With fresh money behind them and ex-G.I. artists in front of them, American circus owners threaten to go all out this year on the production side (see Circus).
The whole town turns out to see

**Seldon, The Stratosphere Man**

WORLD'S HIGHEST AERIAL ACT

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

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

Write or Wire Today

SELkDEN, THE STRATOSPHERk MAN
Cincinnati 1, 0.

Care of The Billboard

(Copyright 1946 by The Stratosphere Man, Inc.)

M.D.

LOOK SHERRY!
Showbiz's Price Slip is Showing

Crosby's 100G B-R's Aquacade

HOLLYWOOD, March 23. - Rhapsody in Blue, the latest of singing sensations, offers a glimpse of what is to come at Madison Square Garden here on April 1, as will be the case at the Garden next week, according to a 3-week guarantee, with troupe asking for the appearance of foreign talent in England.

In brief, the law regulations are as follows: No permits to be sought for any alien enemy artist or known collaborator, as such a measure is intended to make more than one appearance impossible. 2. Imported acts are not to be used for any alien enemy artist or known collaborator. 3. The law of 33 1/3 per cent foreign talent is intended to make more than one appearance impossible.

R. I. Showbiz Eyes Proposed Tax Levy

PROVIDENCE, March 23. - Two bills in committee in the general assembly are subject to a multitudes of head-aches. In brief; the VAF regulations are as follows: 1. No permits to be sought for any alien enemy artist or known collaborator. 2. Imported acts are not to be used for any alien enemy artist or known collaborator. 3. The law of 33 1/3 per cent foreign talent is intended to make more than one appearance impossible.

Big One Heads For Big Town

First Train Hits Gotham Mar. 30

Imports plus old favorites indicate strong bill - Evans band set

SARASOTA, Fla., March 23. - Many of the famous names of the Grapevine are set to launch their own version of the Big Show for its 78th year necro completion. With every feature bigger and better than before, the 1946 season will begin April 1 at Madison Square Garden.

The No. 1 train is due in New York March 30. All hands will have to get settled before final re-arrangements are made in the Garden Monday, April 1. 

Cocktail field.

The lush days are over, and only a chosen few of the old favorites will be able to snag the business in the Big Show.}

In This Issue

Jobs Hold Up But Gelt's Off

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

NEW YORK, March 23. - Prices are skidding, and have been since the end of last year. Agencies are having a tough time convincing their clients that the war is over and that prices are coming back to a normal fashion, but are able to compensate in some measure by an over-all increase in volume. Under the circumstances, prices are consistent with the rest of showbiz. 

The woods are full of new promoters, who make it possible for acts to make up the difference in lowered prices by taking more overnight engagements. Income from records is, of course, at an all-time high, with many record companies releasing a product which is far from what it was before the war. But even that honeymoon is fast ended, as the bands and records are being sold at a discount, and will probably be available at still lower rates. Just as pre-war, Hollywood is a rich source of new acts. So many of the smaller ones may fall by the wayside, but the bands will probably be able to make their records available. Just as pre-war, Hollywood is a rich source of new acts. So many of the smaller ones may fall by the wayside, but the bands will probably be able to make their records available. 

Philadelphia Lounges

If the panic is starting to hit small cafes acts, it has already recked the local lounge scene. In many cases, the smaller ones may fall by the wayside, but the bands will probably be able to compensate. 

Major reason is the usual one - a ball drop, lounge after lounge is turning to singles and pairs. Money is naturally lower but that's a matter of fashion, and only a chosen few of the old favorites will be able to snag the business in the Big Show. 

Singler, Pairs Bought Now

Result is that spot after spot is no longer interested in buying trios and quartets. Not that they don't want them, but they no longer want to make the sacrifices necessary to maintain a balanced bill.

The woods are full of new promoters, who make it possible for acts to make up the difference in lowered prices by taking more overnight engagements. Income from records is, of course, at an all-time high, with many record companies releasing a product which is far from what it was before the war. But even that honeymoon is fast ended, as the bands and records are being sold at a discount, and will probably be available at still lower rates. Just as pre-war, Hollywood is a rich source of new acts. So many of the smaller ones may fall by the wayside, but the bands will probably be able to compensate.

The lush days are over, and only a chosen few of the old favorites will be able to snag the business in the Big Show. 

On the line for four guys called Joe who may have it good, will be pleased by the elbow bent. The Big Show is a thing of the past. Just as pre-war, Hollywood is a rich source of new acts. So many of the smaller ones may fall by the wayside, but the bands will probably be able to compensate.
Cincy's Mayor Forced Off Air In Time Beef

CINCINNATI, March 23.—Series of Sunday afternoon broadcasts by Cincinnati's mayor, James Garfield Stewart, have been canceled, Mayor Stewart said following a request by the City Charter Committee (Democrats) for equal radio time when the mayor began "dreamboat" to the waning Frankie and the never-lookin' fancy Como. This time it's a longhair chopper with deep tones and the crooning—venerating—Merrell singer, who got on the Met Opera route through Metropolitan Auditions of the Air.

"Our angle occurred this week when The New York Daily News went whole hog on a double-page pic spread and top-loaf story of two weeks, which involved the mayor's Charter Committee (Democrats) for Cincy's Mayor into the dough-raking pop stage, according to Mayor Taft, president of the Charter Committee. Mayor Taft declared that "local political issues" were involved in the mayor's recent "talking." He added that when informed that a protest would be made to the FCC, Mayor Taft said: "If I were named to the Charter Committee, I'd never work with them again."

Verifying the fact his Mayor program, heard for 15 minutes each Sunday at 10:30 a.m., began at 11:45 a.m., had been canceled, Mayor Stewart denied that his talks had been political. "The mayor of the city of Cincinnati," said Stewart, "which Mayor Taft knows, is a no-political body. The mayor is supposed to be the contact man between the administration and the public, and he is, therefore, the appropriate one to answer questions concerning the city," added Mayor Taft. "If I were named to the Charter Committee, I'd never work with them again."

Opera Needs 5-Cent Giga, Sez Detroit Symphony Batoneer

NEW YORK, March 23.—We need more showtime in opera to bring it into the dough-raking pop stage, according to Karl Krueger, the Detroit Symphony Batoneer. "The opera is an art form that is in its death throes since it is not really popular today. What is needed is a return to the way opera was introduced in America. One of the greatest opera players ever to come on the scene, and sez Krueger, is the trade in the pits of major European opera houses, had a few sharp words when he returned from his recent visit here prior to flying to Europe for a long tour as guest batoneer with the Cincinnati Symphony under Henry Reichhold, director of the Department's Cultural Division. He is returning to New York, where he plans to go on a 180-day goodwill tour.

"Opera," he said, "started on its way up in art form because of prima donna's nudes and their jewels created an idea in people's minds. More people are not interested in opera than ever before. To interest the public in opera, it is necessary to have a good show and a good price. That is why I want to see a minimum of five cents for a ticket in Detroit. A five-cent ticket would be important to bring opera to the public."

Sinatra and Others Plan Madison Square Garden for Coast

HOLLYWOOD, March 23.—Reports have Frank Sinatra financially involved in huge Madison Square Garden arena to be patterned after New York's Madison Square Garden with its own private boxes, adequate back dough along with Frank. Articles of incorporation for the arena to be registered with the California State, by Marlin and Frank Inc., were sent to the secretary of state at Sacramento and a site is said to be selected as near the Hollywood Bowl as possible. Sinatra, his lawyer, Robert Goldstein, and Marlin, another attorney, Albert Pearlstein, are named as directors in the incorporation papers. Names in the arena are supposed to be named as officers.

 Sinatra reported to go east shortly to cover the arrangement for coast events including hockey, tennis, prize fights, basketball games, polo, bee and ice shows. Construction said to begin as soon as materials can be obtained will be hatched in project if threatened government action takes place to prohibit nonsubsidized building work that has been in progress. The arena will be located on a site bought when he signed his contract with the Garden for Coast. A site has been purchased for the arena and will be named after the Garden in the form of amusement tax money.

Veolzo and Yolanda Longhair in Detroit

DETROIT, March 23.—Veolzo and Yolanda, who made their debut as a concert attraction at Detroit Music Hall April 1, thus becoming the first dance band to be booked in as major attraction at this spot.

Veolzo and Yolanda went on a 10-day tour to Chicago as part of big Civic Music Association's New Year's Day program, which DMH is booking under management of Henry Reichhold.

Advisory Plan For Short Wave

WASHINGTON, March 23.—Inspectors at State Department are discussing feasibility of radio industry setting up an advisory panel to cooperate with State Department in foreign broadcast programming which would be directly under control of industry. Idea is to discuss best types of programming in harmony with objective of showing American way of life without obnoxious propagandas. Proposals on programs in which entertainment would meet foreign tastes are still in the "idea" stage, and expectations are that it will be brought into advisory plan if the latter is defeated in Congress. Possible, too, that the suggestion for industry-State Department collaboration might develop as supplement to State Department plan if it is approved.

Tod Deb's Own Ice Show at Trenton

Trenton, N. J., March 23.—Tod Deb, who for the last three years has been leasing his portable indoor rodeo and ice shows, is bringing out another setup which he has not been mentioned in recent months.

Veolzo and Yolanda, who made their debut as a concert attraction at Detroit Music Hall April 1, thus becoming the first dance band to be booked in as major attraction at this spot.

Veolzo and Yolanda went on a 10-day tour to Chicago as part of big Civic Music Association's New Year's Day program, which DMH is booking under management of Henry Reichhold.

Chamberlin Brown Auditorium

NEW YORK, March 23.—Cuing a clamorous response, Palace Stage Manager Chamberlin Brown, legit agent held a press conference yesterday at the Main Studios for the public relations purpose of announcing that agent had 17 stock companies in hand and may be scheduled for more than 29 shows who displayed their abilities. Auditions are held mainly on the Basis of talent, as well as to see them in action before handing out contracts.
He Rests To Rest
NEW YORK, March 23.—Picture of returning vacationers who needed a week's rest is no longer limited to one seen in any other biz for that matter. However, it received a reverse twist today when Jimmy M. Nesby, of RCA's blue-ribboned sh IP's, took the week off and stayed at his suite in the Hotel Americana for his vacation next week. Nesby, who has been working an 18-hour day, either had to rest for the New York, last column, which spent it in bed... and Kobak really likes a vacation, believe it or not. He plays hard.

New 'Cindy' Segs
NEW YORK, March 23.—As if to put an end to the speculation that there will be a summer replacement for Ruthrauff in that time slot, KLAC's newly tied platter package of the Warner Bros.' outlet and, thereupon, Jarvis-Potter combo, only to find now that its problem thru other-than-radio means is still chip on the shoulder. Success to them. No limit to the b.o.

Back Roanoke's
ROANOKE, Va., March 23.—Last week there was a statement that the mayor to a regional meat packer and the association that had been formed to get NBC as there are other percolating agencies and sponsors as being uninterested in bringing in the program as a result of their announced stand, they're not interested in “venting” the five-minute house in KFWB. Report has it that Sun will start with a Saturday hour day, either had to rest for the New York, last column, which spent it in bed... and Kobak really likes a vacation, believe it or not. He plays hard.

Vets Bang Against
Closed Doors; Mull Pressure Campaign
NEW YORK, March 23.—Radio affiliates who served in the armed forces and find the job situation tighter than ever are considering the advisability of seeking a remedy for the problem thus other-than-KFWB means.

Briefly, one group of vets plans to exert pressure on advertising agencies to give returning men a chance to get jobs. The group plans to use the five-minute program to give promotional assistance to their respective stations, as well as a valuable public service to returning vets. They're now looking forward to doing a job.

Frustration of Teeth
Accompanies Axing
Of 5-Min. Programs
NEW YORK, March 23.—Smaller ad agencies and a number of the not-so-small-time buyers are screaming about the axing-planning that FCC, their media men claim. Screeners are about fact that big stations thru the day program, hoping to get under way. They are trying to come up with cancellations of five-minute commercial sets. Station men realize that the five-minute programs that are two songs between commercials are strictly for "free riders" and develop no audience of their own, and justify their existence as being peddled by Ben Pearson and Deems Taylor. In this, the station men realize that every program that doesn't carry its own audience has little, if any, potential for audience building.

One of the biggest stations to start cleaning up its five-minute house in the recent weeks is WEAF, which started axing five-minute programs thru the net. It is simple of the problem thru other-than-radio means is still chip on the shoulder. Success to them. No limit to the b.o.

Peter Potter, Ex-Jarvis, Back
At WB's KFWB
HOLLYWOOD, March 23.—Biggest hit of the day in Los Angeles was Al Jarvis and Peter Potter was split last week. Both disk jockeys left KFWB recently to do solo work, but now together on KLAC. New Potter states that he is doing it with the same friends in which he has built up KFWB.

Location is, why didn't both boys look into their commitments before making the deal with KLAC? Potter's move is just, as stated before, for NBC as there are other percolating agencies and sponsors as being uninterested in bringing in the program as a result of their announced stand, they're not interested in "venting" the five-minute house in KFWB. Report has it that Sun will start with a Saturday hour day, either had to rest for the New York, last column, which spent it in bed... and Kobak really likes a vacation, believe it or not. He plays hard.

Butcher, Baker
Back Ronoke's
New 250-Watter
ROANOKE, Va., March 23.—Last week there was a statement that the mayor to a regional meat packer and the association that had been formed to get NBC as there are other percolating agencies and sponsors as being uninterested in bringing in the program as a result of their announced stand, they're not interested in "venting" the five-minute house in KFWB. Report has it that Sun will start with a Saturday hour day, either had to rest for the New York, last column, which spent it in bed... and Kobak really likes a vacation, believe it or not. He plays hard.
Prewi Seeks Points-to-Point Okay

UNO Contab Springboard

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

NEW YORK, March 22.—Prewi Wireles, Inc., having waited for a favorable ocean, this week went to talk to the FCC for permission to use its network to service a network with voice coverage delivered to local stations. FCC wanted to seek the service's voice service in the vicinity of the agency. It also suggested that the agency's service should be used to test the agency's voice service in the vicinity of the agency.

Prewi's Director Young and Robison has always put a premium on radio service to its clients, and was not likely to go regular. His two "en- ban" services to the agency. However, for a regional market, was the agency. It came to the agency. Its first addition was the agency's "whole nation" service, which would seek to reduce the agency's voice service in the vicinity of the agency. It also suggested that the agency's voice service in the vicinity of the agency.

Prewi presented before the FCC a favorable ocean, a permit was given to use "sentinel" in the suggested "facility" an opportunity for anyone to comment. However, its two "en ban" services came to the agency. Its first addition was the agency's "whole nation" service, which would seek to reduce the agency's voice service in the vicinity of the agency. It also suggested that the agency's voice service in the vicinity of the agency.

Notice of the commissioners felt, would be an application for Prewi to service a network with voice coverage delivered to local stations. FCC wanted to seek the service's voice service in the vicinity of the agency. It also suggested that the agency's service should be used to test the agency's voice service in the vicinity of the agency.

UNO Contab Springboard

FCC Points Finger at Web Time Sales $$

"Money Root of All Evil"

WASHINGTON, March 22.—With an eye on its Public Service Responsibility Report, which should be extended, Federal Communications Commission is pointing significantly to its latest annual publication, showing network time sales at an all-time high of $125,552,216 for 1945. FCC stated that this figure represents revenue from the sale of radio time before deduction of commissions to agencies. Commissions totalled $16,368,237. The network time sales total for 1944 was 1.7 times higher than the 1944 figure, which previously held the record.

Policy Program Responsibility Report continues to be the subject of criticism and praise, with Representatives of the FCC policy. Law is plan- ning to withdraw from the House Interstate and Foreign Commerce Committee bill to add to FCC's power to regulate radio program content and reduce the commercialization of radio. Celler told The Billboard that FCC's report in its Service Bureau, Report on the broadcast licensees substantiates a need that has long existed for increased authority for FCC in "recommercialization" of radio. Alderman The Billboard that FCC's report in its Service Bureau, Report on the broadcast licensees substantiates a need that has long existed for increased authority for FCC in "recommercialization" of radio. It is said that the commercialization of radio is one of the most enthusiastic supporters of the FCC policy. Law is plan- ning to withdraw from the House Interstate and Foreign Commerce Committee bill to add to FCC's power to regulate radio program content and reduce the commercialization of radio. Celler told The Billboard that FCC's report in its Service Bureau, Report on the broadcast licensees substantiates a need that has long existed for increased authority for FCC in "recommercialization" of radio.

Rarer Than Nylons

NEW YORK, March 22.—Mary Kate Welsh, who manages a radio program in the National Federation of Women's Clubs Luncheon Thursday (21) where CBS' "The folks at the door prize is awarded. Miss Welsh is guest speaker. The girls had a door prize as an added attraction.

Unsuspecting Miss Stein turned out to be an unsuspecting woman in a thing in her life. First she found herself the door prize winner. The Folks at the door prize is awarded. Miss Welsh is guest speaker. The girls had a door prize as an added attraction.

RWG and AAAA Agree Scribbler Owns All Rights

NEW YORK, March 23.—Radio Writers' Guild has come to an agreement with the radio broadcasting industry to use the "show rights" agreement. Agreement stipulates that "show rights" wherever the air there is to be no licensing of further domestic rights. One writer who has been the air there is to be no licensing of further domestic rights. One writer who has been the air there is to be no licensing of further domestic rights. One writer who has been the air there is to be no licensing of further domestic rights.

In the case of foreign rights the author seeks to use the story line or dialog while the program is running. The networks time sales currently reflect the author's use of any story line or dialog while the program is running. The networks time sales currently reflect the author's use of any story line or dialog while the program is running.

Novik Adds Wilder Stations to Clientele

NEW YORK, March 23.—Morris Novik will include among his clients Harry Wilder's group of stations, starting to work on the public service announcement of WGN (Chicago, Ill.) and then tackling in turn WOR (New Haven, Conn.) and WOR (Troy, N. Y.). Novik is said to have hesitated for sometime in accepting assignments of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of WGN, due to its commercial operation, but came to the conclusion that it would be a safe assignment of 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commercial operation, but came to the conclusion that it would be a safe assign
**Medal of Merit Won By Sarnoff, Paley**

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

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

WOL Newsroom Adds Henle

WASHINGTON, March 23 — WOL, Cowles’ Washington outlet for Mutual Broadcasting System, has added one of Washington’s top correspondents, Ray Henle. Starting April 8, Henle will be heard weekdays at 8:30 a.m., Monday thru Friday, reporting directly from the Senate radio gallery under the title Congress Today.

Henie will be heard under the sponsorship of the National Small Business Men’s Association.

With the addition of Henle, WOL will continue to provide news coverage, with Albert L. Warner, head of the WOL Radio News Bureau, being heard at 9 a.m.

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**More for your money ...with Mutual shows**

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

ADVENTURES OF NICK CARTER One of radio's most solidly established mystery programs, it has a long, impressive audience record. February Hooverpeating committee meetings in a new period, is 61. Double-check this one for a quick audience and sales-building job.

THE BETTER MALE Male versus female in opposition to the public and the media.

CAPTAIN MIDNIGHT The sponsor speaks "Captain Midnight is our outstanding Outlaw genre!"

The program is now in its tenth radio year, and sponsored successfully for almost six years on behalf of Outlaw, MIDNIGHT is available for the summer. Advertisers with summer peaks will want to investigate, immediately.

THE CARRINGTON PLAYHOUSE Elaine Carrington, described by Jack Gould of the New York Times as one of the most distinguished, contains secrets of the psyche, or the unconscious.

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

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

DON'T BE A SUCKER After only three months on the air, this low-cost, every-week quarterly-hour show has built a large mail response. Through active cooperation with the National Better Business Bureau, program presents dramatic examples of radio's fighting Americanism.

HARRY SAVOY A "name" comedian comes to the fore. Hit on the Kate Smith program for a full year, Savoy convalesces studio audiences and radio listeners alike with his hilarious brand of comedy. The show offers advertisers an opportunity to "get in at the beginning" with one of 1945's major radio "hits."

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

I WAS A CONVICT In line with increasing popular interest in psychology, this unusual program dissects case for listeners. A different story from childhood, highlighting forces which impelled criminal act or career. Analyzed by a psychologist, a different program with a wide popular appeal.

LAND OF THE LOST Starring Mitzi Green, and Larry Brooks of "Song of Norway." It's a radio adaptation of the motion picture, musical-comedy technique, and has the earmarks of a great commercial program.

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

THE SHADOW Since the middle of October, 1943... this has been the highest Hooper-rated regular daytime program in radio. And that's been true for more than a half decade. It's available coast-to-coast for a summer sponsor.

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

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

TWENTY QUESTIONS A favorite parlor game is smoothly adapted to become favorite radio entertainment. This program's quick success is revealed by large mail figures. An average of 2000 letters come in daily. It starts with a February Hooperating of 3.5. Quality of the mail is so high that it's tempting to sell any product...animal, vegetable or mineral.

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

YOU MAKE THE NEWS Outstanding documentary program, produced in cooperation with Newsweek Magazine. Timely, dramatic, authentic and objective, it weaves background and spot news into a pattern which highlights significance of each issue. Applicated by Variety, "You make the news" is a gratifying absence of the type of sub-reptor hysterical characteristic of some documentaries.

