONSOLES AND SLOTS
Shooting Stars \$150.00	Seeburg 9800, R.C. \$300.00	25c Black Cherry ... \$150.00
Surf Queen 120.00	Seeburg 9800, E.S. 285.00	10c Black Cherry ... 150.00
5-10-20 55.00	Seeburg 8200, R.C. 300.00	10c Cherry Bell 135.00
Keep 'Em Flying 55.00	Seeburg Colonel, R.C. 265.00	Mills 10c Chrome Front 105.00
Defense 55.00	Seeburg Model A 90.00	
Knockout 52.00	Wurlitzer "Victory" 215.00	
Argentine 45.00	Rock-Ola Commando. 265.00	
South Paw 40.00	Rock-Ola Premier ... 265.00	
Topic 40.00		
A.B.C. Bowler 35.00	WHEELING	
Target Skill 35.00	PHONOGRAPHS	
Snappy 35.00	Seeburg 8800, E.S. \$275.00	
	Seeburg Commander, R.C. 265.00	
	Seeburg Commander, E.S. 255.00	
	Seeburg Colonel, E.S. 255.00	
	Seeburg Royal 190.00	
	Rock-Ola Imperial 20 110.00	
	CONSOLES AND SLOTS	
	May Bell (5-5-5-25c) \$375.00	
	5c Black Cherry 150.00	
	'39 Galloping Dominoes 50.00	
	Used Slot Stand 10.00	

All Items Offered Subject to Prior Sale.
State Second and Third Choice in Pin Games.
Terms: 50% Certified Deposit, Balance C. O. D.

ATTENTION, CANADIAN CUSTOMERS
Deposits must be made by New York Draft. Shipment on order notify bill of lading with balance sight draft payable in American dollars.

REMEMBER TO REMEMBER—
Put Your Name On
Our Mailing List Today!

SHAFFER MUSIC CO.

CHARLESTON, W. VA.
1619 W. Washington St.
Phone 63381

COLUMBUS 15, OHIO
606 South High St.
Phone MAin 5563

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Phone 784



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of the industry's new 15,000-foot showplace...

the new showrooms, offices and service departments of

ATLANTIC NEW YORK CORP.

and

SEABOARD NEW YORK CORP.

GAMES AND VENDING DIVISION

Exclusive
SEEBURG
Distributors



ALL DAY SUNDAY, MAY 25

540-550 West 58TH Street, N. Y.

(NEAR CORNER 11th AVE.)

look at this **TERRIFIC PROGRAM**

Come and see **FIRST TIME SHOWINGS** of more
great new products than were ever assembled
under any distributor's roof at one time . . . !

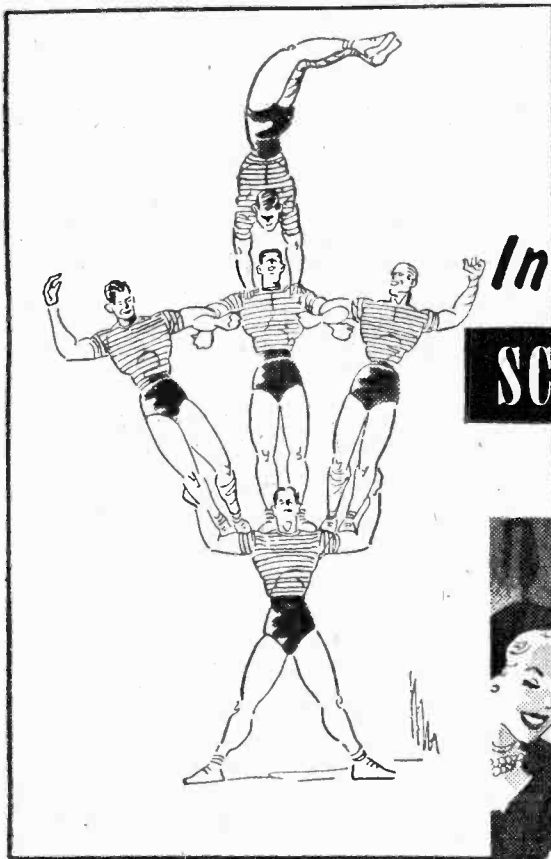
NEW! See our model Seeburg Showroom... showing how Seeburg Scientific Sound Distribution really works... and how all of Seeburg's great products are coordinated! **NEW** Seeburg 5-10-25¢ Wall-O-Matics! **NEW** Seeburg Auxiliary Remote Control Amplifiers! **NEW** Seeburg Pre-Amplifier and Public Address System! **NEW** Seeburg 12-inch Mirror Speakers!