** Mutual Broadcasting System **

WHERE SHOWMANSHIP MEANS BUSINESS

---

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

---

The Billboard
Push Revamp

WASHINGTON, March 23.—FCC which was safe from executive re-organization under new President was seen last month and the House of Representatives, was seen last month to be a threat. Congress will get a chance to vote on the plan, which will be voted on, under direction of Truman's new official assistant, Edwin A. Locke.

The present is developing within the White House as an obstacle that even FCC chairman is seen as an obstacle to development. The board is expected to be removed, within the board yet will contain not the slightest bit of inten- tion to make the board a threat. Chairman Charles V. Denny will be given a chance to offer suggestions on the board's future as an organiza-

Lease WNYS Idea

NEW YORK, March 23.—WNYS has more station operators than to buy or lease it than any piece of the air in the nation. For a while it seemed as if the mayor O'Dwyer would keep his promise to a number of pub-

Ghostly Walking

NEW YORK, March 23.—The effect of OPA's job is to provide the stations and offices of NBC to make sure that the air of the radio is not being cable, but of the radio's growth to one of the nation's major industries is resulting in swift-

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Gains With O'Dwyer

NEW YORK, March 23.—MBS has really arrived, blockwise, at true net-

Murder Confession Highlights 1st Wk. KLAC "Newseum"

HOLLYWOOD, March 23.—KLAC's revamped news bulletins, which are the town's all-in-one news coverage. Contradicting the old idea that time to print full radio coverage features has been revealed in a study com-

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NEW YORK, March 23.—MBS has really arrived, blockwise, at true net-
FCC has just approved WCOP's construction permit. Construction is getting under way immediately on a new 5000-watt transmitter at Lexington, Massachusetts.

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

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

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

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

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston
Movietime Service May Answer Air's Phone Problem

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

On Sunday night (17) the Ace Theater, Bronx, N. Y., caught fire and sparks lit the roof of the building, causing the house to be abandoned. Meanwhile, they told the woman to get out of the building and wait for her husband.

The Billboard

The "talent cost per 1,000 urban listeners" is based on cooperation of programs built around comedians in order of least talent cost per 1,000 urban listeners. In the absence of continuous data on non-stationary base listenership, Billboard bases table on gross tape of projected telephone-household radio audience figures as determined by Nielsen's family sampling.

THE TALENT COST INDEX

<table>
<thead>
<tr>
<th>Record</th>
<th>Talent Cost Per 1,000 Urban Listeners</th>
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<tr>
<td>ELIZABETH SULLIVAN</td>
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<td>REY SULLIVAN</td>
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The "talent cost index" is copyright of The Billboard and infringements will be prosecuted.
First Returns On BMB Tip Early Report

Fall May See Figures

CHICAGO, March 23—Field work er balloting phase of the first Broad- cast Measurement Bureau Survey ship. In addition to completing tabulation of the ballots and printing of the reports for BMB stations in Chicago, it started now that in New York. That was the predi- cument cut. It needed to be finished Industrial Surveys, which is handling mailing and correlating of the reports, and George Bailey, is supervising the work here as a representa- tive of the BMB.

Work of sending out and correlating the returned ballots has been under way here by Industrial Surveys since March 1. Starting on that day, and continuing for the next four or five days, the ballots were sent out in five waves—States nearest to Chi receiving the first. For the first wave, 41 States received subsequent ballots, until the last States received bal- lets more than 10,000 away from the nearest States.

Percentage of Returns

As of Thursday night (21) per- centage of return of the ballots from various States was as follows:

From those States receiving bal- lets in the first wave, Minnesota, 49 per cent; Wisconsin, 49 per cent; Illi- nois, 43 per cent; and Indiana, 49 per cent; Michigan, 49 per cent; and Ohio, 43 per cent.

From States receiving second mail- ing wave: Minnesota, 49 per cent; North Dakota, 41 per cent; South Dakota, 40 per cent; Kansas, 41 per cent; Nebraska, 40; per cent; Kentucky, 41 per cent.

The States receiving second mail- ing wave: Maine, 44 per cent; New York, 43 per cent; Dela- ware, 35 per cent; Pennsylvania, 35 per cent; West Virginia, 39 per cent; Vir- ginia, 39 per cent; Massachusetts, 43 per cent; Rhode Island, 39 per cent; Connecticut, 39 per cent; New Jersey, 39 per cent; Maryland, 34 per cent; and Virginia, 33 per cent.

Fifth wave: Maine, 44 per cent; Vermont, 44 per cent; New Hamp- shire, 43 per cent; Massachusetts, 43 per cent; South Carolina, 38 per cent; Georgia, 38 per cent; Florida, 34 per cent; Alabama, 36 per cent; Missouri, 36 per cent; Arkansas, 30 per cent; Louisiana, 27 per cent.

Fifth wave: New Mexico, 25 per cent; Arizona, 39 per cent; Utah, 31 per cent; Colorado, 37 per cent; Wyo- ming, 35 per cent; Kansas, 37 per cent; Idaho, 37 per cent; Nevada, 30 per cent; California, 37 per cent; Oregon, 35 per cent; and Texas, 31 per cent.

Come 50 per cent, Come

When more returns from the States are such that a return of a little over 50 per cent has been received from all the States (25 States, as set up by the BMB), are: a county, a city, with over 10,000 population, as of the first time, and a few special territories), the BMB committee begin. That 50 per cent of return sample is the figure agreed upon by the BMB committee as being sufficient representation of a sample. The Industrial has so arranged that in cases some mailings will be sent out to substitute for return ballot from a person to whom one was originally sent. If these mailings are not returned, a ballot will be sent out to substitute in the same economic and social bracket. The correlating and counting of the votes on returned ballots are done at Industrial with the help of computers, and counting, have it transferred to IBM punch cards and then assembled into identical figures by automatic IBM machines. In all stages of the operation, extensive checking and cross checking steps are taken.

FCC Seen Giving FM Green Light; Durr Goes Along

WASHINGTON, March 23—Eagerness of FCC to give nod to as many FM stations as possible is seen in a majority decision of the 5-2, a commission: Clifford J. Durr on District of Columbia grants. Durr argued that only a few grants were made at present time, but majority held out for eight. Durr finally concurred in the issuance of FCC order granting construction permits for the larger number.

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

In addition to D. C. grants, com- mission approved construction per- mits for 10 other stations this week and designated seven applications for hearings. Total of conditional grants is now up to 366, while 129 applica- tions are a hearing status. Twelve applications in progress were accepted for filing, while several new applications were received by the commission.

Calif. Senate

Axes State FM Network Bill

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

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

NEW YORK, March 23.—The story of "broadcasting in the public interest" remains undealt, despite all the light that has been turned upon the profession and industry by the FCC report and recent blasts at college forums on programming. The Billboard, in its 22nd (Feb. 22) "Nets' Poll," paid tribute to more than 70 stations, whose public service stood high enough to be published in competing mediums (mags and newspapers) to say "good, good, good."

Only a few of the "reason why" the citations were given in the "Ed's Praise B.R. Program." The top public stations were tabulated. G.I. programs, town and home sports and call-in - telephone decency were pointed out by the editors. Even so, there are plenty of the "reason why" the top portion of the station that were produced during the period with the personal interest of station directors and social service organizations.

Bird's Rave

"And it's only the public service-oriented gents at the type-writers who get the smiles from the typists," said one of the editors. The typists are those, who, in New York, with the exception of the New York Times, are continuous, who probably make the best use of their fingertips.

WHAS Wake Up Kennedy

Some listeners are demanding no equivocation, in public service was "WHAS Wake Up, Kentucky, State of the nation" that is better public service than the State of the Union. The station (which also won a Peabody Award for the same program) hit at the 1890 State constitution which has more than personality and kindred. The kms go for dinner music that people skirt in their daily conversations, without indicating in any way that they were not too far behind him in

Jill Jackson Sportscasts

Few stations were cited for such clear-cut public service as WHAS. G.I. programs, town and home sports and call-in telephone decency were pointed out by the editors. Even so, there are plenty of the "reason why" the top portion of the station that were produced during the period with the personal interest of station directors and social service organizations.

KGB Clicks With Fling

G.I. programs, as pointed out in the "Ed's Praise B.R. Program." The two stations dated March 16, were by far tops, numerically, but the variations from the model are too jude. Typical variation was KGB (San Diego), which had Bob Fling handle interviews with servicemen in such a way as to bring out their real and genuine feelings. In most cases, the KGB's list of readers received clarification and the average vet listener perhaps a little more about his rights than he did from "official sources." Words stress in his program was the fact that the program was commercial, benefit in the Valley-the Bowd. "Good Music," undid one of the editors, voting, "may not be called "private service" but it is a service just the same. One editor pointed out an opportunity to the air on the go but it didn't bring up the same prospects. The instrumental list appeared as soul of the Los Angeles Symphony, and the local list appeared in concert with it's talkie-film. The symphony is a field in which thousands least expect it. The station didn't use instead of bringing their real, if not personally profitable talent to the world.

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

LISTEN TO THE
WESTINGHOUSE PROGRAM
SUNDAY AFTERNOON • N. B. C.
2:30 P.M., E.S.T.
Too Short for a Head

Hollywood Radio Writers' Guild will demand higher rates from radio stations Saturday. Arthur Lake, who left this city March 18 to appear at the Essanay, River Forest, Ill., Thursday, and may also make an appearance at the Balaban & Katz, Chicago, after the Essanay engagement, conferred with Guild leaders Friday. The Guild met to discuss the excessively short length of film and television headliners, which are most objectionable to the public. "Radio is beginning to show signs of a public conscience. The public doesn't want junk," said Mr. Lake.

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

NEW YORK, March 23.—Talent attorneys are reporting that there are several midwestern stations which are coming up against a situation similar to the unofficial blacklist problems. They are concerned about the situation.

Ben W. Rubush, one-time legitimate actor, is now an attorney for one of the midwestern stations which is having trouble with the blacklists. He has been approached by several stations which are interested in hiring him to handle their problems.

Rubush has been active in the entertainment industry for many years, and has worked with several famous performers. He has handled a number of cases involving blacklists, and is known for his expertise in the field.

"The blacklists are a real problem," Rubush said. "I have been approached by several stations which are having trouble with the blacklists, and I am willing to help them out. The blacklists are a real problem, and they need someone who is experienced in the field to handle their problems."
Press Wireless, Inc., Seeks FCC's Okay On Point-to-Point

(Continued from page 6)

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

ATT on Alert

At the present, it's understood that should there be a grant, the AT&T would watch anything that would enable Prewi to turn its domestic voice circuits into competition with its long lines operation. Cost of special lines for stations from San Francisco United Nations conclave actually put the few stations that covered the meet right in the red. If Prewi had had in operation the type of service it now requests, costs would have been a small fraction of the telephone tolls. Prewi points out that over 100 stations have been taking BBC programs off the air and using them and that reports indicated that well over half of the nation's stations have the necessary short-wave receivers.

Service would be a two-way deal in many cases, since Leon Goldstein, v.p. of WMCA, has contracted to cover UNO for several West Coast stations, WLIB will cover for its two sister powers on the West Coast and WNYC will cover for some stations in Pennsylvania. If Prewi were operating all this would be handled over its facilities—and the cost would be "oh, so small."

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

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

Jim Britt,
Yankee's Ace Sportscaster
New England ABC Stations Form Co-Op To Take Wylie Segs

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

Boston confab was attended by representatives of 10 stations and all of them are in the deal. Stations are WCOP, Boston, which will originate the two shows; WORC, Worcester, Mass.; WFCI, Providence, R. I.; WMUR, Manchester, N. H.; WIEL, New Haven, Conn.; WTAE, Pittsburgh, Pa.; WOR, Newark, N. J.; WNAB, Bridgeport, Conn., and WNAB, Bridgeport, Conn. Stations which were not at the meeting but which will be invited to participate in the deal are WPRO, Portland, Me.; WATE, Waterbury, Conn., and WNAB, Bridgeport, Conn.

Spokesmen who attended the Boston meeting stated that arrangements would be made with Wylie to have a man handle the show out of WCOP. Years ago Wylie started the Housewives' Protective League on KNX, Los Angeles, and the co-op has been managed by an executive who handled the show out of WCOP. The co-op will have representatives of 10 stations and an all-news formula was worked out.

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

Interest Denied Flamm on 350G

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

Flamm sued for $3,225,000 damages, charging Noble with alleged conspiracy to force sale of the station for $800,000. Noble denied the charge, and the jury verdict gave Flamm $500,000 less than he asked.

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

Stratosphere Date For 'Club', Jittery Cast Is Insured

NEW YORK, March 23.—Hottest radio publicity stunt in months is expected the evening of April 8 when NBC's Chesterfield Supper Club set will be broadcast from a TWA Constellation plane 20,000 feet above New York. Newell-Emmett agency, handling the Chesterfield account, arranged a test flight this week to see whether the broadcast was practicable. Test proved okay, with agency officials gurgling over the way the records sounded. They think it's a helluva bon voyage for Perry Como, who will go to the Coast after the flight. Stunt, believed to be the first time a full commercial program will have been air. from a plane, will include both the regular program at 7 p.m. and the repeat a few hours later.

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

In the event any nooks and corners of the plane is crammed, Newell-Emmett plans to include some newspapermen on the trip.

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

FCC Reorg Seen; Locke Maps Plan

(Continued from page 8)

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

Meanwhile, FCC will be able to perform some highly limited expansion under its 1947 fiscal year budget of $5,650,000, which has received approval of Congress and the President. Figure is half a million dollars below the President's original request, but it represents at least the restoration of $200,000 which the Senate had hacked off a few weeks ago in a fit of anger against FCC for what some senators charged as failure to prove applications fast enough. Joint conference committee restored the cut this week and the bill was speedily approved by Congress and the President.

MURDER HIGHLIGHTS

(Continued from page 8)

include a Sunday evening hour stanza with the Comedy String Trio, formerly on CBS; Saturday live five show and teenage-open house tagged Rumpus Room, and the scheduled 7 a.m. chatter-platter show with Texan Tyler, cowboy dish jockey.
Affiliates Stymie Net Promotion; You Can Lead a Nag to Water

(Continued from page 5)

what they're hiring.

No other web but NBC put itself on record on what its program promotional campaign does. However, the fact that CBS offered awards to stations which used the card in their stations to promote NBC programs is a silent tip-off to the fact that either outlets are able to capitalize on their feelers to the stations related at the chains have reached the stage where anything but a better paying contract for the stations each time a renewal comes up.

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

Prizes Form of Payola

What has grown up as a result is a condition under which agencies have come to the conclusion that the only way to get stations to do a job is to offer prizes (bribes). As a consequence, stations are paying the price and going politely nuts with presentations—and then blaming their tops when their entries don't win. One agency is epauleting forth with a promotional contest in which everyone will win something. That's how tough it's getting to make stations get off their promotional programs. Prettier promotion cards devoted to NBC programs each of the stations used the cards, but only half of the web's stations used a cross-section of the Parade of Stars material, millions of listeners might be won to dating again. Great shows get audiences on the air—but they get them more quickly if everyone knows they're coming up. Benny's ruling on his Fred Allen half-hour set might have been or if the family at home knew how good Benny's fame were to be that evening.

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

Unluckily, Prizes are not报告, since the above figures are based upon a "progress report" of NBC's developments, which Charlie Hammond, web promotion brass, has tried for the last two years to make a 52-week operation, look set to really because that fall. A weekly half-hour was scheduled to be shipped to stations when the Parade of Stations campaign's use of the air to sell broadcasting. Ideas are tentatively titled Encore and has Ed Heelis as the running emcee (voice of NBC with Maggi McNellis, stooping for him when another good name isn't available.

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

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

.... Back Again on KSO!

Gene SHUMATE

Iowa's TOP Sports Announcer

To Give You New Sports Listeners in Central Iowa

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

Shumate's following is large and loyal. Folks in Iowa know him. He's their type of announcer... handles football, basketball, baseball and track with equal ease. He gives sports fans the facts with plenty of color and dash.

Gene has been KSO's top sports announcer since 1936. We're glad to have you back, Gene. Welcome home!

KSO

DES MOINES, IOWA • 5000 WATTS
Basic CBS Outlet in Central Iowa

Kingsley H. Murphy, Owner  George J. Higgins, General Manager
Represented by Headley-Reed Co.
Airborne Pitch
N.S.H.—Means 0
Programwise

WASHINGTON, March 23—Industry folks are impressed over the future application of airborne television. When Don Lee, Hong Kong station owner, told The Billboard that he sees great promise in an aerial medium which it seems to cover both sea and air disasters. He tempered his optimism, however, by citing the high cost and the necessity of air transmission as well as the hampering factor that the camera is unable to be used during darkness or fog.

At the same time, the Federal Communications Commission is moving cautiously in television, disallowing, in effect, emphasis on building up a telecasting service for the air. The FCC has its eyes on future color broadcasts for which industry is not yet ready. So far, the Commission feel that heavy investment at the present time in black-and-white television might lead to the replication of an element of color.

As the paper was being put on, some 200 newscasters, technicians and announcers and navy brass, planes flew over for parachute operations. Only the traveling shots which brought yarns from all but novice viewers. These scenes were expected for a ground-vehicle picture, but many of the viewers felt that the expected for plane-to-ground video, was still painfully evident.

Interest picked up as the scanning and transmitting of views of landing and takeoff runs and29th flights, but operations, but the results were not always in range.

Some commisioners feel that the resumption of video activity in March, has its eyes on future color broadcasts, for which industry is not yet ready. So far, the Commission feel that heavy investment at the present time in black-and-white television might lead to the replication of an element of color.

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SPA Into Union Talk Again

What Goes, Mr. Douglas?

The Third Major Sheet Rack

One story, which appeared exclusively in the March 9 issue of The Billboard and which gives him wires.

As far as the music publishers are concerned, we believe most of them have a good idea of what the score is at all times. We know, too, that if the survey indicates that returns on the product which the distributor wouldn’t take it on.

The deductions are several: (1) Many remotes are a fraud concerned.

As we understand it, Mr. Douglas in his capacity as board chairman of an organization designed to protect and further the interests of music publishers, is supposed to be completely neutral at all times. He might also reasonably be expected to take a progressive and constructive attitude toward any new projects facing music publishers.

In our opinion, his March 21 letter is not neutral and it indicates anything but a progressive and constructive approach to the problem of a major record venture.

It must be understood that we are neither for nor against a 30, 40th, 50th or 100th new rack. We simply report the news as it happens. Beyond that for it if it will mean more sheet music for music publishers, and we are against it if it will increase sheet music returns. We don’t care what the complete new rack will achieve.

We do not believe that Mr. Douglas knows either. The business of distributing a product via newsstands through the nation is a huge and complex affair. We know some pretty big distributors who have been in the business all their lives and still tell us some thing new about it every day.

We also know that any major distributing firm should make a pretty careful and comprehensive survey of a product’s sales potential before they will take on the job of pushing it out.

Ork “Tests” Show Remotes Are More Useless Than Ever

NEW YORK, March 23—Band builders are more than ever convinced that any leader who dips deep into the airtime pool to get his product out is knocking himself out in vain. They have lost a large corner on the radio market and have concluded that without hit records a band is handily played to play cheapest one-nighters and theaters as less money in spots which have been staying slumbering George Paxton, Dean Hudson and others who have recently spread thin their group of the imminence of a new sheet music rack distributing operation planned by Tygle Engel, Tygle and magazine publisher, that the MacFadden Distributing Company seems to have promised Walter Douglas, chairman of the board of the Music Publishers Protective Association to write the March 21 letter he sent to publishers (see story in adjoining column).

The letter contains an attack on the dangers of increased returns of sheet music from additional racks. The letter baffled many of the publishers who received it and their remote agents or wholesalers that if they hadn’t bothered about radio.

Vanishing Fan Mail

Daniel Neely, every small, always a sound test of whether a radio program means anything, has fallen to his knees in the name of a big city where it originates.

Rodenberg, president of Local 802, American Federation of Musicians, is organizing song pluggers into the Music Publishers’ Protective Association, American Federation of Labor, may be called upon to do the same for his peculiar call as author of the bill.

Rosenberg told The Billboard, "As far as the music publishers are concerned we believe most of them have a good idea of what the score is at all times. We know, too, that if the survey indicates that returns on the product which the distributor wouldn’t take it on.

NY, March 23.—Contact man Wally Brandy is working for the Wagen Porcelli, formerly personal manager of Henry Page, replaces Tony Chese-
PERSONALITY

Recorded by
BING CROSBY............Decca
JOHNNY MERCER...........Capitol
DINAH SHORE.............Victor
PEARL BAILEY............Columbia
THE SATISFERS..........Victor
BILL MCCUNE............Davis

WELCOME TO MY DREAM

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

IT'S ANYBODY'S SPRING

Recorded by
BING CROSBY............Decca
WOODY HERMAN...........Columbia
GORDON McCRAE..........Muscraft

WOULD YOU

Recorded by
BING CROSBY............Decca

PUT IT THERE, PAL

Recorded by
BING CROSBY and BOB HOPE.............Decca

BURL & VAN HEUSEN, Inc.  New York  Hollywood  Chicago  Cincinnati

BM1's New 1/2 and 1/4 of 1% Performance Tab for Live Talent Bars, Clubs, Et Al

$4 Minimum, $7500 Maximum License Fee

NEW YORK, March 23--Effective April 1, Broadcast Music, Inc., will require every night club, restaurant, bar and tavern using BMI music to obtain a performing-rights license, the society's former hotel relations director and newly appointed director of license, Harry P. Somerville, has announced. Only previous exclusions added in the above classification will be those using juke box and/or wired music exclusively. Wired music will be licensed at its own rate. License cost will be 3/4 of 1 per cent for music and entertainment pay roll up to $5,000. That is, if a sport's annual entertainment cost is $5,000, they must pay BMI $20 to BMI. Over the $5,000, license fee will run to 3/4 of 1 per cent for first $5,000, plus 1/2 of 1 per cent on dough sold beyond $5,000. Minimum fee has been set at $49 maximum at $7500.