NEW! VIKING'S MINITPOP POPCORN MACHINE
NEW! KEENEY'S ELECTRIC CIGARETTE MACHINE
NEW! ALLITE'S STRIKES 'N' SPARES BOWLING GAME
NEW! GENCO'S ADVANCE ROLL
NEW! DAVAL'S POSTAGE STAMP VENDOR

- ☛ COME AND MEET THE GREATEST STARS OF STAGE, SCREEN, RECORDS AND RADIO!
- ☛ COME AND SEE THE COIN MACHINE INDUSTRIES SPECIAL MOTION PICTURE!
- ☛ COME AND ENJOY A TERRIFIC SPREAD—YOU'LL EAT, DRINK AND BE PLENTY MERRY!

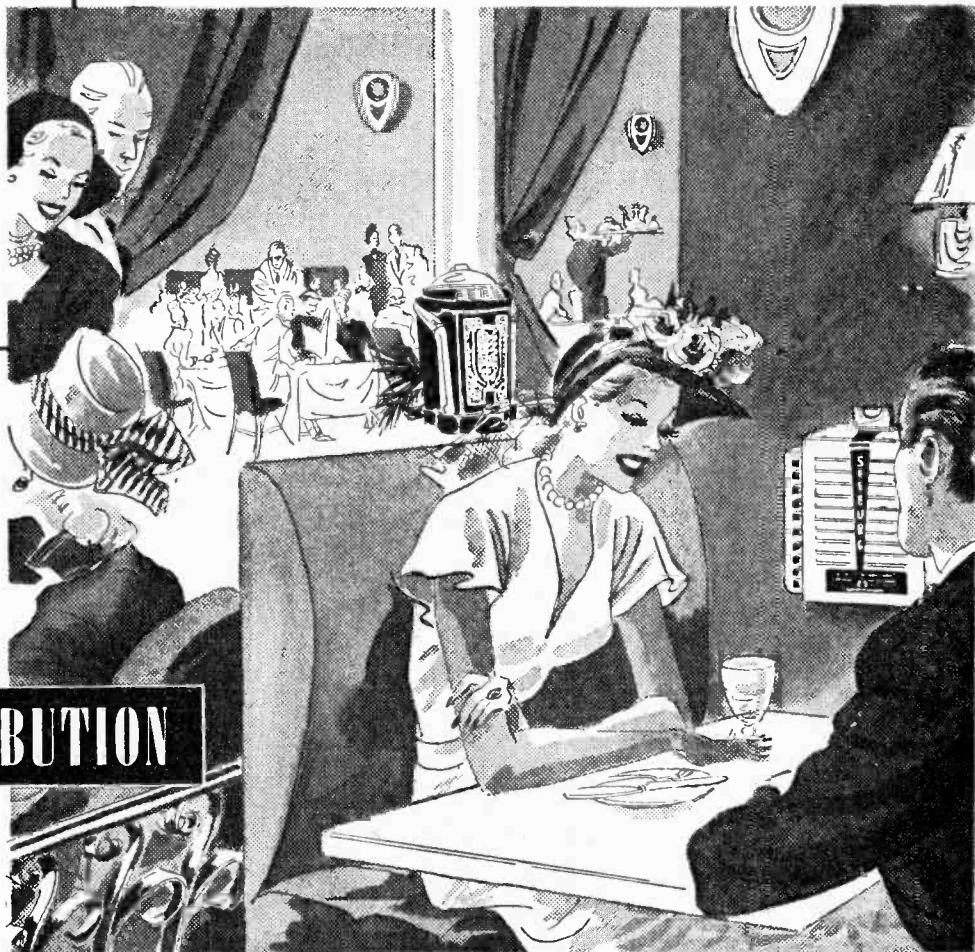
ATLANTIC NEW YORK CORP. • SEABOARD NEW YORK CORP.