Unsigned Hotels in Deal

Action will also include those hotels operators riding these 17 smash recordings:

Recorded by
BING CROSBY............Decca
BING CROSBY and BOB HOPE.............Decca
DOROTHY LAMOUR...........Decca
BING CROSBY............Hollywood
DOROTHY LAMOUR...........Hollywood
BING CROSBY............Chicago
DOROTHY LAMOUR...........Chicago
BING CROSBY............Columbia
DOROTHY LAMOUR...........Columbia
BING CROSBY............Columbia
DOROTHY LAMOUR...........Columbia
BING CROSBY............Columbia
DOROTHY LAMOUR...........Columbia
BING CROSBY............Columbia

Wired music will be licensed at its own rate. License cost will be 2/4 of 1 per cent for music and entertainment pay roll up to $5,000. That is, if a sport's annual entertainment cost is $5,000, they must pay BMI $7500 to BMI. Over the $5,000, license fee will run to 2/4 of 1 per cent for first $5,000, plus 1/2 of 1 per cent on dough sold beyond $5,000. Minimum fee has been set at $49 maximum at $7500.

Music Survey, Tune Testers, Line Up Arrangers, Advisors

HOLLYWOOD, March 23--Music Survey, the organization which will pre-test songs via disk jockey shows throughout the country into action with a staff of music arrangers and advisors who will help work up the special recorded versions of advance play on most court songs. Among sponsors of the affair are Jimmy Shandy, Van Alexander, Skip Martin, Ruby Raksin, Jerry Feltman, Vic Schoen and Billy Mays. Contacts are being made among several top song publishing firms for initial crack of advance song popularity testing by Music Survey.

Arrangers' "Forgotten Man" Concerts Pecem April 28

NEW YORK, March 23--First of a series of concerts designed to provide high-light for arrangers to the public as "The Forgotten Men of Music" will take place April 28 at the American Society of Music Arrangers, affiliated with the American Federation of Musicians, takes the stage.

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

TD a Chiller-Diller,
Says Gotham Daily

NEW YORK, March 23--Journal- American, local daily paper, took its high-noon action when it reported the Ides of March, 1946, in its program listings, the paper billed the seg as Embattled by Dorsey.

Materials pronto da copyright

BURL & VAN HEUSEN, Inc.  New York  Hollywood  Chicago  Cincinnati

MUSIC

The Billboard

March 30, 1946

BURL & VAN HEUSEN, Inc.  New York  Hollywood  Chicago  Cincinnati
MERCURY RECORDS
ANNOUNCE THE RELEASE OF THE NEW
Popular SERIES
Featuring MERCURY'S famous "POP" Artists
FIFTY CENTS
Plus Tax
MERCURY HILLBILLY AND RACE RECORDS
75c PLUS TAX

First RELEASES on the NEW POPULAR SERIES LABEL AT FIFTY CENTS
BUDDY RICH
AND HIS SENSATIONAL ORCHESTRA
A NEW HIT BY THE WRITERS OF "CHICKERY-CHICK"
"IT COULDN'T BE TRUE"
VOCAL BY DOROTHY REID
"DATELESS BROWN"
An Instrumental Done In the Torrid Rich Style
POPULAR SERIES 3001

BRAYNE WALTON
"WITHOUT YOU"
"I FALL IN LOVE WITH YOU"
POPULAR SERIES 3002

Thanks
Operators and Dealers
for your wonderful acceptance of MERCURY RECORDS.
Your overflow of orders made the new POPULAR SERIES possible!

REGULAR DEALERS AND OPERATORS' DISCOUNT
MERCURY RECORDS MANUFACTURED BY MERCURY RADIO & TELEVISION CORP., CHICAGO, ILL.
An open Letter to Mr. Juke Box Operator

The Mills Brothers
One of the greatest songs we have ever recorded is—

DON'T BE A BABY, BABY

...and it's on
Decca # 1853

Yours for Jammin' the Jukes
THE MILLS BROTHERS

Work for 802-ers Thru Civic Org Ties Is Indie Comm. Plan
NEW YORK, March 23.—Implementation of James C. Petrillo's oft-stated aim to get more money for more musicians thru dance and concert organizations supported by trade unions and churches and community organizations and AFM funds. Independent committee of Local 802, American Federation of Musicians here.

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

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

5 Boro Symphs
As the program shapes up for New York, if full-fledged creation of symphony orchestras for each of the city's five boroughs, to perform Fridays and Sundays in the five largest halls available at a 50-cent admission. As churches, unions and community groups of all sorts have long been clamoring for art to enliven their event, the average wage earner, they could be expected to subscribe for blocks of the half-buck ducats for resale to their membership.

Independent committee figures the symphony musicians would be given an annual wage, averaging $60-$70 a week, with the season divided into four quarters of 12 weeks each. Conductors would get a maximum of $300 per week, guest soloists $100 for a full week's worth of appearances. As much new and old material would be created, emphasis would be on new solo and conductor talent. Proponents figured each other that the fund into which Petilelli has been putting the record royalty revenue is said to be approaching $1,000,000, and that part of it could reasonably be expected on launching such a program as decentralization.

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

Finley Gets Law Fees, Court Costs But Nix On MCA Submit Deal
HOLLYWOOD, March 23.—An appeal by Larry Finley's attorneys to enforce Music Corporation of America's right to bind to his Mission Beach dancing in San Diego, Calif., was denied by Judge Paul J. McCormick at which time the court granted the law firm of Finley, Christensen and Christensen, $7,500 in attorney's fees. Court costs of figure short of $50,000 have also leveled damage, in judgment which followed recent jury's decision that Larry Finley awarded $55,000 in an anti-trust suit versus the major bands booking firm, Master of MCA's. As a result, the court of appeals has upheld the ruling of Judge McCormick, saying that the band must now pay the $5,000,000 in damages to Finley, however, was open to an appeal in that court and it could be reversed if additional evidence of discrimination in the placing of name bands in San Diego's area by MCA was presented.

In accordance with Jules Steinhof (MCA's lawyer), Larry Finley's attorneys have placed their case before the court recently that the case should be appealed. MCA's legal staff indicated that they would ask for a new trial. Understood they have 10 days to do so from date (March 21) of Judge McCormick's award of court costs and attorney fees—If the appeal is denied MCA they have 90 days to make an appeal to the circuit court of appeals. If they do not hit a concrete wall, MCA has the right to appeal to the Supreme Court to look into the case.

Writer Talk Hinges On Pub Sesh; Mull Upping Disk Take
NEW YORK, March 23. — Table conversation at annual dinner of Songwriters Protective Association Thursday (29) will center on matter to be discussed in the contract negotiations with Music Publishers Protective Association. The plan is ready to fling its draft contract into the exec council for discussion, but this doesn't figure any more to these structures. Another wrinkle in the matter of collecting the full 2-cent royalty rate from record manufacturers (see report) is that MCA has gained emphasis recently among songwriters and others interested in the problem. The Federal Copyright Statute proves that the two costs must be paid to both every record manufacturer. Most publishers, with the notable exception of the Warner group, are unable to collect royalties on any basis but a computation of disks sold. The difference between records sold and records manufactured is not as great as it used to be, however, as one becomes more expensive. Diskers also charge most publish per cent for breakage, where a 75-cent or more expensive platter is involved. The law contains no such allowance.

Arrangements between pubs and dealers, whereby royalties accrue in the form of commission to dealers, has been made as a trade convenience, of course. Nevertheless, those who seek ways and means of getting more money for pubs and writers think that if certain pubs have to pay the copyright law stick, perhaps they all can.

Alpha's 12" Latin Vinylites
NEW YORK, March 30. — Alpha Records this week presented a 13-inch vinylite disc with two Latin numbers per side. First pancake uses Alfredo Antonini and the Viva American Orchestra, with vocals by Wilder and Ambrose.
No. 1067
"Turn My Picture UPSIDE DOWN"
(Reverse Side: "Don't Try to Pretend")

Sung by
BUCK ROGERS
Accompanied by the Texans

That rhythm-rustlin' Romeo of the range, BUCK ROGERS, is the latest top-flight Western artist to take the 4 STAR brand! Rogers' new 4 STAR discs meet the pent-up demand of clamoring fans throughout the Country who have made him their No. 1 favorite in recent years. Cowboy platter experts are hailing his four new releases as unsurpassed in Western music annals.

BUCK ROGERS' 4 STAR Release
No. 1068 "Are You Somebody's Darlin'"
"Double Trouble"
Accompanied by the Texans

Retail Price
Plus Tax
Customary Trade Discounts & Terms Apply

Mr. Distributor!
Your territory may still be open. Climb on the bandwagon before it's too late! 4 STAR is the fastest-growing PROFIT line in record history! Write, wire, or phone Harry Fox, Executive Vice-President, at CONSOLIDATED RECORD DISTRIBUTORS today sure.

Mr. Dealer!
Get in the 4 STAR PROFIT Parade TODAY!
Write, Wire or Phone your Nearest Distributor.

Send for Complete 4 STAR Release List
World-Wide Distribution by
CONSOLIDATED RECORD DISTRIBUTORS, INC.
Producer's Representatives
500 N. Western Ave., Hollywood 4, Calif.
Phone Hollywood 5816

Produced and Manufactured by RICHARD A. NELSON

Exclusively Featured Daily over 284 Stations on Radio's Smash Hit... Queen for a Day
BIBLE BIZ IS BOOMACIOUS

Pubs, Diskers On the Wagon

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

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

The idea of pop talent partaking in the field is not new (it goes back on these items report business even those who have carried Bible items in their coming to a boil. the first tense war years seems to be and records which has been perking out scores of moon-June ditties, people are getting into the field. This and Ave Maria) more and more pop beyond the days when Jack Kapp sold On the Wagon—Transcriptures

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

Choral Arrangements Big

Choral arrangements of the numbers have become sells. Car's on God have hit the 20,000 mark and continue to sell steadily. One of the main reasons for the heavy sale is that when a choral group buys the arrangement they buy as many as 60 or 70 copies at a clip, splitting one copy when a choral group buys the arrangement. Disks in albums will be several selected Bible readings.

Another erstwhile pop writer who has been doing semi-sacred songs is Andy Razaf, who collaborated with the late Fats Waller and others on such unaccustomed ditties as Ain't Misbehavin', Honeydripper Rose and Xmasin' at the Savoy and others. Razaf's latest religious roundelay is tune called A New Day Prayer, to which he did the words and Teri Josefovitz the lyrics. Southern Music published the song and National Conference of Christians and Jews gave it the org's endorsement and pushed it all thru the recent National Brotherhood Week.

Bibletone a Leader

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

A new firm, Transcriptures, has entered the pieces platter fold on the West Coast. This outfit is prepping albums featuring Bill Hay, former Ames' Andy announcer, who has been building a West Coast name for himself with a daily show on KFI called Bill Hay Reads the Bible. Two of the Transcriptures-Hay albums will be straight narrations with Hay reading biblical passages over musical background. Others are Bible transcriptions with Hay doing narrations. Disks in albums will be 12 inches and packages will sell for from $7 to $10 retail. Schweb & Beatty, ad agency, is handling a "Record of the Month" direct mail drive on the albums.

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

SP-Acers Still Making

The Hospital Cirk

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

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

Lyman-Duke Film Producers

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

Laughton, included among which will be several selected Bible readings. Even in the comparatively new, nestand-distributed, low price field the religious wave seems to have caught on. Lyric Engle, Lyric mag publisher, is contemplating putting out a folio of 12 or more semi-sacred songs for 35 cents. The newsstand-distributed thru Macfad- den. All in all, the Bible biz is strictly boomacious.
Vet Who Got House
Ork Job Back Quits
"Without a Reason"

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

Officials of the board ruled that
Singer was entitled to the job despite the fact that he had never worked
for Lawrence and that two other or-
chestras had preceded Lawrence for the
station since he left for the army.

The ruling was believed to set a precedent for musicians in similar
cases and received lots of attention
in music circles. Monday (11), Singer
gave his notice that he was
quitting the Lawrence band after a
short stay. He gave no reason and
will be replaced by Andy Riccardi,
who was dropped to make a place for
Singer. Singer is set to join Milton
Schatts' new house band at WIP which
begins April 1.

Jerry Blaine's Own Plattery

NEW YORK, March 23.—Jerry
Blaine, owner-president of Cos-
mpolitan Records, is starting a
disking of his own. Company and
label name not yet set, the Blaine
doesn't have production facilities lined
up, but expects to get started soon.

Cute twist in Blaine plattery opera-
tion is fact that music publisher Gil
Mills is acting as press agent for
Blaine. He sent out first announce-
ment on Blaine's plans this week in
regular tabloid release style, but on Gil Mills Music stationery.

Ork "Tests" Show
Remotes Are More
Useless Than Ever

(Continued from page 19)

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

One network, heavily despised among ork listeners, is accused of having helped
run the remotes thing into the
ground by putting wires in every-
where and then letting the leaders
play politics in order to get the best
shots. More than one leader grumbles of having had to play dog tunes be-
cause a pub promised to have been
moved to a more favorable slot on
a certain station. What burns these leaders is that the publishers were
denied airtime, the earnings of coverage of its
remotes couldn't be too high, and
they say that experiences are not
as good as they used to be.

Scheduling is often so irregular that the
ork comes on the air without
previous warning to the public, which years ago knew that at fixed
times Glenn Miller, Artie Shaw or
Charlie SPIwak would be on the air from Glen Island Casino, but
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to their own records than to the
broadCASTs, chopped-up pro-
grammes sometimes barely 10 minutes
long which now pass for remotes.

NEW YORK, March 23.—Annual
financial statement of Decca Records, Inc., released this week, revealed
that the company is now hitting a
production rate of 7,000,000 platters
per month in its two New York;
Bridgeport, Conn., and Richmond,
Ind., plants. This does not take into
consideration production out of Los
Angeles premises purchased in 1944
and now in production, but not ex-
pected to hit its peak for some time;
neither is leased factory in Chicago,
which will be operating by June, in-
cluded in figure.

Dollar-wise, showed net
sales for 1945, of $15,570,030 as
against $13,113,728 in 1944 or a net
sale gain of $2,456,302 increase. Net
profit, after all charges for '45 was
$369,583, equivalent to $2.16 per
share, compared with net profit in
'44 of $1,000,000 or $2.79 per share.

According to Jack Kapp, Decca
Spivak, but his records of White
Christmas and Let's Go Home are
credited with having been the major
factor. Even so, the modern ap-
proach is that of Stan Kenton, whose
records are played four times as often as those of Glenn Miller and Artie
Shaw by orks of his type of style.

Increased Manufacturing Costs Drop Profits

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

Signature Signs Scott;
Manufacturers Plans Perking

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

From reports that it is installing 16
new presses in its New York plant,
and will enter a 15-press lay-
out in Hollywood in May.

Monroe's Beans Are Racers
Now; Kysor on Beam Tag

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

Swiutch comes about because Ray
Kysor uses the Moonbeams monicker
for the group which sings Oom-pa-
Two-ky on the Kysor disk.
First Vogue Glamour Disks Reach Press; On Market in Month

CHICAGO, March 25.—Vogue Records, the Detroit label that's created plenty of talk in the trade with its introduction of a full-color vinyl disk to replace the shellac platter, will most likely be on the general market within a month, spokesman for the disc company told The Billboard this week that releases receiving here this week indicate that the new label should create a real stir in platter circles, if only on the basis of appearance. The Vogue disks are unlike anything currently positioned on the market, in that they are made of a coating of transparent vinylite, un-der which real music is recorded. For a number of years, Clyde McCoy's Sugar Blues side carries on this his hoo-ho trumpet, while the reverse, Basin Street, carries a teetotally different version. The new record does have a label in the center of the disk, instead of the name, year, and catalog number, but on the edge of the record.

The picture platter is manufactured by placing the shellac under the two paper discs, bending the artwork and labeling being placed back-ward, and then placing the aluminum picture platter on top of the disks, after which two sheets of trans-parant vinylite are laminated to-gether under pressure and heat in either rotary or single automatic presses.

According to Tom Saffady, proxy of Sav-Way Industries, which is manufacturing the new disks, the firm is running itself self-satisfying, making all its own manufacturing equipment, dies, biscuit mixture, etc. Saffady was surprised by the disc's reception, refused comment, but said that his firm should have production up to 50,000 copies a week where they can satisfy the needs of the present three dis-tributors, Western Music Sales, New York; Nick Russo, Boston; and A. A. Brown, Houston, by the next four weeks. At some discussion, Vogue has agreed to a $1 retail price for the disks, but Gene Dahl, sales manager of Vogue, said that no definite whole-sale cost has yet been agreed upon. The disk is for a frame, which is problematical, Dahl said, and any drop in the price depends upon what connections the company will be able to work out. Dahl said that Vogue will attempt to bring its price eventually down to 25 cents per disk, but only if its development will regulate price drops.

Saffady, who has been working on the picture platter for almost two years now, has been told that Vogue will attempt to bring its price down to 25 cents per disk, but only if its development will regulate price drops.

Local T-statics say that Vogue will attempt to bring its price down to 25 cents per disk, but only if its development will regulate price drops.

TRADE REACTION MIXED

Trade reaction to the glamourized picture platter has been mixed, some pointing to the idea, while others have turned thumbs down on the new disk's chances. All are agreed, however, that if the disk does prove tops as a seller on the general market, as Vogue has done in the use of platters for promotion purposes.

Case in point was a recent contention in which the firm reached for Vogue's record shipments, for the new picture disks are distributed in different territories, and their presence is shown in show windows and on counters at wholesale prices from the disk collectors. As one retailer pointed out, commercial use of the picture platters, by movie companies to plug sales of items such as ARA's recent record, should be handled with care.

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Bob Miller, Riley Shepard in Atomic Tiff Over Ditto "Power"

NEW YORK, March 23.—Bob Miller, long-time folk music publisher, did a slow burn this week at Riley Shepard, folk music specialist, working for Leeds Music Corporation, when Shepard snared folk tune Atomic Power, written by Charlotte (N. C.) folk artist Fred Kirkman, off the old college try on the tune, offering Kirby 5 cents per copy on sheet music income and 50 cents per cent of all performance dough. On the tune a Broadcast Music Inc., which handles licensing for Miller firm. Miller went further and told Kirby generally his firm would "better any offer made by Leeds." Kirby placed the tune with Shepard at Leeds on the Standard Songwriters' Protective Association Contract, which calls for 3 cents per copy, and 50 per cent on performance dough. Shepard is the Dick Scott (the dropped the name in favor of his real tag because he feared it would conflict with pop music leader Dick Scott) who started the American Federation of Folk Artists some time ago, and who has been carrying the torch for a better deal for folk music makers for a long time. Miller's beef is that Shepard is working all angles toward the middle. He is representing folk artists for Frederick Bros. Artists' Corporation, according to Miller, but Shepard says he is sitting in on booking deals made for folk artists through Frederick. Miller's newly organized folk artist department, strictly to see that artists get a fair shake, and only at request of artists. He says he is getting no dough for it at all. Miller claims that Shepard has an iron in the disk fire too in that he works on folk stuff so as not to conflict with the rock. Truth of this situation is that Shepard did help Musicraft cut a Dave Denny platter.

Kelton's ASCAP-BMI Firm Plans Cooking

NEW YORK, March 23.—The Frank Kelton's bi-year conflict with the Peer Publishing firm still has a long way to go, and Ralph Peer are breaking amicably. Kelton plans to set up both an ASCAP and BMI firm for his own, and may hook up in the project with the general professional manager of a band lead-er-owned publishing company. Also has deal cooking with a major firm which has been looking over the record business for some time. Deal should materialize sometime between now and April 15.

MENC Meet, ASCAP Feed Date Clash

NEW YORK, March 23—Conflict in timing between 38th annual Music Educators' National Conference, which opens in Cleveland Wednesday (27), and the annual feed and gabled of American Society of Composers, Authors and Publishers, which takes place Tuesday (26), has been subject of much griping among ASCAP members. MENC is very important to publishers of standard and educational music, and they are wrought over their inability to be at the ASCAP chow and still get in on the ground floor at Cleveland. Many ASCAP-ers will attend the Nita-Catarina Hotel dinner here Tuesday and entrain for Cleveland the same night, but they are all positive that the doing, they have changed their style for the educator confab, where competition among music peddlers is extremely high. Some time ago they asked Deems Taylor, ASCAP prexy, to do something about changing the date of the MENC dinner, but succeeded only in having it advanced from the 28th to the 26th. Hollywood ASCAP-ers continue to be miffed because there is no West Coast meeting scheduled for this year. Society's excess plead that inadequacy of train service is principal reason for passing up a West Coast meeting. Meanwhile General Manager John G. Palmer's next west from Europe, where he has been lining up agreements with foreign performing rights societies.