New Address: 540-550 West 58th Street, New York • New Phone: COlumbus 5-4585



In tumbling it's

SCIENTIFIC WEIGHT DISTRIBUTION



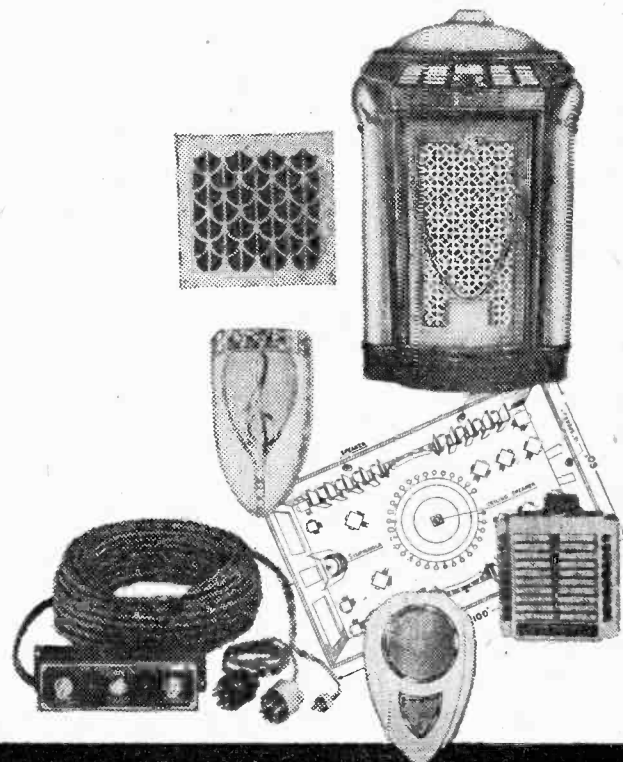
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SCIENTIFIC SOUND DISTRIBUTION

.. is the unsurpassed, new, completely modern method of furnishing music to every corner of a large restaurant .. music that's never too loud .. never too soft! The Seeburg system comprises a number of scientifically-designed pieces of equipment .. which, when properly installed, plays America's finest music at conversation level. The customers will spend more nickels for this kind of music. The progressive operators in the Southwest are installing Seeburg Scientific Sound Distribution completely .. consider your locations today!



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 Built-in quality for long life...
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 A complete Bell, with 3/5 Mys-
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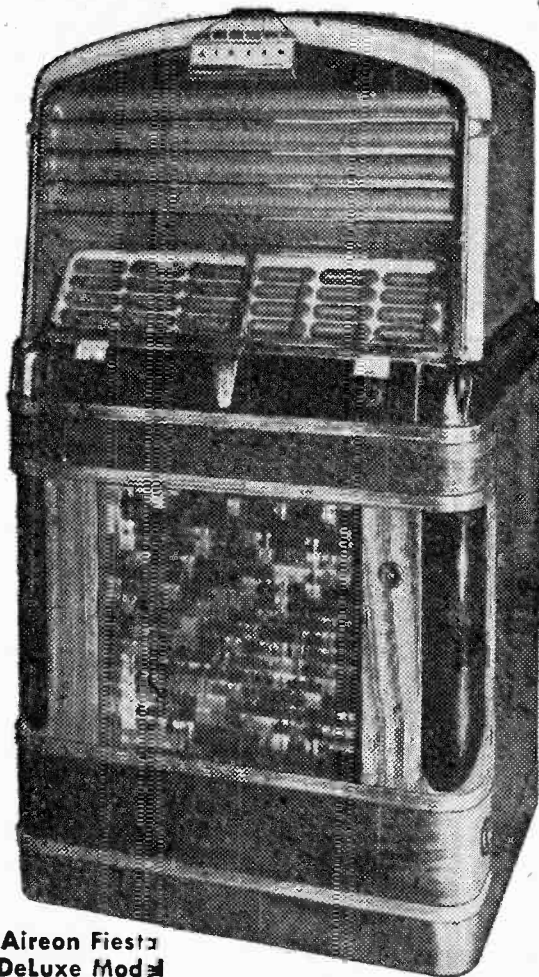
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Aireon Fiesta DeLuxe Model