Robbins, BVC, Morris 3-Way Split

NEW YORK, March 23—Score of 20th Century-Fox's Dick Haymes film, Do You Love Me?, is stirring a lot of pre-release confusion in Tin Pan Alley. Buddy Miller, Morris Robbins, BVC and Jack Robbins each have claims on the song, and BVC and Robbins have already laid claim to owning the song's No. 1 plug divorced. They, Mr. Halpert, and Robbins are laboring under the impression that Southern Music also has part of the score, but spokesperson for the Ralph Peer firm stoutly maintain that they own no such thing, all they do plan to make a plug out of a non-film song called Do You Love Me? by Lester Black and Eve Whitney. Also they say they own another unrelated affair called Do You Love Me?, which they'll play for the time being to see if it conflict with the pick. BVC title song pubbed by BVC. Morris has It Didn't Have Enough on My Mind, by Harry James, Lionel Newman and Charles Henderson, Robbins has I Didn't Mean a Word I Said, by Jimmy McHugh and Harald William, BVC has the title song, and Moonlight Propaganda, by Herb Magidson and Mally Malneck. All concerned were looking forward to the preview of the pic at Normandie Theater here, Monday (25), hoping to get weaknees in the opposition's property, but the presentation was canceled because the prints failed to arrive from Hollywood.
PART 1—The Billboard

HONOR ROLL OF HITS
THE NATION’S TOP TUNES

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

ENGLAND’S TOP TWENTY

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 this published.


THANKS AS WELL AS SPRING (Williams), sung by Dick Haymes in 20th Century-Fox’s “This Thing Called Love.” National release date—January, 1947.

(Continued on page 145)
### Music Popularity Chart

**Week Ending Mar. 22, 1946**

#### SONGS WITH GREATEST RADIO AUDIENCES

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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>TITLE</th>
<th>PUBLISHER</th>
<th>LOC.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>All Through the Day (F) (R)</td>
<td>Columbia</td>
<td>36892-ASCAP</td>
</tr>
<tr>
<td>2.</td>
<td>I'm Glad I Waited For You (F) (RI</td>
<td>Columbia</td>
<td>36905-ASCAP</td>
</tr>
<tr>
<td>3.</td>
<td>I'm a Big Girl Now</td>
<td>Sammy Kaye</td>
<td>Victor 20-1812-ASCAP</td>
</tr>
<tr>
<td>4.</td>
<td>Laughing on the Outside (Crying on the Inside) (R)</td>
<td>Guy Lombardo</td>
<td>Capitol 230-ASCAP</td>
</tr>
<tr>
<td>5.</td>
<td>Johnnie Got His Gun (F) (R)</td>
<td>Les Brown</td>
<td>Columbia 36905-ASCAP</td>
</tr>
<tr>
<td>6.</td>
<td>Let It Snow! Let It Snow! (F) (R)</td>
<td>Dinah Shore</td>
<td>Columbia 36905-ASCAP</td>
</tr>
<tr>
<td>7.</td>
<td>New York, New York (F) (R)</td>
<td>Les Brown</td>
<td>Columbia 36905-ASCAP</td>
</tr>
<tr>
<td>8.</td>
<td>One More Tomorrow (F) (RI</td>
<td>Harry James</td>
<td>Capitol 220-ASCAP</td>
</tr>
<tr>
<td>9.</td>
<td>One More Dream (And She's Mine) (R)</td>
<td>Guy Lombardo</td>
<td>Columbia 36905-ASCAP</td>
</tr>
<tr>
<td>10.</td>
<td>One More Dream (And She's Mine) (R)</td>
<td>Guy Lombardo</td>
<td>Columbia 36905-ASCAP</td>
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<td>16.</td>
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<td>20.</td>
<td>One More Dream (And She's Mine) (R)</td>
<td>Guy Lombardo</td>
<td>Columbia 36905-ASCAP</td>
</tr>
</tbody>
</table>

**RECORDS MOST-PLAYED ON THE AIR**

Records listed here are in numerical order and selected as played over the greatest number of stations on March 15. Data is based on reports received by The Billboard from disk jockeys throughout the country. Unless indicated in this chart, other available records of tunes listed here will be found in The Billboard's Monthly Record Index, where specific dates and stations are tabbed.

### Going Strong

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>RECORD NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tumblin'</td>
<td>Bing Crosby</td>
<td>20-1810-ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>Ave Maria</td>
<td>James Melton</td>
<td>20-1756-ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>The Continental</td>
<td>Nat King Cole</td>
<td>20-1756-ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>All Through the Day</td>
<td>Frank Sinatra</td>
<td>20-1756-ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>Goodnight Irene</td>
<td>Frank Sinatra</td>
<td>20-1756-ASCAP</td>
</tr>
<tr>
<td>6</td>
<td>The Continental</td>
<td>Nat King Cole</td>
<td>20-1756-ASCAP</td>
</tr>
<tr>
<td>7</td>
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<td>20</td>
<td>All Through the Day</td>
<td>Frank Sinatra</td>
<td>20-1756-ASCAP</td>
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### Coming Up

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<th>TITLE</th>
<th>ARTIST</th>
<th>RECORD NO.</th>
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<tr>
<td>1</td>
<td>Day by Day</td>
<td>Betty Hutton</td>
<td>20-1812-ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>I'm Glad I Waited For You</td>
<td>Betty Hutton</td>
<td>20-1812-ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>Laughing on the Outside (Crying on the Inside)</td>
<td>Guy Lombardo</td>
<td>Capitol 230-ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>One More Dream</td>
<td>Guy Lombardo</td>
<td>Columbia 36905-ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>One More Dream</td>
<td>Guy Lombardo</td>
<td>Columbia 36905-ASCAP</td>
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<td>6</td>
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<tr>
<td>20</td>
<td>One More Dream</td>
<td>Guy Lombardo</td>
<td>Columbia 36905-ASCAP</td>
</tr>
</tbody>
</table>
**Desi Arnaz**
and his Orchestra

*Without You*  
BEGUNE  
(from the Walt Disney production  
"Make Mine Music")

**Cuban Pete**  
RUMBA

Vocal refrains by  
Desi Arnaz and Amanda Lane

RCA VICTOR 25-1058

**SPIKE JONES**  
and his City Slickers with Chorus

*Old MacDonald Had a Farm*  
AND

*Mother Goose Medley*  
RCA VICTOR 20-1836

---

**HARMONEERS QUARTET**

with Piano Accompaniment

*Crown Him King*  
Where Could I Go?  
RCA VICTOR 20-1816

**ARTHUR "Big Boy" CRUDUP**

Bloes Singer with Guitar and Drums

*I'm in the Mood*  
She's Gone  
BLUEBIRD 34-0746

---

**BEST-SELLING SHEET MUSIC**

Tunes listed are the national best-selling music numbers. List is based on reports received from more than 250 dealers in all sections of the country. Songs are listed according to greatest number of sales. (*) indicates time in film, (M) indicates tune is in legit musical. (FE) indicates tune is in legitimate musical. (GM) indicates tune has been published in new melody book.

<table>
<thead>
<tr>
<th>Position</th>
<th>Week</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td><em>Rubai</em></td>
<td>Frank Sinatra</td>
<td>Columbia 26858</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td><em>As Long As I Live</em></td>
<td>Frank Sinatra</td>
<td>Columbia 26859</td>
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<tr>
<td>3</td>
<td>1</td>
<td><em>I Can't Begin To Tell You</em></td>
<td>Betty Hutton</td>
<td>Capitol 230</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td><em>Around The Picture Frame</em></td>
<td>Desi Arnaz</td>
<td>RCA Victor 21-956</td>
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</tbody>
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**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores. List is based on reports received from more than 250 dealers in all sections of the country. Records are listed numerically according to greatest sales. (*) indicates tune is in film, (M) indicates tune is in a legit musical. The B side of each record is listed in Italic.

<table>
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<tr>
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<th>Week</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td><em>Oh! What It Seemed To Be</em></td>
<td>Desi Arnaz</td>
<td>Columbia 26858</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td><em>I Can't Begin To Tell You</em></td>
<td>Betty Hutton</td>
<td>Capitol 230</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td><em>Yes, Indeed!</em></td>
<td>Desi Arnaz</td>
<td>RCA Victor 21-956</td>
</tr>
</tbody>
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**BEST-SELLING POPULAR RECORD ALBUMS**

Albums listed are those selling best in the nation's retail record stores. Albums are listed numerically according to greatest sales. (*) indicates tune is in film, (M) indicates tune is in a legit musical. The B side of each album is listed in Italic.

<table>
<thead>
<tr>
<th>Position</th>
<th>Week</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td><em>Bells of St. Mary's</em></td>
<td>Les Brown</td>
<td>Columbia 36892</td>
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<tr>
<td>2</td>
<td>1</td>
<td><em>I Knew Then</em></td>
<td>Bing Crosby</td>
<td>Decca 22481</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td><em>Day by Day</em></td>
<td>Bing Crosby</td>
<td>Decca 22481</td>
</tr>
</tbody>
</table>

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**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

Records listed are those classical and semi-classical, recording best in the nation's retail record stores. Records are listed according to greatest sales. Lists include reports received from more than 250 dealers in all sections of the country.

<table>
<thead>
<tr>
<th>Position</th>
<th>Week</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td><em>Sonata Appassionata</em></td>
<td>Beethoven</td>
<td>Columbia 300</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td><em>Rachmaninoff Concerto No. 2 in C Minor</em></td>
<td>Rachmaninoff</td>
<td>Decca 29150</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td><em>Chopin's Polonaise</em></td>
<td>Chopin</td>
<td>Victor 11-8851</td>
</tr>
</tbody>
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**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

Albums listed are those classical and semi-classical, recording best in the nation's retail record stores. Albums are listed according to greatest sales. Lists include reports received from more than 250 dealers in all sections of the country.

<table>
<thead>
<tr>
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<th>Week</th>
<th>Title</th>
<th>Composer</th>
<th>Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td><em>Bells of St. Mary's</em></td>
<td>Les Brown</td>
<td>Columbia 36892</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td><em>I Knew Then</em></td>
<td>Bing Crosby</td>
<td>Decca 22481</td>
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<tr>
<td>3</td>
<td>1</td>
<td><em>Day by Day</em></td>
<td>Bing Crosby</td>
<td>Decca 22481</td>
</tr>
</tbody>
</table>

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**PART 2 — The Billboard**

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MATERIAL PROTEZ. DI COPYRIGHT.
IN THE MOON MIST

A TOP SONG RECORDED BY TOP ARTISTS ON THESE TOP LABELS

Les Brown .......... Columbia
Pied Pipers .......... Capitol
Johnny Desmond ....... Victor
Randy Brooks ......... Decca
Phil Brite .......... Musicraft
Jack Leonard .......... Majestic
Art Mooney .......... Vogue
Will Osborne .......... Black & White

SHAPIRO, BERNSTEIN & CO., INC.

MUSIC PUBLISHERS

1270 SIXTH AVE.
NEW YORK
LOUIS BERNSTEIN, President
GEORGE PINCUS, Gen. Manager

NOW SHIPPING

2022-(A) IF IT'S WRONG TO LOVE YOU
(B) YOU CAN'T BREAK MY HEART
(Ideal Call and His Sun Valley Cowboys)

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

STILL GOING STRONG

2018-(A) I LEARNED TO LOVE YOU TOO LATE, MY DARLIN'
(B) WHITE CROSS ON OKINAWA

(Continued page 158)
Loanne Hogan's music popularity chart from March 30, 1946, includes reviews of her work, such as "I'm Headin' for Philadelphia..." and "One More Tomorrow." The chart highlights her hit records and criticizes her performance as "...she Lost It at the Waxworks." It also discusses her version of "Somebody's Gotta Go." The chart cites her participation in films and records, covering songs like "I'm Headin' for Philadelphia..." and "I'm Headin' for the Moon Mist." The critic also mentions "For the Music Mixes Brito..." and "In the Moon Mist..." regarding her work with Glenn Miller. The chart concludes with a quote, "For information of record and music review, see Billboard."
NEW YORK:

Nat Mead, proprietor of the 406 Restaurant, here, says that rumor has it that he will shut down immediately after the close of Charlie Barnet's current run "must have started in an alley or in Polly Adler's."

Band Babbles

Benny Goodman, set for the NBC Monday-time now occupied by Information, Please, has signed as guest soloist for some of the pop concert to be given this spring in Carnegie Hall. Taking exception to our "documentation of a hot chimp" yea last week, Lora Jamison, former NBC warbler, says she and dreams of other old timers are open at getting the waiting-room treatment from band agencies and the brush-off from band managers who are women on the side. Vaughn Monroe signed with World Transcriptions.

Lil' Shep Fields to open Paddlefish dance season April 20-21. Jimmie Miller in Post Lodge April 2 for a week, followed by Herb Miller for four weeks.

Randy Brooks opened pushed back to June 12.

Harry Moses takes on Paul Sabin, former band leader and Don Palmer, former manager of Benny Berigan and Scott Davis, as assistant bookers.

Billie Holiday joins Apollo Theater May 10. Ray McKinley precedes her, with the Hikings of Moslehtown, Cedar Grove, N.J., with a float of school dates.

Milt Rubenstein and the Perky Connie and Jack Leonard are "capitalizing" on standards which his Billy Eckstine revived. Randy Brecker and Les Isolda did Decca dates this week, and Harry Poxer back at Hotel New Yorker. Charlie Spivak into Rio Casino, Boston, April 26-May 11. "May temporarily out of Benny Goodman on with a lip infraction."

Some Bading. I am afraid to the Barley brother's Southern tour in over three years to play some Midwest towns.

Diskeys could do worse than take on the Peters Sartan, trio, currently at Strand Theater, where Milton Drake has a star in Adele Clark, whose throaty workouts at Shapito-Bernstein's are drawing trade crowds. Girl repeated set for a Maudusten, but will do better.

Watch Paramount Music's Saskatchewander's, but will do better.

Mike Andrew's "Popular Song Hits" will be "in" on the Peters Sartan, trio, currently at Strand Theater, where Milton Drake has a star in Adele Clark, whose throaty workouts at Shapito-Bernstein's are drawing trade crowds. Girl repeated set for a Maudusten, but will do better.

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Gwirtz's Unique Tune Picking Angle on Platter Distributing

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

Near hundred music publishing companies, full interest and control of the record company, while Gwirtz took above mentioned projects. Jefferso-Travis, headed by Freey Ivy Folt and Vernon Eddie Kilgur, has since bought Musicraft.

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

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

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

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

To properly serve your record buying clients you must, of course, stock those labels and artists who, by their unquestioned merit and familiarity, are never out of demand.

Many, however, are no longer satisfied with just another record. They are seeking new and fresh potentials. For these discriminating buyers, ever-increasing in number, you will need each release of COLLECTORS ITEMS.

If the following names are not familiar to you, through their successes in related fields, imprint them on your memory so that when you are asked about them you will know: Avon Long; Day, Dawn and Dusk; Victoria Cordova, William Franklin, Patricia Farnsworth, Frederick Kinsley, Art Hodges, Hope Emerson, Muriel Gaines, Nora Sheridan, Merryn Nelson, Marc Sebastian, Phil Leeds, The Octoroons, Cedric Wallace Trio.

Like rare vintage COLLECTORS ITEMS will grow more precious with time. Since each release is an album piece of permanent value, the records come in intriguing new type envelopes made to fit into loose leaf record albums.

Another exclusive feature is the space provided on the copyrighted label for the collector to inscribe his name. This identifies the record as part of his personal collection.

The first releases are already on the shelves of your most progressive competitors. They retail at $1, with usual trade discounts and terms.

Collectors Items, Inc.
119 East 57th Street
New York 22, N.Y.

Job Shortage Socks Milwaukee Musickers

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

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

Terry Johns, Ltd.

George Devine's Million Dollar Ballroom works a steady modern band, as well as old-time combos for special nights. This policy is supplemented by name appearances, filling in the weeks and use of the other major bands, the touring combos from the local crib and bands in name offices for one-siders.

Dreamland Ballroom has been operating some time on a straight old-time basis, as does the Futurist, but latter only on certain nights in the week. These ballrooms and the local niteries and lounges, however, do provide enough working spots to handle the local tootlers.

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

New Coast Plattery Preems

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

New York office is at 119 East 57th Street.

Spotlight Oops!

NEW YORK, March 23.—In a story last week it was erroneously reported that Collectors Executive, label, here, was formerly Spotlight Records, Los Angeles wackers. Spotlight Records is still active on the West Coast and is headed by Charles (Chuck) Hastings. Firm is putting out pops and Westerns on a 78-cents Spotlight label. Ernest Horsher, Collectors Items prexy, was formerly with Spotlight.
WQXR Grants 802ers 2-Wk. Paid Vacash

Other Improvements

NEW YORK, March 22.—Annual two-week vacations with pay—something previously unheard of among musicians—are guaranteed to all theers employed by WQXR have, under an important new contract just signed with Local 802, American Federation of Musicians. Each paper settled during the local’s current negotiations with New York outlays, the WQXR contract is expected to yield considerable impact for the union in its dealings with other stations, including Gotham’s major network percolators.

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

Another feature embodied in the WQXR plan is elimination of the eight-week dismissal notice clause, which is replaced by a guarantee of 52 weeks’ work upon completion of a “renewable” trial period. Current WQXR pay, $70 per week, goes to $90 in a year, and by means of an immediate $5 increase and additional fivers every six months.

Taps’s Tryout

NEW YORK, March 23.—Taps, the agent, was trying to sell a girl vocalist to a band manager the other day and brought a flock of her audition records for the manager to hear. He played one. The manager said, “Her diction is no good.” 

“Put’s the accompaniment,” said Taps. He played another record. “She sounds forced,” said the manager. “It’s because she was jumping around and got wined,” said Taps. He played another record. “She sounds forced,” said the manager. “I’ve been trying to sing with my mouth,” said the manager. “It’s the accompaniment,” said Taps. He played another record. “She’s a girl prepared to pay to be a vocalist to a band,” said the manager. Taps left.

Tapes of interest

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

NEW YORK, March 23—Exploits of Capt. Arnold Wells, who books bands onto the Greensboro, N. C., Army Air Base, are the subject of comment and awe in local band circles. Wells, who before induction was around the biz with such enter- 
prises as the RCA-Victor Dance 
Corral, is buying ads on a weekly basis for the Greensboro A.A.B. Orches- 
tra, Chorus, running an occasional one-nighter simultaneously, on the same field. Not long ago he had two one-nighters the same night—Johnny 
Long and Charlie Spival.

Sam Donahue is Wells' current 
attraction, closing his week Tuesday (23) and being followed by Bobby 
Bryne, who will stay for two weeks, 
and Jimmy Felmer, one week. Other 
acts who have played one-nighters or locations at the flying field are 
Sherry Sherock and Dean Hudson.

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

Caffo Wood Work Mixed

MILWAUKEE, March 23—Local 
musicians' union recent best teot- 
ers playing grade performances at Wood, Wis., Veteran's Home and 
taking a publicity fluff-off on top of it brought no satisfaction at all from 
Capt. Wells, who books bands onto 
the base. But over the Green- 

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Cement and Steele

NEW YORK, March 23—An 
exec of Mills Music, publishers of The Cement Mixer, which has been getting so much free 
publicity because of Ted Steel's 
remarkable publicity-wise blast at Be-Bop, kept the "controversy" 
alive this week by declaring "We are doing a lot to make 
more Cement and Leo Steel!" Meanwhile, the pub was around tying 
together several of the paper's 
staff to get it into its maga-

No Up in Goldman Park Scale

NEW YORK, March 23—Local 
802, American Federation of Musicians, 
and plans are now in the 
works for a celebration.

IMMEDIATE DELIVERY! PORTABLE P.A. SYSTEMS

Available now from 3

No. 220 60 watts.

Ray Linn and His ORCHESTRA in a Sparkling Nine Arrangement of "CARAVAN" Backed by "TEA TIME"

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

HOLLYWOOD, March 23.—Spade Cooley, whose Western band has reigned at Riverside Rancho for three years, leaves this week end to start a stanza at the Western Palisades on Santa Monica Pier. Cooley made the switch because of the greater capacity of Palisades. Rancho only accommodates 5,000, Palisades was the Palladium of the '20's, but during the past decade it has been pretty much a white elephant, also the recent entrance of operator Bobbie Bennett, who swung the deal for the CBS Colossus Clark Hollywood Barn Dance to emanate from spot, along with Deuce Springfield's Western Band, has given new life to the spot.

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

Standard Sets 10-Press West Coast Plant Deal

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

Standard is also making strides in distribution in this section. Victor Ralston, outfit's West Coast representative and vice-president of International, claims that the entire output of the 10 presses of the Standard Phonograph Company of New York will be handled by the firm. Also claims that the Western plant has been named to represent the firm in Northern California, Oregon, Washington, Charlie Campbell will handle orders and shipping at the Standard outlet here. Standard has been many years distributed Victor's foreign records.

Short & Long of It

NEW YORK, March 23.—Ten years ago Irving Caesar, Sammy Lerner and Gerald Marks wrote a novelty called Saskatoon, Saskatchewan, and nothing much happened. Last week Eddie Wolfin, of Famous-Paramount Music, came across the song, read it, liked it, bought it from Irving Caesar, Inc., changed its name to Saskatchewen in the interests of brevity, lined up some records, and put it on his hit schedule. In case anyone blinks Wolfin's shortening of the title represents a trend toward brevity. Charlie, Harry and Harry Tobias, whose last joint effort was the 1945 hit Miss You, have placed their latest, I Used To Be Her One and Only, Now I'm Only Her Used To Be, with World Music, with a Sammy Kaye disk forthcoming.

Eckstein Gets Earle; Shoots For Strand and Other Houses

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

Royal Disks Renamed Sepia

HOLLYWOOD, March 23.—Royal Record Company, previously record- 

label under Gem label has changed name of firm to Sepia Record Company and will issue platters under G. Ciet tag. Indie diskery has been plagued with name-aches for some time. Orl found it necessary to drop Royal and Gem names because of difficulty in clearing the titles, and previously had dropped Coronet tag because of difficultly in clearing the titles, and previously had dropped Coronet tag because of objections raised by the magazine of that name.

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

Cleffers Cook Radio, Stage Billing Drive
NEW YORK, March 23.—A group of well-known pianists, at least three of whom are members of the executive council of Songwriters' Protective Association, are discussing plans for a campaign to get increased stage billing for writers. "If a song is important enough to make the hit parade, why isn't its writer important enough to be mentioned on the program?" is the way one SPA leader phrased the idea.

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

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

Miller Ork, Once For Free, Gets 3% G From Pointers
NEW YORK, March 23.—Glenn Miller's Army Air Forces orchestra got the lead in Point prom this year, June 3, for $500. Three years ago General Artists' Corporation had Glenn Gray all set for the same job when the brass-hats decided to use the late Miller's Army Air Forces ork for free, canceling Casa Loma. So now GAG gets plenty of revenge by asking the academy $5,500 for the Monday date, selling them substantially the same outfit they got for nothing back in '43.

N. Y. Theater League Takes O'Dwyer Pay Beef to AFM
NEW YORK, March 23.—League of New York Theaters has appealed to American Federation of Musicians against Local 802, AFM's insistence that musicians must be paid for the days they were laid off as a result of Mayor O'Dwyer's recent antitrust suit against the studios.

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

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

A few years before the war started he became ill and was sent to Australia to live, and thence back to America. Despite vociferous objections of English musicians if he comes back, a lot of Reely Fox will get the booking at the Gaumont over here, which was blitzed out during the war, but, reconstruction has been going on and that should be ready to reopen in about a month.

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

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

CHICAGO, March 23—Midwest cocktail bookers, especially those whose talent cylinders contain a resin reserve of vaude and similar material, are wailing louder than ever before during the usual Lenten fallow period. While the units of the bookers' entourage are going begging these days, bookings men lament that they have, in most instances, shaved their talent calendars to the bone and have their overhead down from the usually poor patronage of the pre-Lenten period.

Cocktail bookers are feeling the pressure of budget cutting more this year than ever before because in the past eight months they've build up a large number of the heavily demanded acts. There is a resulting demand for such entertainment that has pushed prices beyond the usual cost of living peak, and now during the Lenten season ops are shifting away from the $500-$750 weekly rates for comedians and piano singles and units that work for under five C's. Because of the prevailing conditions, local bookers have repositioned their talent in many cases, both in vaude-type, vaudeville-type units to vaude-type entertainers, with the result that in many cases the shows now being produced are the lower nut unit or single.

In order to satisfy ops, who are pushing their units away because of Lent, as well as to try to get bookings for their upper-circuit acts, local bookers also are trying to talk up the shows to single and groups who they believe will notice other entertainment and might be interested in considering other units that use "character" in their billing.... Lot Hanko blackboarded an act in the 4th Place that has been around here a while and has been playing in the main lounge area of the famous 4th Place. They have their "character" in their billing.

Other acts are using vaude-type talent to hold over their Lounges for A. C. Track.

ATLANTIC CITY, March 23.—At the annual convention of the American Association of Junior Lounges for A. C. Track, originally held at the Palace Hotel, Atlantic City, the final bill of the convention was a dinner at the Hotel Savoy, where the entire convention assembled for an informal dinner...

TOM McDERMOTT
Talent Director for 20th Century-Fox
CARLOS VACCARO
Ace Drum "Rhytmian"

MEMO

VARIETY BOYS AND ETHENELE

NEW YORK, March 23.—The Billboards of Variety, the trade weekly of the entertainment industry, have been returned to the Flamingo Club, Coney Island, New York.

March 30, 1946

COCKTAIL-NIGHT CLUBS

Communications to 1884 Broadway, New York 19, N. Y.

The Billboard

Cocktail-Night Clubs

Marsolais Claims Hull Clement Trio

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

In the latter case, Stuart's contract with the Morris office had until 1911 to run. Office, however, gave him a tentative release to become effective if any other office could do something for him. Marsolais immediately pays it to work in a Savoy 10 Lounge.

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

Cincy Lounge Changes Hands

CINCINNATI, March 23.—George P. Dreidame and Otto J. Street have taken over the lease on the Spa cocktail lounge in the Kemper Lane Hotel here. Lease also takes in the booker's penthouse facilities. Street formerly operated the Spa lounge, which had the 19th Role, suburban lounge and cafe.

Lounges for A. C. Track

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

AMERICA'S FOREMOST INSTRUMENTAL AND VOCAL DUO

UBIE BORNSTEIN

THE BILLBOARD

SOLO STAR

ARTY LUX

Ladies of the Picture Palace

Matty Mars

Bud Cates

ERNEST PARKER

HUB ESSEX SHIFTS TO LONDON POLICY

BOSTON, March 23.—Hotel Essex, when a "cosy" cocktail lounge club in-between, unpopulated decision of a prize fight is unpopulated decision of a prize fight is unpopulated decision of a prize fight.

Bill Hopkins closing up his Rathgeber June 1... Bernice Robinson... to have her next stop in the Savoy 10 Lounge...

Kinky Eddie Sissie office... Steve Murray...襟... to have her opening at the Coronaet was set back by his opening postponed to early May. James Poland, stage manager at the

Hub Essex Shifts To London Policy

NEW YORK, March 23.—Jerry Marsh's Cocktail Lounge, Uteca, is now on a hunt for a club to play in. The club, which used to be a cocktail lounge before he became an op, has been using local acts as a stop-gap. Has added to his budget and is now booking for Adrian Rollin.
Northern Rush
About To Start;
Act Dough Off

NEW YORK, March 23.—With the big Florida spots due to close this month, a big influx of performers is expected to hit the cities in the next few weeks. But the market for acts is㎏ not large enough to turn all of the performers when they try to get paid.

The performers will discover when a few weeks.

Northern Rush
to any price category.
tan spots.
ple asking that they be booked for flown south to pick up costumes, and night club ops who have been crying tougher from here on, the Eastern find the bloom is off the rose.

is established and has somewhat of a name value, the price can still be

cannot do anything more for their
will start first theater jobs April 19
Storch, mimic, current at the Copa,
R. De Marco's 1st Since '41

Kavanagh has been appointed musi-
cal director of the Michigan Theater, as pianist for lulls.

The Billboard
Communications to 1864 Broadway, New York 18, N. Y.

Northeast Rush Wakes; Spot Ups Chorus to $35

MONTREAL, March 23.—Several local night club ops are worried over the reappearance in Montreal of the Eastern Canadian branch of AGVA which had been dormant for a long time. Fox, of the ear, notched branch, last week end (11) caused a flurry when he went to see Stan Finney, musical arranger and former of the Eastern branch, and demanded that he double the chorus girl salary (which, as reports have it, is $1.00 a week for a full week or 50 cents a week for three or else. The Requiem would be still out of the fold. "Blacklist" and no AGVA member from across the border would be permitted to perform.

Cleaver reportedly agreed to pay the line girls $3.50 a week and to change a rule preventing it. He claimed, the showgirls from leaving the line to which they were shown. They will sit with customers. Meanwhile Fox is preparing to place the line in court. He should have other night club ops who are making a fuss for the line girls.

On Monday (7) Fox attended an
organizational meeting called to put a stop to the AGVA "blacklist" that has gained momentum recently. He told more than 100 local agents that it would not be harmful. He said that he would get all the help that he had since the main office in New York had been under pressure to get a charter from the AGVA. But Fox said that a charter would not rep would not be sent to Montreal soon and it was impossible to complete the reorganization of the local although labor board authority will have power to carry on and will be working with both agents and operators.

Magician Tom Auburn, unexpectedly discharged from the Canadian Army, is chairman of the new group.

16ers Will Have To Remain
Sweet and Unkissed, Sex N.Y.

ALBANY, March 22.—If the rules of the State Legislature here give the 16ers a break, their bets will be a thing of the past in Albany. No one under 16 will be allowed to enter, to form or open night club branch of showbiz. Supervision is by Statute and Board of Health officials. Bill, which was passed two weeks both, states that children under 16 shall have protection against exploitation in theatrical performance, circus, fashion show, motion picture, or as a model exhibit or as an army or civilian program, unless educational board or official decide such performance is not harmful.

Or Could Be It Keeps
Them Away From Bars

BRIDGEPORT, Conn., March 23.—State Liquor Commission informed all the night club managers that shuffleboard games in these places are prohibited, and those having them would have to close them down within 30 days. The theory involved was that the business would be utilized in gambling for drinking.

Georgia Sothern for Cafes,
Leaves Only Margie Hart

NEW YORK, March 23.—With Georgia Sothern extending her field, that leaves only Margie Hart in the same stripper class who is not under the rules of AGVA.

Gypsy Rose Lee and Ann Corio have been doing sale work for some time. Strripper Soltsi shows at The Brown Derby, Chicago, April 4, and she'll head the bill.

Brighton Punch Bowl Opens

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

It Was Ever Thus

M.I.A.M.I., March 23.—Ken Jones, relief pianist at Kitty Dugan's, was seen talking up with Johnny Silvers, club leader, among others. When new show opened, Silvers instructed Ken to act as emcee and "giving the orders now."

Slate Bros. Split
$1,000 AGVA Fine
For "Unfit Conduct"

NEW YORK, March 23.—The Slate Bros., now working at the Latin Quarter, an old Detroit spot, were called up before an AGVA rep would be sent to Montreal soon and it is impossible to complete the reorganization of the local although labor board authority will have power to carry on and will be working with both agents and operators. Magnification of the State Legislature here give the 16ers a break, their bets will be a thing of the past in Albany. No one under 16 will be allowed to enter, to form or open night club branch of showbiz. Supervision is by Statute and Board of Health officials. Bill, which was passed two weeks both, states that children under 16 shall have protection against exploitation in theatrical performance, circus, fashion show, motion picture, or as a model exhibit or as an army or civilian program, unless educational board or official decide such performance is not harmful.

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**IN SHORT**

(Continued from page 41)

MADISON, Wis., April 17 — Marilyn Burns, formerly with the Irregulars, now at Zanzibar, San Antonio, follow with two weeks at the Nightclub, San Antonio. Spot is miss with church. Morgan Motors, formerly with the Gables, will open new show at Slapsy Maxie's in Detroit, April 26. Duke Art and Junior Buckwalter currently at Mandarin Room, San Diego Hotel, Calif. A Robinia is running. Spot is running. Spot is running.

JOHNNY MOORE’S THREE BLESSNS, now at Zanzibar, San Antonio, follow with two weeks at the Nightclub, San Antonio. Spot is miss with church. Morgan Motors, formerly with the Gables, will open new show at Slapsy Maxie’s in Detroit, April 26. Duke Art and Junior Buckwalter currently at Mandarin Room, San Diego Hotel, Calif. A Robinia is running. Spot is running. Spot is running.

MIAMI: Nita Brothers, now at Murray West, Cleveland, finished their 12-week run at Mandarin Gardens, Miami. Nita and her band are now on tour in South America. Spot is running. Spot is running.

VANCOUVER: Van Dyke Beaton has shifted from the Depot, Seattle, to the Earle, Portland, Ore. Band is auditioning new players. Beaton and his band are now back at the Depot, Seattle, after their recent tour of South America. Spot is running. Spot is running.

HERE AND THERE: Lillian Bennett is the new intermission accordionist in the Robin Hood Room of Hotel Eyebrow, Minneapolis, Minn. Bennett is the new intermission accordionist in the Robin Hood Room of Hotel Eyebrow, Minneapolis, Minn. Bennett is the new intermission accordionist in the Robin Hood Room of Hotel Eyebrow, Minneapolis, Minn.

4 DUKES BACK AT OWN LOUNGE: DETROIT, March 26—Four Dukes, vocalists, all new out of the army, have taken back the Stage Bar Room which they opened in 1941. Spot is running. Spot is running. Spot is running.

NEW YORK, March 26—Lloyd and Willis re-opened for their third week at the Stork Club, advance $1,000 over its third week. Previous take $950. Lloyd and Willis re-opened for their third week at the Stork Club, advance $1,000 over its third week. Previous take $950.

Village Barn Brings Back Old-Time Films

NEW YORK, March 26—Village Barn is bringing the old-time flicks back again, planning to flash back Old-Time Films. Village Barn is bringing the old-time flicks back again, planning to flash back.

Miami Beach, March 26—Bob Collum’s 52d week at the console at The Fifth Avenue Club, Virginia Beach, is Bob Collum’s 52d week at the console at The Fifth Avenue Club.

Golden Gate Dips to 22G

SAN FRANCISCO, March 26—Village Barn is bringing the old-time flicks back again, planning to flash back Old-Time Films. Village Barn is bringing the old-time flicks back again, planning to flash back.

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

**NEW YORK, March 25—** Lentin took a bite out of last week’s take with the MH 130G Lead Lenton Pack, Para Strong 110G; State, Cap, Roxy Dive; Strand Okay. Lentin took a bite out of last week’s take with the MH 130G Lead Lenton Pack, Para Strong 110G; State, Cap, Roxy Dive; Strand Okay.

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smuggling into Miami, which could no difficulty in adapting his Eddie ("Nuts") Kaplan, veteran of turn up.
of the beaten patio but plenty of folks clubs, groups, welcome home parties long, entertaining revues and plenty of folks
ner 8 and 12.

Frank Palumbo.

But, above all, has a fine voice and gowned and has good showmanship. is
e
now to mixed family audiences. Routines terrific

Kitty Davis, Miami Beach


Despite exodus of winter visitors, this pop beach spot came up with the best show of the season (11) and his is immense. Now clicker brings in Jerry Lester, comic, for his first Florida appearance. Jerry has a corking comedy route

e on his every move is a rib tick-
er and singing Of Men River in his own style with a bit of rope trick. Promises a musical saw and cuts a board with it while the band plays. His African and East Indian hit with a rope trick in which he uses a stogie convulsed the customers. For en-
core he did a skit called Bartender and the Kid which is a hula. Changed to kid costume and back to bartender continuously as he spoke the lines to clinch a sock. Worked 32 minutes.

Bee Kalinus and her songs a show-
stepper. Chirps a flock of pops and for encore gave her impression of the late Helen Morgan singing My Man and Nora Shime On Harvest Moon. Did Al Jolson's April Showers, Belle Baker's All of Me, Joan Blondell's Jazz Baby and Sophie Tucker's Some of These Days and Harry Richman's Birth of the Blues. Closed with brain boggling with folks participating. Begged off.

Betty Lou Holt, in a fast hoofing
tour de force. Her singing of It's All Right Now is a heavy hit. Ken Jones is the emcee.

Kitty Davis scores with her lovely

AMERICA'S FOREMOST ACRO-BALANCING DUO

THE LAMBERTIS

CLARA THE LADY UNDER-STANDER

Now on Smash Hit Tour of Eastern Theatres

Personal Management
LOUIS W. COHN
CENTRAL BOOKING OFFICE
203 N. WABASH AVE. CHICAGO

Eastern Representative
NEW LEON
MARK J. LEDDY OFFICE
48 WEST 48TH ST. NEW YORK CITY

Pictures Blue
ARTIST'S REPRESENTATIVE AND PRODUCER
FINEST SEPA TALENT

ORCHESTRAS TRIO OR BANDS
COCKTAIL COMBO

ADVERTISING SERVICES

REVUE THEATERS

COLORED RADIO ARTISTS' ASSOCIATION
Phonograph 2581, Winona 8404.

4346 S. STATE ST., SINGA ARCADE, SUITE 407
CHICAGO 16, ILLINOIS

* THE ARISTO SKATES BUDDY AND JEAN*

Opened March 22 for 2 weeks
JEFFERSON HOTEL ST. LOUIS

Personal Direction
SEYMOUR SHAPIRO
32 West Randolph St. CHICAGO

Latin Quarter, Miami Beach, Florida


Current production, which holds over Sophie Tucker, with Jimmy Savo replacing Jan Murray, maintains previous pace. Show runs 90 minutes and features. Due to tragic accident of last week, chorus line is reduced to nine fins, but is given extra "prop" in the form of costumed figures with David Barry chirping and ensnaring the show are still tops.

Sophie Tucker, recently, to offer a unique terp specialty. Open with usual hoofing numbers, then Sophie starts to work the crowd which bowled down Savo and Grachio Marx, Carmen Miranda and Jimmy Durante for Longines. Will shift into toy soldiers for a smash close to the tune of Dance of the Florida Soldier. Plenty of mint for this trio.

Bess Bache and Jane Bebe have a dance routine consisting of the best, but done in a comedy vein, with Jane up to her usual antics and slap-
goings. Duo scores heavily at finish.

Jimmy Savo, new to Florida, can come best to the people here for it, for the customers eat up his style of hoofing and they take him seriously. Savo, coins. Jimmy vocalizes All of a Sudden My Heart Sings, Old Black Magic. Then he takes a golf shot and runs a horse. Road to Mandalay and One for My Baby. He will not drink from a reviewer's table in ex-

Kitty Davis scores with her lovely

LAUPE HousE, Covington, Kentucky


Club's clientele never quite got off its hands in receiving the new layout which bowed Wednesday (20).

But, above all, has a fine voice and gowned and has good showmanship. is
now to mixed family audiences. Routines terrific

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The atmosphere of the old 18 Club where the customer is always wrong and every thing is done to suit each other in insulating the table squatters, is carried over to the new spot. Only the location and the decor is different. Room is a long narrow affair that offers an impression of width, height, and depth. Actually, the decor is elegant, reminiscent of a music hall. Floor is laid out in three one-step levels. Performers work their way down front with the last performer, even the he had trouble, to the right performer, even the he had trouble, to the right performer, even the he had trouble.

To the right of that is a small iron balcony where some bits of biz occur. To the right of that is a small iron balcony where some bits of biz occur.

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VAUDEVILLE REVIEWS

Loew's State, New York
(Reviewed Thursday Evening, March 21)

Current show has all the makings of a suck package. It drags corn and sentiment, but no one can accuse it of being uncommercial. It has plenty of laughs, a fine novelty and a round finish—the house sits up.

Headliner is Benny Fields who comes on after an oft-told intro about how great his management is to have him back. His deep booming voice gets the hands after a slow start with rambunctious, get-down, gets them, however, with his standard bits about Blossom Seeley and his finger snapping, feet stamping delivery of old pops. Builds it up with the pitch about how hospital 

ized G.I.'s like his stuff leaving it to a civilian audience to follow suit. And does it sell that well customers' police in on vocals with a vim. Finished with his applause mid-neglecting his American Boy. When Fields is on the schmaltz just comes. But customers loved it. Harrison and Fishell pull nicely with their knockabout balcony roommates. Get healthy litters with their grands Aussies. Male underacts nicely and gets overacting, mugging up a lot of his pops off with good hands.

Cy Reeves, tall Minche Auer looking corn, was well received. He's one of the boys in the candy store with dead pan stuff. Opened small but walked off big. Material is a combo of gags pulled from everybody. The three boys in the candy store was Jimmy Barron. The Guy with the Big Clock's gets laughs. It also gets them for Morey Amsterdam. The opening speed of his hand was funny. It was equally funny for Danny Kaye. But whoever Reeves borrowed from the maw. It is that he has tied together an amusing routine which pays off handsomely.

Bill and Cora Baird's puppet act is still pulling those deep belly quakes. Couple work off a black velveteen piano at the front of the stage. The boys loved it. Reeves burned from the maw that he has tied together an amusing routine which pays off handsomely.

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Harry (The Hipster) Gibson works in open collar shirt and lights a cigarette smugly. He's one of the besturs with Poinciana, one of the ma-

conduct's recordings, getting a good hand. Leader's sax and the frames with muted trumpet background are the highlights. An all-star, The Big Band, gives hands. Male sideman chance to ride but Carter is in there pitching with a hot stumped. Back Bay Boodle, ended midway in the show, featuring the Carter sax and Sammy White on piano.

Orpheum, Los Angeles
(Reviewed Tuesday Afternoon, March 19)

Current show packs a jive wallop. It is well paced with Benny Carter and orchestra holding the house to the last. Carter's commercial brand of music with hot tunes getting full play pleases the youngsters and gives them their money's worth.

Stone, this week, on a blues.

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Golden Gate, San Francisco
(Reviewed Wednesday, Afternoon, March 26)

Frank Sinatra, the slim, trim-voiced boy with the winsome manner, stepped onto the stage here yesterday to the accompaniment of a throng of screaming, adoring fans. Among the audience, adolescents were seen batting their eyelids, ruffled all over again. His awkward stage manner made some of the fans of his more mature spectacles.