Viva La Fiesta! You are cordially invited to the Fiesta Time party given by your Aireon Distributor. His show room will be a gay rancharo . . . with mardi gras streamers, confetti, gay Spanish lanterns, beautiful señoritas . . . and perhaps . . . a couple of chili peppers in sombreros and serapes serving tequila, or something.

It's the coming out party for Aireon's debutante, the new Aireon DeLuxe Fiesta model. We want you to see this new Aireon Electronic Sensation . . . hear it, play it, enjoy it. You'll marvel at its irresistible beauty. You'll be amazed at its 18% to 36% greater play appeal.

So . . . call the Aireon Distributor near you. Ask him the date of his Fiesta Time showing. Tell him, "Si Si Señor, I will be there."

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BALLY AND **SPECIAL**
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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 cash the "Mystic Flash" Bally's new multiple masterpieces can easily double or triple your normal one-ball profits. For quick delivery order today!

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HEAVY HITTER
REAL BASEBALL THRILLS
ball automatically pitched to player

Here's a game you can place by the dozens . . . by the hundreds . . . in your territory. Sensationally low price of HEAVY HITTER permits you to cover locations you are now passing up. Small size wins a welcome in busy, big-money spots which cannot use larger games. Baseball skill-play opens HEAVY HITTER to all territory. Simple mechanism insures rock-bottom service cost. Fast, fascinating action earns top profits month after month. Order HEAVY HITTER today.



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5 KICK-OUT POCKETS
SCORES UP TO 490,000

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DeLuxe
DRAW BELL

New
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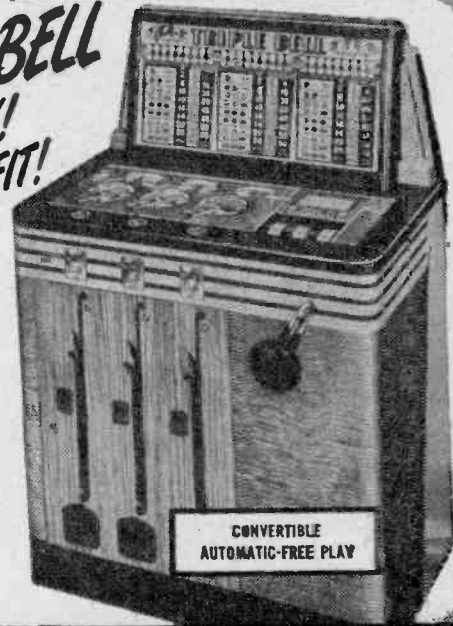
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New luxurious console with EXTRA DRAW feature that permits players to deposit three, four, five coins per game. Equip your locations with the fastest profit-producer ever created in the bell-console class . . . order DE LUXE DRAW BELL now. Nickel or Quarter play.