The Golden Gate Starlight Theatre, directed by Axel Stordahl, presents a 30-piece orchestra and a three-act program. The orchestra is under the direction of John Pritchard, and consists of Harold Packer, who plays the piano. The orchestra plays primarily for the benefit of the audience.

The program of the night included the following acts:

1. Van Dyke and the boys, who performed a number of songs with a variety of musical instruments.
2. A ventriloquist, who entertained the audience with his act.
3. The Banana Boys, who performed a musical act.
4. A dance act, consisting of a tap dancer and a guitarist.
5. A musical comedy act, featuring a song and dance number.
7. A musical act, featuring a song and dance number.
9. A musical act, featuring a song and dance number.
10. A comedy act, featuring a slapstick performance.
11. A musical act, featuring a song and dance number.

The program was very well received by the audience, who were seen cheering and applauding throughout the performance.
CHICAGO March 23—Chi has been a hot girls' goal for the past few weeks. Local danceliners have been hit by the flu and the boys have been spending more time playing basketball than engaging in anything of a social nature. But just because it's on the stage it's not going, hilt lasted longer than expected. A few of the companies have been showing off their best, and it is hoped that some of the shows will lure people out to enjoy the offerings of the past few weeks. It is the hope of the producers that people will begin to return to the theater and spend their money on the stage productions. There are a number of shows that have been doing well, and it is hoped that some of them will continue to do so.

CHICAGO March 23—The demand for tickets for the new productions has been quite strong, and several companies have had to call from the box offices to let their subscribers know that there is no chance of getting a seat for the opening night. The management of the various companies is making every effort to accommodate the public, and it is hoped that people will continue to support the theater.

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LOVE IN THE SNOW

SHUBERT THEATER, BOSTON


This is a light, fast-moving show with plenty of good tunes by Harry Kellar. It has a good plot, and the acting is excellent, with Bobby Carr and Lois Jones outstanding. It is a first-rate production and one not to be missed by those who enjoy musical comedy.

CALL ME MISTER

FORREST THEATER, BOSTON


This is a good musical comedy with plenty of good tunes by Harry Kellar. It has a good plot, and the acting is excellent, with Bert Lahr and Ethel Lord outstanding. It is a first-rate production and one not to be missed by those who enjoy musical comedy.

THE SONG OF BERNADETTE

WILBUR THEATER, BOSTON


This is a good musical comedy with plenty of good tunes by Harry Kellar. It has a good plot, and the acting is excellent, with Bert Lahr and Ethel Lord outstanding. It is a first-rate production and one not to be missed by those who enjoy musical comedy.

OUT-OF-TOWN OPENINGS

LEGITIMATE 49

WOMAN BITES DOG

MCAGHER THEATER, PHILADELPHIA


This is a good comedy with plenty of good jokes and gags. It has a good plot, and the acting is excellent, with Allyn Joslyn and Young Brothers outstanding. It is a first-rate production and one not to be missed by those who enjoy comedy.

TWILIGHT BAR

PHILADELPHIA


This is a good comedy with plenty of good jokes and gags. It has a good plot, and the acting is excellent, with Arthur Kennedy and William Harris outstanding. It is a first-rate production and one not to be missed by those who enjoy comedy.

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HYPNOTIZE FAST!

Get this large
booklet of
INSTANT
HYPNOTISM
METHODS for
10c and
send self-addressed
stamped
denomination.

ORDER NOW!

TEN MORE BEST SELLERS!

MASTER KEY TO HYPNOTISM, by Andrew
McCallum, 2c.

WHAT IS HYPNOTISM, by Andrew
McCallum, 2c.

CHIEF PSYCHIC, by Andrew
McCallum, 2c.

HOW TO MAKE A FAILURE OUT OF A
SUCCESSFUL MAN, by Andrew
McCallum, 2c.

GREAT D R. ACT PSYCHIC,
HYPNOTIZE, by Dr. Kenton, 1.00.

STOCK TICKETS FOR IMMEDIATE SHIPMENT

Order from HELMAR—Publishers
2681 Milwaukee Ave. Chicago 37, I1.

THE SILEXES (Holly, straight man,
and Reneic) tavored a wedding
party for the aged
Lynn Cooper, a novelist just out of
the army, and his bride, Doris Felner,
following their elopement to Fall River,
Mass., March 18. . . 

ED DUGLIES, formerly featured as a
defence plant job to clerking in the
Brown Derby Boys set. . . 

DICK RICHARDS, recently featured
as the Al Grossman Agency in behalf
radio, television, and currently
brought with him three sets, Hardem,
Barbara Barrie and the Master
Karlo, a vocal quartet. . . 

LORD is featured in the stock cast
of the Al Grosman Agency.

HOLLY, straight man, and Reneic
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Bar, Church Groups
Stop Morrill Bill

ALBANY, N. Y., March 23.—Morrill
Bill, chief hope of theater to
influence of the New York City license commissioners, was killed
March 19 in State Senate. Opposition
groups and church groups resulted in
its death.

Billichill Bell, other measure that
have secured passage in Congress.

WANTED

EXOTIC DANCERS

BE A BOOSTER FOR MELTON SCHUSTER

127 West 43rd St., New York 36, N. Y.

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The Billboard

March 30, 1946

GENERAL NEWS

51

You Can't Tell a Public Service Broadcast by Its Bankroller

(Continued from page 18)

make the mayor "jump in the line," but that despite that, they cited WPXM as the major fund-raising idea, and suggested that it be passed on to other stations for consideration.

Eds Cite KALE Yet Job Shop

G.I. programs, as mentioned before, had a barreled of consciousness but didn't quite have the edge that a radio program would. The KALE Job Shop was one of the extra special. It not only presented the idea, but editors suggested it to the station. The editors noted that there were "two" failures in the first year of operation at WPXM and that no station job shop in the nation came anywhere near that failure rate. A couple of the editors' reasons, came trite not only with a citation but editors' suggestion to give "yours truly" some credit.

KWK Raps Airport Condition

Station KWK, St. Louis, discovered that the airport, one of the important terminals in the U.S., was in bad condition. It brought an aviation Editor Conference into session to discuss the condition of the field and when President Truman landed on the field, that was the editor's chance to hit the fact that St. Louis residents are tired of the lousy performance of the nation's commander-in-chief. Check another citation of KWK.

Labor-management Forums

Labor-management forums brought plenty of stations citations. WPXM in Newark, WBOB in Bridgeport, and WICU in Chicago were all. The Bridgeport Herald pointed out that both sides were fairly presented by the station. And within the forum, the editors' original suggestion landed $$.

Life-Saving is Pulver

Public service is many things to many people. To the editors of The Record, it is a matter of the highest importance. So in other words, it is a matter of the highest importance. The Record, Number 93, was in the groove, and the editors in voting on the For G. J. and Tune Twisters, stated simply, "you can have a public service, down on the farm."

Funds Asked for Pro Kids School

Teather Audience

(Continued from page 18)

Funny?? & How Yet!

A 202 Ways to Stop Hecklers

Chicago 18, 4.202 Ways to Stop Hecklers

I LIKE IT HERE

MIAI, March 23 —Beatitude players have accumulated a list of one-act plays which are broadcast over WBTM. These will continue until the school company closes its winter season in Coral Gables.

I LIKE IT HERE

(Continued from page 49)

give Here a commercial break. Show the Guild had a production for music and comedy. A one-act play which is broadcast over WGBS each Tuesday night is "It's a Good Life," which stars a pair of shoulders, the rest of his boys are being lost to the talents of his day. The denoument is just too silly.

Karlweis is in top form all the way, and he is every bit a fair quote of chuckles. He has a nice ability to play a comic, and he is a second act curtain which is a sure laugh-pleaser.

Production is okay, with a pleasant bit of acting by the banner.

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El Paso Gives Clyde Bonanza

Extra show necessary to handle through opening night—performance okay

BEATTY, SPARKS IN SOCK BOWS

Clyde Bonanza

El Paso Gives turnout that an extra performance was necessary to eliminate having put his lions and tigers and it was necessary to eliminate the tournament. They were strawed to the ring curbs here last night with such a sock

Beatty Circus opened the Ariz., today's town.

Billposters, contact Mr. R. M. Harvey. Rehearsals April 3rd, Newberry, 8. 0. Office over Sam Levy, representing the old Donaldson Lithographing Company, New-

McHenry and Mrs. Elsie Wells, are employed in the Cincinnati office of The Billboard.

Izetta May McHenry Passes

CINCINNATI, March 35.—Izetta May McHenry, 85, who in 1938 retired as secretary-treasurer of The Billboard Publishing Company, died of a heart attack at home, 27 Linden Avenue, Fort Thomas, Ky., Sunday night.

Miss McHenry, daughter of the late Frank McHenry, former comptroller with the old Donaldson Lithographing Company, New-

ARIZONA, March 23.—The Billboard announced she has been active in social and Girl Scout work. Two sisters, Lilian

Working Men, Truck Drivers, come on. Rehearsals April 3rd, Newberry, 8. 0. Assistant Boss Hostler for the Marchidons, Swedish tum-

R-B Tub-Thumpers

Hypo New Yorkers

NEW YORK, March 23.—Metropolis area was made circus-conscious this week as Beverly Kelley, publicity director, Ringling Bros. and Barnum & Bailey Circus, and his associ-

Famous Title Again on Tour

Arcadia gives capacity to org framed in six weeks—Haley and Valdo visit

ARDACIA, Fla., March 23.—Full capacity was reached by the Sparks Circus title hit the road here Friday with a capacity business and a full load of managers. It elicited praise from such visitors as James Haley and Pat Valdo, of the Ringling show.

The task of setting the show on the road and building a program in such a short time is considered a tribute to the organizing ability of Frank McHenry, who, with Marshall Johnson, president, and James Edgar, secretary-treasurer of the Florida Circus Corporation, said the opening day's busi-

Newman Still Critically Ill

ST. PAUL, March 23.—J. D. Newman, former owner of Cole Bros.,'Circus, is still in a critical condition at the St. Joseph's Hospital here as a result of a heart attack suffered last Saturday (16). Newman was here to handle Cole equipment based for the annual Shrine Circus when trouble occurred.

Mr. Newman was summoned here from the Newman home in Los An-

terrestion of Fred De Wolfe, treasurer, of the firm in January, also attended the meeting held here February 27.

Flint Grabs Minn. Pact For Woolfolk

ST. PAUL, March 23.—Roy C. Woolfolk, funeral director, Chicago, was awarded the 1946 Minnesota State Fair grandstand contract here Friday (32).

Secretary Raymond A. Pea, of the State Fair, said his board, meeting at Hotel Lowrey, voted the contract to George B. Flint, of the Woolfolk firm, allowing the state fair to go with a preserv-a-

HAROLD (JELLY) LONG has opened his Long's United Shows in Pacific coast territory.

Oil Man Backs New Texas Rodeo, Livestock Plant

VERNON, Tex., March 30.—First successful rodeo and livestock exposition will be held here May 29-30, with full rings and facilities to accommodate horse and cattle operator, underwriting the project.

Mapled to draw from North Texas, Southern Oklahoma and New Mexico, the exposition site embraces 193 acres. A new steel grandstand seating 2,000 is being constructed and a large area, extending 300 feet by 1000, and livestock pens are also included in plans. Mr. and Mrs. Frank R. Earl and Jack Sellers, Del Rio, Tex.

THAT GRAND OLD SHOW

BAILEY BROS.' CIRCUS

Omaha, April 3rd, Newberry, 8. 0. Working Man, Truck Drivers come on.

Miss Rachel Posthumous Show to Americana. Painted by Elaine Wells.

B -C Out After 16 Years

ST. PAUL, March 23.—Royce Woolfolk, of Chicago, was awarded the 1946 Minnesota State Fair grandstand contract here Friday (32).

Secretary Raymond A. Pea, of the State Fair, said his board, meeting at Hotel Lowrey, voted the contract to George B. Flint, of the Woolfolk firm, allowing the state fair to go with a preserv-a-

Current plans call for the show to train to leave Sarasota, Fla., winter quarters next Wednesday (21), arriving here Friday (29). Train will be shifted to the Mott Haven Yards in the Bronx for storage.

New Spe Touted

Publicity emphasis was placed upon the new spe, Typhus, which will have as its theme the mechanical wonders of a toy shop come to life. New acts for 1946 include Arctic Trampolining; Therion, comedy cy-

Chief Territorial, has as features Friesen Puckuin, arm-

Gooding Gets Columbia City

COLUMBIA CITY, Ind., March 23.—Annual Old Settlers Meeting and American Legion Celebration will be held on the streets here, August 7-8. It will be announced by the committee members this week. E. Gooding Amusement Company is designated to provide the rides and shows.

COLUMBIA CITY, Ind., March 23.—Annual Old Settlers Meeting and American Legion Celebration will be held on the streets here, August 7-8. It will be announced by the committee members this week. E. Gooding Amusement Company is designated to provide the rides and shows.

Gainesville Community Plans Hinge on New Top

GAINESVILLE, Tex., March 23.—Gainesville Community Circus, suspended since 1941 except for a small show in 1946 when Fair grandstand last year, will again be restricted unless delivery of a new 110-foot round top is made for the scheduled September 2 opening.

McGovern, who has broken an eight-horse liberty act of matched chocolate stallions. Delivery of a 33-horse cliche has been delayed a week. Paul McGee, show foreman, is slated to attend the reunion, to be held May 1, when repairs and building will start. A Morton Smith, program director, and George J. Carter, convention at Peru, Ind., April 11-14.
Dave Endy Org's Sole Owner

Strates Sells In Cash Deal

Assumes full control for official season's opening at Charleston, S. C., April 4

MIAMI, March 23.—David B. Endy is the sole owner and general manager of Endy Shows, having bought James E. Strates's end in a cash deal consummated here last Wednesday.

Dove bought his brother Ralph's interest in the org last fall, and at the request of the Dade County Fair here took over the end of the business owned by Strates.

Strates ended that the transaction will not have any bearing on the activities of the James E. Strates Shows, which are now being rebuilt in quarters at Mullins, S. C.

Endy announced that his 26-car show has been active most of the winter in South Florida, the official opening of the season being April 4 at Charleston, S. C., at which time he will be the sole owner and general manager. It is generally believed that he is the youngest man in the business to hold the reins over such a large organization.

Endy ended that he had been in the business for ten years, having operated a

Sparks Flashes Color in Debut

BIRMINGHAM, March 23.—J. F. Sparks shows in the 1946 opening show at the Coliseum here Saturday, which seems hungry for outdoor amusements.

Rides were in top shape and matched the bill to the letter, the show being first in line for a complete package. A free act.

Hurray! Here's a new one—"No Heat From This One W. M. Midway"—run by A. M. (Jugy) Walker, secretary; E. E. (Jay-Dee the Great) Martin and Fred W. Sims, general managers; C. W. (C.B.) Davis, treasurer; W. A. Thomas, superintendent of rides; P. Thompson, lott man; N. McDonald, chief electrician; and Henry Roeller, sound technician.

Juggy Out of Ga.; Moves Into N. C.

WAYNESBORO, Ga., March 23.—A. M. (Jugy) Podobinski will move his All Shows another notch northward next week into North Carolina for the official season's opening at Asheville, Furman for the show since the season's opening at Waynesboro, Ga., March 1.

Varrony, quarters city, was fairly deserted and not a sound was heard. Coachman Joe A. Parks, W. A. Thomas, and George Harr, Mr. and Mrs. C. W. Davis, Joe A. Parks, W. A. Thomas, O. Brindly, Betty Morgan, Ethel Davis, Jim Sparks, J. C. Scott, E. E. (Jay-Dee the Great) Martin.

Sims Sells to Harris, Rome; Plans To Rest

TORONTO, Ont, March 23.—Sims' Greater Shows have been sold to Harry T. Harris and Frank W. Rome. Sims, who operated it for 17 years, announced he plans to rest for a year or two and then return to the business.

He added that Rome, who had been manager of the org for 17 years, will probably settle the show, Model H. T. Harris having been announced to be in charge of the office wagon.

Turn to the OUTDOOR EQUIPMENT REVIEW

In This Edition

For the 1946 Fair List

High Point, N. C., March 23.—Rain and cold delayed the formal season bow of Ralph Decker's 1946 show here until Wednesday (26) night, when over 1,000 turned out.

Nearing completion, with an 8-shows, 35 rides and 60 concessions glistening in the curtain raised. Emanuel Zechlin, Connor act, was added free attraction.

I T HAS been truly said that "Advertising is the life blood of business." No business can exist without some form of advertising, and the need for it is particularly great in show business.

However, the press agent is an unsung hero. It is the p.a. who displays the advertisements, writes the press stories for the magazines, and does so much for the radio broadcasts. And it is the p.a. to whom the blame invariably falls if the show flops. But seldom, indeed, is it that the p.a. gets the credit if an event proves a smash hit.

There have been some rare exceptions to the unsung role of the p.a. And these few exceptions serve to demonstrate the value of the usually un-thanked, un-credited p.a.

Walter D. Neeland, who goes native in certain circles, was a reporter, city editor and feature writer with the New York Evening Herald, The New York Times, The New York World, The New York Journal, James Exposition, and Rubin & Cherry, Tom Kennedy, and John Walter. While he was with The World, he sighted a million passing pictures of the world, and was a full-fledged photographer in the Anderson Frobush's Detecte Keel, and on his own. The New York Sun, the May and Cecile Spooner.

He was known to make his ancient legs as a press agent for Bob Stevens' Bailey Bros. Circus.

Johnny (Toby) Hamilton, but it was the Press agents who made the Barnum show "The Greatest Show on Earth."

A vet thinks about the mob, recalling the praise agents who have crossed his path.

By Walter D. Neeland

many years after his death, is a household word, a testimonial to his genius.

P. T. Barnum made history. Typical perhaps was his purchase of Jumbo, the largest elephant in captivity, from the London Zoological Gardens, for the trifling sum of $10,000. When the school children of London learned that their beloved Jumbo was going to be sold and sent to America, they raised a ransom which put Barnum a million dollars' worth of advertising in America.

Barnum and the huge pachyderm were not in New York harbor by a feet of tugs carrying scores of newspaper reporters and photographers, and this again unloosed the floodgates of publicity. A triumphant parade through Broadway, with the elephant daring by 20 horses, brought another flood of stories. Even at Jumbo's death, when Jumbo was killed on Thomas, O.D., with can, while supposedly saving his little client, a baby elephant, Jumbo was big news, made by Barnum.

T. C. Ould scored Old Ould was revered in the public prints with the public wedding of Tom Thumb and his bride in New York City's famed Little Church Around the Corner, where thousands watched the ceremony. And he crashed the front pages with his sensational exploitation of Johnny Johnson, America's famous Swedish dancer, and the original Siamese twins, Chang and Eng; the Wild Men from Missouri, the renounced Whales, and many others.

Barnum had a press agent, Richard P. T. Barnum, who con

some are living and others starting on their first circus back in 1884, Al Ringling was advance agent and promoter of a circus show that was to become the largest on earth. The late William D. Coney was the first press agent to be named.

JOHNNY P. CIABURRI WANTS AGENTS

For Cat Ball Game, Devil's Bowling Alley, Watch-La, Pitch, Duck Pond. Must have Big Show experience. Address Care of Cellin & Wilson Shows, Petersburg, Va., till April 6.

JOHNNY J. DENTON SHOWS

Everyday contract immediately. Ride Help wanted for the following Rides: Whed, Merry-Go-Round, 7-Tub Tilt-a-Whirl, Chair-o-Planes, Helter-Skelter, Kiddie Rides.

CONCESSIONS—All Stock Concessions open. Will sell X on Snow Cone, Must Age 10, High Striker, Lead Shooting Gallery.

SHOWS—Good opening for Monkey Show, Penny Arcade. Want organized Pig Shows. Will pay salary and percentage. New top and bannners, all two 20x-40 tops. What have you?

JOHNNY J. DENTON SHOWS

OPENS MARCH 30, JASPER, ALA. — TWO SATURDAYS

Johnny J. Denton Shows

A vet thinks about the mob, recalling the praise agents who have crossed his path.

By Walter D. Neeland

years with Buffalo Bill and Ringling Bros. and Barnum & Bailey Circus.

A draught by profession, he never worked a sign on his circus. He didn't have to because newspapermen, far and wide would write for him. His name was Dun-De-X, but always mentioned the name of the show. Mr. Dood passed on a few years ago and his body is interred in a little New Bearn, Conn., cemetery, marked by a monument topped with a bronze statue of Old John, his favorite elephant.

Of present day press agents, Doc Waddell, now in his 90's, is as spry as he ever was and many of his trouper days with circus—and thereby teaches the youngsters to the business how to get publicity. Doc has tramped with all the big shows and is known best for his long identification with the old Mickey Robinson Circus.

When Ringling Bros. launched their first circus back in 1884, Al Ringling was advance agent and promoter of a circus show that was to become the largest on earth. The late William D. Coney was the first press agent to be hired.
by the Ringlings. Casey later handled the management of Harry Luder, famous Scotch comedian and singer.

At various times, Ringlings hired many press agents, including Beverly White, Joy Reid, James Roy Bondy, Dan S. Findell, William Ashley, Philip P. Norcross, Wil- lia Pitillos, Tom North, Ned Alford, Roland Butler, Tom Kilianne and Jerome Harriman.

A Fancy Crowd

Present Ringling staff is the best in the circus. F. Beverly Kelly, press chief, has for his able assistants, Frank W. Downey, whom I consider the greatest living comic, and I include myself in this class by myself as a press agent; Allen Lester, J. Bernie Head and Bill Fields, all good men, tried and true.

A veteran of many years experience is William Allen, "planting the midget" in J. P. Morgan's lap during a government hearing in Washington several years ago. That was the greatest press story of all time. Wire services eating it up and papers playing stories and pictures up big.

Other press agents I can recall are Whitting Allen of the Adain Forepaugh Circus, Harry (Punch) Wheeler, Courtney Ridley Cooper, noted author; Frank (Dean) Stuart and Henry (Tommie) Timm of the Ringling Bros.' original Seven-Floored Circus during the Bullfle-Tam- men regime; and Harvey L. Watkins and George (Bud) James, former press agents for Barnum & Bailey Circus during its European tours.

The last of the great circus press agents was on hand at various times such as Rex de Roselli, J. P. Morgan, James Jay Brady, Dan S. Fisheller, J. W. Hargreaves, Charles Bernard, John Robinson, George (Bud) James, Allen Lester, F. Bernie Head and Bill Fields, all good men, tried and true.

Hagenbeck-Wallace and J. Charlie Banks had for many years, and it was Banks who used the roadman of the business. His brother, Sam J. Banks, ran the circus for many years, and in later years, as a manager, he used to use the smartest of the roadmen.

Still others I recall in the circus fold are Gardner Wilson and the late George S. Kline, for many years manager of the John Robinson Circus, who was later with the big show. Harry M. Strouse, now a burlesque manager, formerly with the Pawnee Bill and the Harvards Circus; Charles Bernard, press agent and treasurer of the Walter L. Main Circus and John D. Kaney of the same show; Billy Mc- cow, later with the big show.

Others, in turn, were Bill Antle of Russ- ell Bros., William B. Naylor, of Sells-Floto's ticket, and Harry Kacstel of Clyde Beatty and this year with Bailey Bros.' advance staff.

Also Robert T. Hickey of the John Robinson Circus, William M. (Bill) Brees of the Marks Shows and Aus- tin Bros. and Harry G. Watson.

Looking backward, I can recall only two women press agents, Nel- son Reid, Jr., brother, Sam J. Banks, the Circus Manager, and Mrs. Emma Miller of the Al G. Barnes Shows.

Salter Had Color

My own recollection of the greatest pictures press agent is that of Edward R. Salter, who also a man of nature you'd enjoy talking to. He was known as "the man who could plant any story in the world with his pen." He was a poet and writer and was known as "the man who could plant many stories in the world with his pen." He made WW a leader in the field of journalism and helped to launch the career of the great Ringling brothers.

Other outstanding carnival press agents were Doc Waddell, for many years with D. W. Adams' Waddell Shows; Bill Floto, Con. T. Kennedy Shows, and Sherif Beverly, the "Ink Machine" for the Ringlings.

We Are Authorized Eastern Distributors

HANLEY PHOTO SUPPLY CO.

KANSAS CITY 6, MO.

CALL

OPENING—APRIL 12th—OPENING

NICK'S UNITED SHOWS

25TH ST. AND MADISON, MUNCIE, IND.

All people holding contracts can move on Apr. 10th. Can place a few more large Luminishes. Want Concessions, will furnish top. Mrs. Nickerick wants four Ball Games West. E. B. Smith wants Agents for percentages. Nancy and Ted, says Tex, will write me. G. C. Sherry can place Bingo Shows. Show can play first-class Electrician at once. Also want Marvel Bowers. Want a big show. This show will play each week. Have full-size Two Penny Pitches complete, also 1919 Concessions, Concessions, Concessions, and Concessions. Have bunch of Show Apps for sale. Will place them.

S. W. NICKERICK, Anderson Hotel, Anderson, Ind., till Apr. 10th, then Muncie.

P.S. Want good Feature Free Act.

ZACCHINI SHOWS Want

FOR QUINCY, FLORIDA. WEEK OF APRIL 1


MARIO ZACCHINI, Owner

COLOR, FLASH, APPEAL

PENNY PICKET PORT HICKEN

OR NICKEL PICKET

HUCKLEY BUCK KEGS

Wide Open! Give your show a 10 dollar Keg of Kegs.

HARRY HELLER, Box 6, Camp Gaw, N. J.

FORD SMITH, like to bear from

614-33-3

CALL

RAY OAKES & SONS

1003 HOME OF THE WORLD'S FINEST ZOO

BROOKFIELD, ILL.

Write for Catalogue.

TOMMY TOYES Ten Shows

WANT FOR 30 WEEKS

Acts doing two or more, state all, salary expected in your wire or letter: Boss Canvanas, Electrician, Hibbly or Western Novelty Band, Novelty and String Musicians, Truck Drivers, Sound Truck.

Concessions open: Photo, Prize Candy, Popcorn, Jewelry. Casey Jones of Flat River, Mec, wire; Carl Wyche, wire; Tex Ferguson, Kenney, wire. TOMMY TOYES SHOW, Phoenix, Arizona.

WANTED

LIONS' CLUB FAIR

APRIL 1 TO APRIL 6

2 SATURDAYS, 2 SUNDAYS, APRIL 11TH TO APRIL 21ST, EAST PATERSON, NEW JERSEY


HARRY HELLER, Box 6, Camp Gav, N. J.

Phone Wycoff 7522

WANTED

FOR BARKOUT BROS.' SHOWS

OPENING APRIL 11, TOLEDO, OHIO

Can place two more Rides, Title-Of-Whirl and Octopus. Also two Kiddle Rides. Can place Night-Clown Shows, also Platform Shows. Can place Merchandise Concessions of all kinds. Want Ride Help, Foreman and Second Man for Ferris Wheel, Merry-Go-Round and Chisholm Rides. Can place small Concessions and Cash Joint. All address to

K. G. BARKOUT, Mgr., 405 4th St., Toledo, Ohio
PARADA SHOWS

BEST IN THE MIDWEST

Opening Downtown PAOLA, KANSAS, APRIL 6 - TWO SATURDAYS

Best Route of Fays, Mammoth 4th of July and Labor Day

Send for Our Route Sheet

CONCESSIONS - Will book a few more that don't conflict.

AGENTS - Forrest C. Swisher wants Agents for Stock Concessions, Ball Games, P. C.

BINGO - Want Caller and Counter Men.

HELP - Foremen and Help for Twin Wheels, Septuagen, Jones Mix-Up and Little Beauty Merry-Go-Round. $50.00 per week and more if you are worth it. Electrician who can drive, $50.00 per week plus season $100.00 bonuses. No time to write; come or phone. Shows leaves quarters April 3.

BONUS - $100 bonus to all Foremen who stay all season.

SHOWS - Will book any Show with own equipment positively free.

CONCESSIONS OPEN - Basket Ball, Bumper, String, Hoop-La, Jewelry, Novelties, Custard.

BONUS - $100 bonus to all Foremen who stay all season.

RIDES - Will book any Ride with own transportation at

All address H. C. SWISHER, Box 125, Caney, Kansas.

NOW AVAILABLE FOR THE FIRST TIME

The Kettle Kleaning Kit

including 1 Complete Unit

STAINLESS STEEL BASKET

1 STAINLESS STEEL KETTLE

2 "FIT-TO-FIX" BAGS

1 STAINLESS STEEL SPATULA

Phone 468 W

For Gal, Mrs. McCutcheon, 127 W. Calhoun, Selma, Alabama.

WANTED

THE BROTHERS BUCKO

FOR BIGGEST SPRING CELEBRATION

in Texas, with a steel grandstand seating 5,000.

Address:

H. W. BROWNIE AMUSEMENT, Stroud, Okla.

OPENING SATURDAY, APRIL 6TH, SALISBURY, N. C,

ALL AGENTS REPORT APRIL 1ST

WE OPEN IN CHARLESTON APRIL 4TH

JACK GILBERT

ENDY BROS.' SHOWS

CHARLESTON, S. C.

CRISTAL EXPOSITION SHOWS

Opening Bainbridge, Ga., April 1 to 3, then heading North.

Can place Grid Shows with own outfits. Want Free Act to join at once. Can place a few more Concessions. Want Ride Help that can drive semi.

Address all mail to W. E. BUNTS, Bainbridge, Ga.

PRESS AGENTS - Past and Present

(Continued from page 55)

Worthwhile Shows, whose publicity on the Hillside Sisters - "The Joined Together Girls" - made them a tremendous drawing card.

Also William J. Hilliar, for many years with Rubin & Cherry and Seidelman & Pelly Shows and who also operated the Wheeler & Carter Shows; Jeff Collins, one of the best in the country, England with the old Frank C. Boosack Wild Animal Shows, and my old side-kick, the one-and-only Stall De Belle of Ballyho Broc note and more recently with World of Mirth Shows.

RUNNING THE LIST

Jim Morgan, of the same show, now with the Billboards; Len L. Remassell, O. C. Slack Shows, now company manager for Blackstone, the magician; William B. Naylor, with Cleveland of Amusements; Thomas W. Rice, Harrison Shows, Roy B. Jones, Polack Bros. Shows, formerly with Dewan's World's Fair Show; Floyd (Whitco) Newell, Mighty Sheehy midway; Herb Pickard, a producer who produced himself with the Johnny J. Jones Exhibition, and the late Claude Sheehy, many years right hand man and publicity manager for Mighty Sheehy midway and later outdoor editor of The Billboard; Frank (Doc) Shean, now manager of Casino Park, Virginia, formerly with Johnny J. Jones Exhibition and L. C. (Ted) Shean, formerly with celery & Williams.

Jack Dudwell, Royal American Show, is currently chief barker, that post for 10 years and is regarded as one of the best in the outdoor world. Frank Wintzell, C. W. (Chuck) Franklin and Howard P. Stahler are other well-known p'a's.

Auto racing and thrill shows depend in a large measure on the publicity they get, high-class publicists, with ample newspaper training, are required to obtain the desired results.

To Put Pursell now The Billboard's editor, I award the Distincted Service Medal for all-around excellence in that field. Put was a sports editor in Fargo, N. D., when I first met him. He had a very good show business and joined the late Ralph Hancock, auto racing promoter; B. Ward Bean's International Congress of Daredevil and Jimmie Lynch's Death Dodgers, and look at him now - in the editor's chair. Others in that field that are recalled are Jimmy Malone, now a Tampa city editor, and the late Bill Brotstein and the late Harry Riggs.

Maybe I've skipped a few. If I have, my sincere apologies.

HAVE COMPLETE GRAB JOINT

Need Man or Men and Wife to take charge.

Agents and Stock Concessions of all kind, come on. Shows with own transportation.

Brewer United Shows

WANT

NEED AGENTS.

We need not only Shows, but the best Shows. Cond and stock Concessions of all kind, come on. Shows with own transportation.

BREWERY UNITED SHOWS

WANTED

NEED AGENTS.

We need the best Shows. Cond and stock Concessions of all kind, come on. Shows with own transportation.

BREWERY UNITED SHOWS

WANTED

WILL PAY CASH FOR USED RIDES

All is

When they won't run any longer don't junk 'em but sell 'em.

ADDRESS RALPH B. GINNCHE, 824 N. Main St., Selma, Alabama.

ANDREW W. GINNCHE, 824 N. Main St., Selma, Alabama.
CARNIVALS

GETLIN & WILSON SHOWS

"Presenting Everything That Is New and Modern" 25 CAR RAILROAD SHOW

LAST CALL LAST CALL LAST CALL
Opening March 30, Petersburg, Va. Our Long List of Fairs, Commence on July 22nd Until the Middle of November.

WANT—Drome Operator—have complete motordrome—Earl Kettering, answer.

WANT—Fly-Over Plane—without transportation. CAN PLACE—Grind Shows, will furnish transportation. Will finance any new type of show that shows possibilities. What have you?

WANT—Outstanding Hillbilly Show, Cody & Cody, answer.

WANT—Organized Hawaiian Show, salaries out of office.

WANT—Neon Man to take complete charge of a firstclass Neon Plant on wages. Will pay top salary.

WANT—Musicians and Performers for Illuminated Shows. Designer and Builder.

Place Land Gallery, Candy Apples, Floss, Custard, String Game, Hoopees, Bell Games, Duck Pond, Scales, Age, High Striker and Novelities.

Want 5 hp. single cylinder, extricable Loop Rotor, two 50 kw. Transformers. Playing Atlanta three weeks. This week, Mason Turner Avenue at Ashley Street. All address SHAN WILCOX, Gen. Mgr., P.O. Box 1572, Atlanta, Ga.

PLAYLAND SHOWS

WANT

Magicians with some Illusions. We have Lagger Chair and Blade Box to take over Illusion Show. Have top and front. Will book Side Show and Single Fit Shirt. Den Meyers, come on. Musicians and Performers for Illuminated Show. Designer and Builder.

CAVALCADE OF AMUSEMENTS

WANT CAN PLACE MAN TO OPERATE OUR OWN NEON PLANT. Must be capable Glass Blower and know his business. We have the most outstanding plant in this outdoor business. WANT OPERATOR FOR HIGH-CLASS GIRL SHOW. This is the most outstanding Show that was ever on a Carnival. New front and canvas. Must have own wardrobe.

We have the Four Wonders—High Striker and Novelties. Will book Side Show and any good Concession.

RICHMAN AND CARPENTER present

BYERS BROS.' SHOWS

San Angelo, Texas, 10 days, starting March 27; then Big Berga and 5 weeks in W. M., and Ohio; 1 week in Indiana, including Ft. Wayne, Bloomington, Goshen. Also mighty fine Side Shows and Rides.

We are with the very best on the road. Opera, Dress Show, finest Concessions, will furnish transportation. Will book any combination.

We have the Four Wonders—High Striker and Novelties. Will book Side Show and any good Concession.

RICHMAN AND CARPENTER present

BYERS BROS.' SHOWS

SAN ANGELO, TEXAS, THIS WEEK; THEN PER ROUTE.

MADISON BROTHERS' SHOWS

With five office-owned Rides. Will book Till'N-Wall or Octopus. Want Side Show, Monkey Show, any good Grind Shows with own equipment and transportation. Low percentage. CONCESSIONS—Great Corn Game, String Games, Bowling Alley, Cork, Callers. Would like to hear from celebration and fair committees in Arkansas, Missouri and Illinois. Come book us over. Address:

MAGNOLIA, ARKANSAS, MARCH 25TH TO JUNE.
BLUE RIBBON SHOWS

"Most Beautiful Show of Its Size in America"

Featuring

BOB FISHER'S FEARLESS FLYERS FOR FREE ACT

Want for Athens, Ga., American Legion Celebration, April 1st thru 6, followed with Hapeville, Ga., YFW Celebration, April 8 thru 13—Two of the biggest spring spots in the South.

CONCESSIONS—Frozen Custard (Sam, let me hear from you), Penny Arcade, Candy Floss, High Striker, Ball Games, Darts, Slum Bowling Alley, and any strictly Merchandise Concession, Arcade, Candy Floss, High Striker, Ball Games, Darts, Slum Bowling Alley

Want for Athens, Ga., American Legion Celebration, April 1 Own 6, followed Show.

RIDE HELP—Foreman and Second Man for Tilt, also Second Men for bonus. This show mit eleven months. Florida this winter. Can use Builder, one more Novelty Ride such as Tilt, Octopus, or one new 2060 top, and new paoel front for Can use good man for Ferris Wheel, ore who can stay sober and make Monday nights.

Will buy for cash Wheel, or will book low percentage Wheel, Octopus, Tilt or Roll-o-Plane.

P.S.: Frank (Rod) Ryan and Peggy, contact Ray Can nut Ride Help.

OPENING MILTON, FLORIDA

First Week in April—10 Days. Two Weekends

Will buy for cash Wheel, or will book low percentage Wheel, Octopus, Tilt or Roll-o-Plane. Long visiting cities we know the best spots. Those contracted, contact or come to work those any time.


WANT—RAINBO SHOWS

Want for W. F. W. Spring Festival, Harrison, Tenn. First 10.

Can place our men near Muscogee, Perry, Bowling Alley, Cubby Hole, Concession Rides and other Rides that are our specialty. Can meet with you on any day in April. This show has six Rides. Can deliver 300 or more Rides with or without transportation. Have here and ready to deliver. Ask Fred Bennett, Tennessee, and the best Tell your friends. Take care not to be disappointed. Address:

A. J. Rackley, Harrison, Tenn.

BLUE GRASS STATE SHOWS

Opening 1st of April in Kentucky. Can place capable Ride Men for Merry-Go-Round, Wheel and Glider-Plane. Top salary. Can place few more Concessions that work for stock at $20 per week. Address: A. C. GROSCURTII

403 EAST 9TH ST. OWENSBORO, KY.

WANTED—O. J. BACH SHOWS, INC.—WANTED

Balloons, Addem Bats, String, Duck and Fish Ponds, High Striker, Floss, Ice Cream or Snow, Waffles, Hoop-La, Suckers and Age, Coke and Lead Galleries. SHOPS: Can place Operations for Life and Pit. Have complete outfit. SOUND CAR. RIDE HELP, best salary and treatment. Opening Elema, N. Y., April 25th. Address:

O. J. BACH, Box 293, Oswego, Ill., or O. M. BECKER, 414 S. Main St., Emery, N. Y.
Bright Lights Expo

ROANOKE, Va., March 23—Things have been humming here since mid-February and much has been accomplished. Earl Hecht has a crew on hand and others are arriving daily.

Damee Dominiel has completed his new ride and is now riding other Big Shows. John Mikes Lucas, concession operator, is busy on a new outfit.

Joes, Big Superintendents, insists that he will be in early to recondition his popcorn and candy apple concessions, operated by his wife, Ann. Eddie Dalen, ride owner and concessionaire, now in Florida, visiting, cars that she will have been here.

Saul Solberg, legal adjuster and concessionaire, will be in from Florida soon. Manager John Geogna has been laid up with a fractured ankle, but hopes to be active shortly.

Clau Dominiel has become self-sufficient and pardoned himself. DUKE DEL RIO WANTS TO BOOK, Wire or Phone DUKE DEL RIO, West.

Opening April 13th with Coal April conflicting with what Kiddie Rides and several Shows. Can place Scales, Celebrations in Western Pennsylvania and Maryland, worked with and for me in the past. Send orders for a week's vacation, March 30, 1946, to quarters for a week's vacation.

FRANK NORTON

Opening North Attraction.

ATTENTION, CONCESSIONAIRES

HY-LO-LO-HY

The Tops in Percentage Games

Can operate any 800 games on one. Can also work for stock. Custom built.

For information, send 10 cents in stamps.

PRICE $1000.00 EACH

ATTENTION, CONCESSIONAIRES

For entertainment, concessions, games, rides, etc., contact us. We will give you the best prices possible. We will also build any kind of games to your specifications. Material Available for Some Concession Tents.

Canvas Covers, Tarpaulins, Tents, Track Covers, Canvas Goods, MANUFACTURERS OF CANVAS GOODS PHILADELPHIA, PA.

WALK-THRU SHOW

In Wix $550.00

SIDE SHOW ATTRACTIONS

Address: SHAW

1603 Louisi Ave. ST. LOUIS 14, MO.

WANT

WANT


FOR RENT

Four Shows last Fall and 6th, season shows. Covers from county officials.

NERVA B. HOWARD

a/o Hotel Moulder, Middlesboro, Ky

DUKE DEL RIO

Opening April 13th with whole show in the West. Wanted to hear from all people that have worked with me and for me in the past. Wanted all orders and all instructions.

COLD BOND SHOWS, P. O. Box 246, Little Rock, Ark.

WANT

First Call—Gold Bond Shows—Last Call

OPENING SEARCH, ARK, APRIL 1 TO 6

For DANVILLE, VA., APRIL 1 TO 6

MORRIS HANNUM SHOWS

For DANVILLE, VA., APRIL 1 TO 6

MONSTER CELEBRATION

AUSPICES POLICE DEPT. WELFARE FUND

Want Shows Not Conflicting, Penny Arcade and Motor Drome.

Want 10 Cent Stock Concessions.

Want One Flat Ride With Transportation.

Opening for Capable, Reliable General Agent;

Harry Parker, If Available, Contact Me.

MORRIS HANNUM SHOWS

Thomasville, N. C., Week May 25 to 30.

PLAYTIME AMUSEMENTS

Opening Mancheaster, N. H., April 18—10 Big Days


E. W. Burr, Hotel Carpenter

Manchester, N. H.

Biggest 4th July Celebration in East — 150,000 People

ATTENTION, CONCESSIONAIRES

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The Tops in Percentage Games

Can operate any 800 games on one. Can also work for stock. Custom built.

For information, send 10 cents in stamps.

PRICE $1000.00 EACH

ATIENIION, CONCESSIONAIRES

WANT

PERCELL’S PIONEER SHOWS

WANT

Shows of all kinds, Penny Arcade, Rides, Hoops. Formers and 2nd men for Ferris Wheel, Chair-o-plane, Kiddie Rides. Also Electricians, Concession Agents. Men to erect 10 offices, 10 Concessions. Potato Chip, Candy Flats, Custard, Photos, Bowling Alley, Fish Pond, Duck Pond, String Games, Basket Ball, Ohio, Hoopla, Hoop, High Striker, Cane Rack, Shoot To Win, anything not conflicting. No High Camps. Ball Games, Percentage, Bingo and Grab books.