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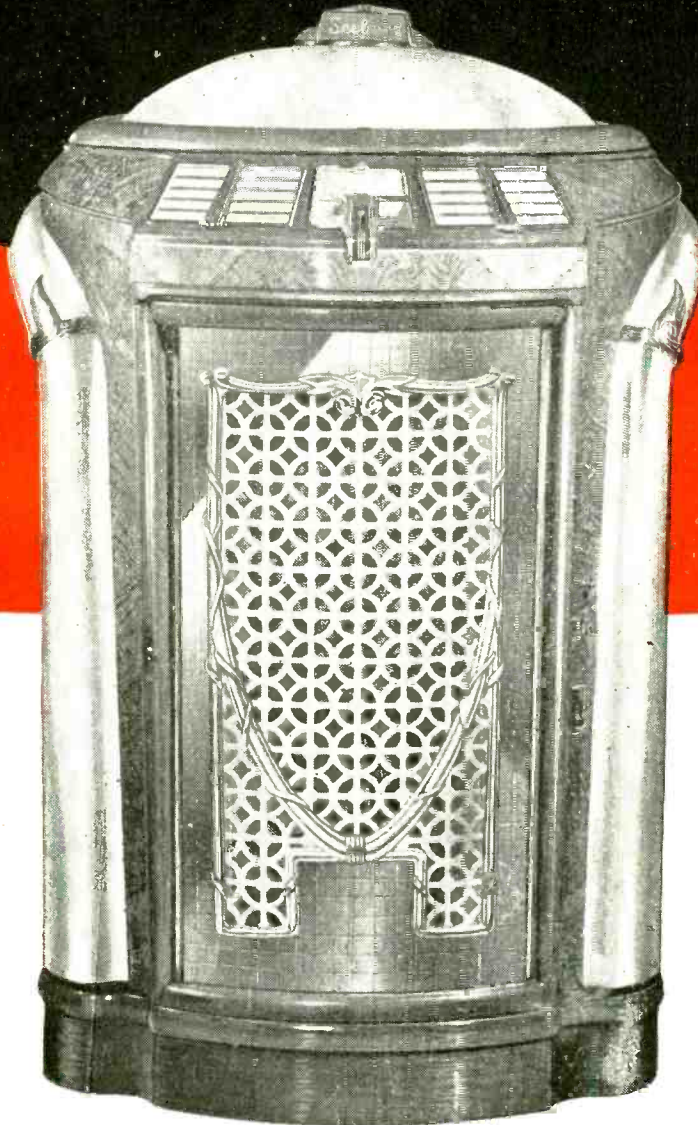
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Bally MANUFACTURING COMPANY
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SCIENTIFIC SOUND DISTRIBUTION!!

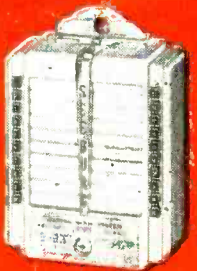
*Another Seeburg First
in Music Merchandising*



Wireless Wallomatic
5-10-25 cent coin chute



Wireless Wallomatic
5-cent coin chute



3-Wire Wallomatic
5-10-25 cent coin chute



3-Wire Wallomatic
5-cent coin chute



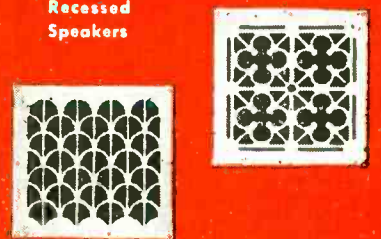
Dual Remote
Volume Control



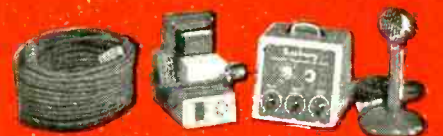
Mirror
Speaker



Tear Drop
Speaker



Recessed
Speakers



Pre-Amplifier and
Public Address System



Auxiliary Remote
Control Amplifier

When Seeburg first announced Scientific Sound Distribution over a year ago, operators were quick to see the tremendous influence Music Merchandising would have on their business.

During the past year, the idea of Scientific Sound Distribution has spread like wildfire. Thousands of modern installations have been made. Today it is generally recognized that this idea, pioneered by Seeburg, will go a long way toward solving the problem of making a fair profit despite rising costs.

Each Scientific Sound Distribution installation is engineered to the location. The Seeburg line is so complete it can meet every unusual condition. Above all, by installing a Seeburg Music System, you are choosing a system that already has an imposing background of success in thousands of locations.

Why take a chance? You know Seeburg Scientific Sound Distribution works. See your Seeburg Distributor.

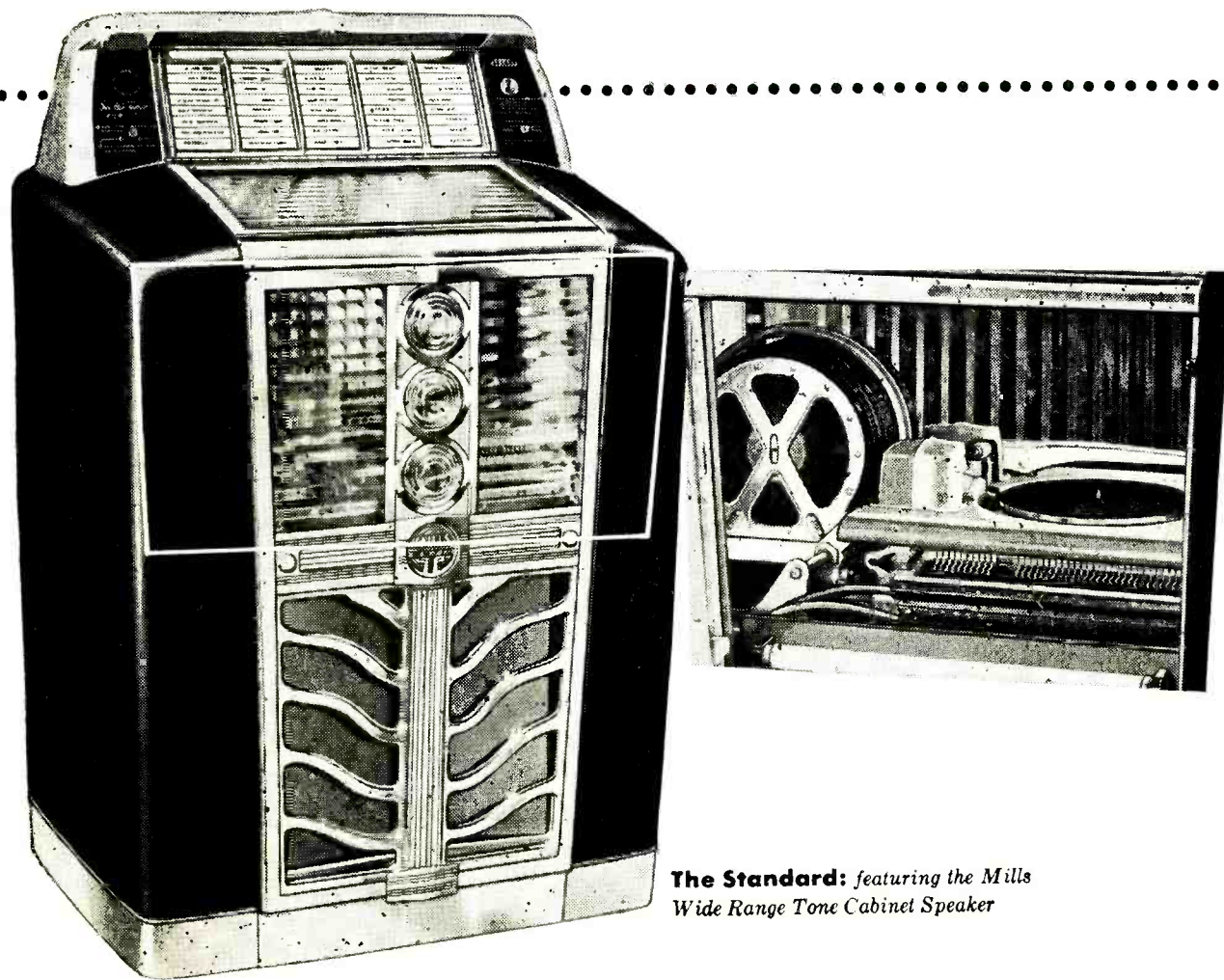
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with Seeburg*

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