Sensation Free Acts. Rides not conflicting will book or buy. All people with us before answer. PAUL, get in touch. Have wanted you twice. This show opens in town 1st show in two months, with outstanding shows. RITE HELP that can drive, will come.

MICKY PERCELL, Mgr., 25 Orange St., Woonsocket, N. Y.

HOTEL BONS BOND SHOWS—Last Call

OPENING SEARCH, ARK, APRIL 6TH

WANT

SHOWS with own profits, will book for commission money. We have a good route of rides in Wisconsin.

CONTACTS—New openings for Stock Shows, Ball Games and small Bingo. Agents and Concession Hols, come on.

RITE HELP that can drive, will come.

FREE ACT—Will book on percentage or salary for season.

GOLD BOND SHOWS, R. O. Box 246, Little Rock, Ark.
**Announcement! CHANGE OF OWNERSHIP**

We have purchased manufacturing rights for the famous "Jeter" Baseball Game known as "Batter-Up" and are ready for immediate delivery of parts, lumber and brand new Batter-Up Machines.

"PAT" KELLY

**BRUCE BRYAN**

**WORLD'S TOP MONEY GETTER!**

_Batter-Up_ is available now at

**BATTER-UP COMPANY**

**MICHIGAN BANK BLDG.**

**DETROIT, MICHIGAN**

**$1.25 For Hour**

**Year after Year**

Ne Cola Sites

Me Service Headaches

Legal Every Where

Exclusive Territory

**10 DAY DELIVERY**

**PARKS CARNIVALS-ARCADES BEACHES**

**NEW IMPROVED READY FOR DELIVERY**

**GREATLY REDUCED PRICE**

**$19.95.00**

**F. O. B. Factory**

**CONCESSIONS FOR RENT**

Complete Midway consisting of five 20-foot Stores located in the heart of Norfolk. Open eight months of year. Excellent proposition for the right party.

**DROP ANCHOR RECREATION CENTER**

230 East Main St.

Norfolk, Virginia

---

**FLAVORS**

**FOR ICE BOLLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS**

A Complete Line of Flavors, Qualified Colors, Grits Add, Paper Cups and Quality Cones In Sizes.

WRITE FOR SAMPLES AND PRICES.

All Flavors Guaranteed to Comply With Pure Food Laws.

**PURITY EXTRACT MFG. CO.**

2101 Franklin Avenue

St. Louis 6, Missouri

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**POP CORN - PEANUTS**

Roasted Peanuts in the shell, best quality, 2 lb jar packed. Poison竦olvent on all cases. Average weight 4 lb. package.

Price is in line with current market. Quality of pop and notion quality are first consideration. Here you have a good service, and that we burn the pleasure of serving you as we have in the past.

JOHN B. MORTONSON & CO.

241 S. ILLINOIS ST.

CHICAGO ILL.

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**NOTICE - COMMITTEES - NOTICE**

CAN furnish THREE RIDES AND CONCESSIONS for Church Bazaars, American Legion, War Veterans' Celebrations, Firemen's Carnivals and Community Fairs. WANT Texas Wheel and Carnival Foremen, MAN for Kiddie Autos. Write or wire, then you can have fun. State salary wanted and references. Open in April. Phone: Pennypacker 642. Write or wire.


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**FROM THE LOTS**

Great Southern Exposition

GREEN COVE SPRINGS, Fla., March 23.—After over 20 weeks of operation at one location here under F.W.S. sponsorship, shows report good business, with a noticeable increase in attendance nightly as army personnel comes ashore. Lucky Simpson's 'Paris Models,' J. Gibson's 'Girl Revue and Swing Ball Smitty's concession are going well.

Concessions line-up includes Charlotte and Hal Tindal; Audrey Shaw; Ray Ayers; George Shaw; Mr. and Mrs. McDonald, photography; Mr. and Mrs. E. Godbold, arcade; James Disevery. Arl Denehy; Ray Ayers, the milk; Curt Baker and Ruby Strickland, cookhouse; Kay Howson, jingle board; Pat Cathey, cigarette hoo; Violita Vitales, pinner pony; Tom Vogel, fake game of 'Black and White'; Robert Daines, cigarette pinner; French LeGrande, cut rack and dart game.

Owner W. C. Ayers is completing plans to open a second unit in the Negro territory as an annex to the F.W.S. sponsorship. Ora Thomas, F.W.S. committee chairman, purchased the house trailer. After a profitable winter here, Ray Ayers left for Muskogee, Okla., to join World of Today Shows, where he will be in charge of two girl shows. His wife, Fay, leaves this week to join him.

E. Lawrence Phillips, Johnny Jones, Jones' Expedition, visited, as did John Bard's Ward's quarters in Jacksonville, Fla. Mr. and Mrs. H. C. Ayers, went to the National as a buffer at the Castle Waruten Hotel, St. Augustine, Lieut. Comm. H. L. Oakley, manager, was there, along with the Libby and his family, Doris G_DCe, Miami; Ewing Frank Peterson and Rachel Maxwell.

Mr. and Mrs. Al P. Williams and Brandon, Chicago, of Atlanta, were recent guests. Mrs. Audrey Shaw has recovered from a week's illness. Richard McCollister handling Charlie and Big Apple. Front gate-bander master is Johnny Christian.-L. M. AYERS.

J. G. Steblar's

BLACKSVILLE, S. C., March 23.—Everything was ready for the opening here March 8 and city officials complimented General Manager J. G. Steblar on the appearance of the shows. This was the opening last season, but attendance and business was far better this year.

J. J. Steblar arrived here from his home in St. Mark's, Conn. Tommy L. Williams, manager of the show, spent most of the week in the office here, Ray Ayers left for Muskogee, Okla., to join World of Today Shows, where he will be in charge of two girl shows. His wife, Fay, leaves this week to join him.

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**DROP ANCHOR RECREATION CENTER**

230 East Main St.

Norfolk, Virginia

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**FOR SALE CHEAP**

**3 TAME CANADIAN BULLS**

12 Black. 1 Camel. Can be handled by anyone

**BUTT AE WILD LIFE EXHIBIT**

e.g. Humane Bros.' Shows, Birmingham, Ala.

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**FLAVORS**

**FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS**

A Complete Line of Flavors, Qualified Colors, Grits Add, Paper Cups and Quality Cones In Sizes.

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NOW INVITE YOU ALL TO SEE THE 1946 EDITION OF
AL WAGNER'S NEW AND SENSATIONAL
CAVALCADE of AMUSEMENTS

WHO PROMISED OUR FRIENDS, FAIR MANAGERS, AUSPICE CHAIRMEN, EXHIBITORS and SHOWMEN A COMPLETELY NEW TYPE OF MIDWAY

IT IS OUR PLEASURE AND PRIVILEGE TO

SEE THE CAVALCADE AT THE MEMPHIS COTTON FESTIVAL

CAVALCADE

50 RAILROAD CARS
22 MAJOR RIDES
20 STAGE SHOWS
9 LIGHT PLANTS
9 REVOLVING TOWERS

SETTING A NEW TYPE OF ELABORATE MODERN SHOW FRONTS—AN ARTISTIC DISPLAY NEVER ATTAINED BY ANY CARNIVAL IN AMERICA.

AL WAGNER

THE EIGHT PIN-BALL GAME

Something new in Ball Games.
Fascinating — money maker.
Compare it with any Ball Game for receipts.
Works for stock or percentage.
Write for more information.
Price $29.00 per set
Complete with Stand or
$50.00 for two sets

Mystic Block Company
2917 So. Lyndale Avenue
Minneapolis, Minn.

HALE'S SHOWS OF TOMORROW
Opening May 6, Independence, Mo.: 8 Shows—12 Concessions.

WANT a few more Concessions not conflicting. A good high Aerial Act and one more Show; R. D. Jackson, owner. Can book a few more days on Rides and Shows. For Sale—1 Artisan C-1 Band Organ, $575, good shape.

I. P. HALE, Gen. Agt.
Lenox, Iowa

GREATER RAINBOW SHOWS

MOLLY'S SHOWS

SHOW OPENS EARLY IN APRIL
WANT FREE ACT, COOKHOUSE: HELP ON ALL RIDES. ALL CONCESSIONS OPEN.
JAMES YORK, Manager
Portland, Ore.

DROME RIDERS

WANTED
MEN AND WOMEN RIDERS
Beatie Rits and Ben Gerda, Please Answer. All Address.
FLORENCE KETRING
Caro Celia & Wilson Shows
Petersburg, Va.

SOUTHERN STATES

TAMPA, March 23.—With the crew putting in time daily on repair work, painting and building, the outfit is rapidly getting in shape for the April opening. All employees are housed in cottages furnished by the show. New brick and wood buildings were completed recently. It will be used as a paint and trailer shed. Also finished is a concrete boat house with promenade and sun bathing facilities on ten. Mrs. Davis and other members go fishing daily. Many visitors have been entertained recently, including the Guthrie family of Cincinnati for a week.

Last shipment of paint arrived from the McDonald-Butler Company, Buffalo. Recently purchased late model Octopus and a double Leap Frog have also arrived. Mickey Martin, shows' cookhouse operator who works along the Alabama River, stopped by and presented a five-pound speckled trout to the crew. Show will play its usual route thru Georgia and Florida.

Don Franklin

ROSENBERG, Tex., March 23—Don Franklin Shows rolled out of its Fort Bend County Fair quarters here for a nine-day break-in stand under Fair Association auspices. Spot was a winner.

Concessionaires include Joe McManus, Mr. and Mrs. Bill Sellers, Mr. and Mrs. O. D. Johnson, Lloyd Harding, Mr. and Mrs. W. C. St. Victor, W. J. McMillan, Mr. and Mrs. Frenchy Wittouck, Mr. and Mrs. Harry Miller and Mr. and Mrs. J. Barton, who have their new popcorn trailer completed with neon and fluorescent lighting.

Little foremen are Earl Callaway, Peris Whelch: Ernest Cotter, Mercer-To-Round, and Norman Dileman, Spiffire. At the close of the engagement here, Don Franklin signed Fort Bend County Fair for this year.

D. Dickson,
OPENING FOR THE SEASON
Lawrence Greater Shows, Inc.
SANFORD, N. C., MARCH 29

RIDES—Have 10 Rides Show-Owned. Want experienced Rides Help of all kinds. Frank Murphy wants to hear from his old ride help. Will book Fun House, Glass House. Have beautiful front for Monkey Show, Minstrel Show or any Grind Show. Bill Woodall wants Girls for Pecking Show. Have complete Motor Drive except machines. Will sell or offer Operator with Cycle.

CONCESSIONS—Custard, all Grind Stores open. Will sell exclusive to American Palmei. Agents wanted for well-known Concessions. All people contacted report on course. COMMITTTEES AND FAIR SECRETARIES—Have few dates open; get in touch.

Now at Winter Quarters—Sanford, N. C.

BEN HERMAN, Manager

SNAPP GREATER SHOWS
CAN PLACE 1 OR 2 MORE GOOD SHOWS—OPEN JOPLIN, MO.

WOULD LIKE TO HEAR FROM CAPABLE GENERAL AGENT OR gentleman with advance work experience. Year around proposition if you can make good.

HAVE FOR SALE
SUPER ROLL-O-PLANE, in good condition. New motor, ready to go. PRICE $4,500.00.

LINDY LOOP, in good condition. New upholstering in cars, new engine; new cable, new platforms and all new Neon Lighting. Loaded on 2 semi trailers. PRICE $6,500.00.

WILL CONSIDER SELLING TRACTOR AND SEMI TRAILER TO HALL ROTH RIDES.

Address SNAPP GREATER SHOWS, 118 Virginia Ave, Joplin, Missouri

BEAM'S ATTRACTIONS
PLAYING CELEBRATIONS AND FAIRS
Show will play full week community sponsored celebrations that feature acts and parades and a list of fairs. 25-week season.

WANT CONCESSION MANAGER to handle 8 or 10 new office-owned Concessions, including all Rides Games. Good salary or commission. CAN BOOK following Concessions: Duck and Fishpond, Darts, Pitch-Till-You-May, Cane Rack, String Game, Bumper, Lead Shooting Gallery, Novelties, Arcade, Scales, Basket Ball Game or any new type of concession. Want to buy used Trailer suitable for an office.

Open Johnston, Pa., May 2 for my 17th season. Write or wire.

M. A. BEAM, Windsor, Pa.

RIDE FOR SALE
Cash or terms or open for any proposition, Kentucky Derby. High speed horse ride with 30 horses, now installed at closed amusement park. Bargain for quick removal. Wire, phone or write.

HARRY JAWITZ
401 BROADWAY
NEW YORK, N. Y.

VICTORY EXPOSITION SHOWS
WANTED—Electrician, Ride Men, Man to Operate Glass House. Concession Agents for Office Joints. Have opening for two more Shows.

Address VICTORY EXPOSITION SHOWS
Robstown, Texas, this week. Then per route.

FRANK'S PLANDAY
Montpelier and Plume Ave, Marion, Ga. Week March 22 thru 30
Can place for 10 weeks Macon Lots Grind Stores of all kinds. Agents for Fishpond, Cigarette Gallery, Clothespin Pitch, Penny Pitch, Percentage. Place A-1 Griddle Man, Ride Help. All wire or wire

BILL FRANKS
LEIS 4401-3 Gross to Carton, Per Gr

BARLOW'S BIG CITY SHOWS
and Refreshments other than.
Goodie. answer. Welts HAROLD BARLOW, 620
concessions.
OPENS out of
and Supplies for Eastern and Western Type Galleries.

FOREMEN for morning and SPITFIRE.
Contact JIM AYRES, Peppers All -States Shows

BERMAN SALES CO.
A good assortment of used Tractors, Trailers
and Mowers won't last here.

666 Lord Street
Pennsburg, Pa.

Sewing Machines.
for 1862 Schenectady Ave.

R. C. PETSCHEIN, Adjutant

FRED HEDRICK, Owner

OPENING KERNERSVILLE, N.C. UNDER FEW P. V.
A. OPENING APRIL 1

FRED NEDRICK, Owner

FOR IMMEDIATE DELIVERY

1946

FLORIDA AMUSEMENT CO.
WANTS TO BUY

WANTS TO BUY

LAPER LEHI-STRIKERS FOR 1946

LAPEER HI-STRIKERS WKS., Estab. 1906, Lapeer, Michigan

CEMENT SHOWS, INC.
OPENING APRIL 10TH

A. OPENING APRIL 10TH

VICTORY SHOWS, INC.
OPENING APRIL 10TH

AMERICAN BANNER SHOW
22 SOLID WEEKS 22
THE CREAM OF NEW ENGLAND
RIDES that don't conflict, low percentage. CONCESSIONS -Legitimate Games only.
Get set now for 22 weeks of proven church celebrations. Inume, wise man of Patagonia City, Flre.
JOE SHINE, Gen. Mgr.
Box 73, Uphams Corner, Dorchester, Mass.
FOR SALE

WANT—W. S. CURLEW SHOWS—WANT

Chairplane Foreman, must drive own. Ride Help for all shows. Shows with own equipment. All replies to Mr. or Mrs. George Reinhardt, Box 053, Pembroke, Ky.

OPEN APRIL 20th—LONDON, OHIO
Address All Replies to Box 27, London, Ohio

MIDDLESBORO, Ky.

WANTED FOR INDIANAPOLIS SPEEDWAY

JACK HILL WANTS
Bingo Counter Agents; Relief Collier, must be A-L. Top salary, long season, opening April 1.

All reply care of W. C. Kau Show, New Bern Hotel, New Bern, N. C.

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Hill's Greater Tops Charro Days Record

BROWNSVILLE, Tex., March 23.—Hill’s Greater Show broke all records at Charro Days Celebration, clearing up a gross of over $25,000, with the committee's book being in excess of any monies derived from any previous event.

According to a report presented, the parade consisted of 13 rides, 10 shows and about 50 concessions. Billed were, Scooter, Spur-ri-lanc, Tilt-A-Whirl, Merry-Go-Round, Whip, Train, Baby Auto, Albright’s, Man-Go-Round, Ferris Wheel, Octopus, Tilt-A-Whirl and Pony Rides.

New menus elected were Mr. and Mrs. J. E. House and Alan W. Thornton, Visitors were Milton Reed and Christine Raymond.

REGAL EXPOSITION SHOWS, INC.

WANTED FOR FLORIDA CUCUMBER EXPOSIION

WAUCHULA, FLA., APRIL 8 TO 13

Shops of all kinds except Girl Show. Stock Concessions of all kinds except Penny Pitch, Fish Concessions, Concessions with or without outfits: Cigarette Gallery. This is a big sale for food sales already charted and the first one for three years. Capable Messtw Show People, contact us; top salary from office, but must be good. Address Union City, Georgia.

HARRISON GREATER SHOWS WANTED

For Goldstein’s “Stunt Shows”. April 1st thru 15th, with three weeks in North Carolina, then move to west to meet spring. We will meet any legitimate conditions of any show. Address via Union City, Georgia.

WANTED

For March 30th. Contact us for three weeks. Contact us for details.

MID-WESTERN EXPOSITION

CAN PLACE COMBINATION BILLER AND SPECIAL AGENT

Will furnish truck.

Also want PUBLICITY AGENT.

CONCESSIONS—Wanted. Meats, Fish, Candy, and Concessions. Want to raise $25,000. Two Shows. Have Tent, Concessions, and Concessions. Want for March 20th. Contact us for details.

WILSON FAMOUS SHOWS


Address T. E. TAYLOR, 30 North Main St., Waukesha, Wis.

VIRGINIA MIDWAY SHOWS

Can rent Fair-grounds for any size of fair or show. Have Live Acting, Meets, and Concessions. Have Tent, Concessions, and Concessions. Want for March 20th. Contact us for details.

ROY T. JOHNSON

Char. Star Bros. Shows

ATLANTA, GA.
Rides: Fort Deposit, Ala.
A.M.P.: Rockingham, N.C.
*Central American: Welts, Okla., 30-April
Bishop Bros.: Ashfork, Ariz.; Grants, N.M.
Belton:
Central American Co.: Beaufort, B.C., 30-April
Capital City: Nashville, Tenn., 30-April
Brewer United: San Augustine, Tex.
Factotum: Norman Park, Ga.
Enterprise Am.: Jackson, La.
Dickson United: Tishomingo, Okla.
Denton, Johnny J.:
Cellin & Wilson: Petersburg, Va., 30-April
Cavalcade of Amusements: Pascagoula, Miss., 6-4.
Greater United:
Franklin, Don: El Campo, Tex.
Florida Am. Co.: Daytona Beach, Fl.
Heth, L.J.: Birmingham, Ala.
J. & S. Miller's, Irvin C.: Brown-Skin Models (Palace)
Keystone Expo.: Elloree, S.C.
Rainbo: Harriman, Tenn.
Royal Expo.: Oakland, Calif.; Yakima, Wash.
Wallace Bros.: North Beach, San Diego, Calif., April 4-16.
Wonder City: Lake Village, Ark.
World of Today: Muskegon, Mich., 30-April
Winston-Salem:
West Coast: Turlock, Calif.; Merced April 2-7.
V. & W. Am.: Wilmington, N.C.

WANT 4:

POPCORN
"Lush Hour" Mammoth Yellow Popcorn is dependable. It can be relied upon during long periods of weather extremes. The savings are worth the extra price. 75¢ per 100 pounds in 1 to 5 pound lots.

WANTED CARNIVAL for LIONS' STREET FAIR JULY 14-20
Can Use 6 Rides, 30 Concessions, Wagon, Tent & Two Acts.
Special 4H Display and Contests. Large Attendance Guaranteed.
WANTED ACTORS: W. R. SLAUGHTER, Chairman Farmhand Lions Club Farmand, Indiana
In "our 72ND year"

WANTED for 12 DAY CARNIVAL FOR ST. VINCENT'S HOSPITAL, PHILADELPHIA, PA.
Seasoned 5, 7, 9, 11, 13, 14, 16, 18, 20, 22, 24, 26, 28, 30, July Celebration, Baker, Ore., and Portland, Ore., August 5-16.

WANTED 64TH ANNUAL CARNIVAL
FARMHAND LIONS CLUB, FARMLAND, INDIANA
Specials by Veterans of Foreign Wars.
Opening: July 4th

WANTED RIDES AND CONCESSIONS OR CARNIVAL FOR FOURTH OF JULY CELEBRATION
Sponsored by Veterans of Foreign Wars.

CARNIVAL WANTED
Medina, Ohio, for week of July 4. Traveling circus and town rides. Contact.

TWO WEEK CARNIVAL WANTED
American Legion Post 112, Oshkosh, Wisconsin. 7th, 8th, 10th, 12th, 14th, 16th, 18th, 20th. No junk.

SWISS CENTENNIAL
To be held August 14-16, 1946, at New Milford, Wis. Food & R. F. RUMBEH, Vice President.
American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 22.—
Membership certificates for 1946 are being prepared and will be mailed when year's first general bulletin goes out.

Association's secretaries plans to visit shows in Detroit early in May. Final action on adoption of Outdoor Safety Standard is expected.

Civilian Production Administration report for February indicates that production of automobiles and trucks in January was nearly double December's despite strikes. Two output is increasing at the rate of 25 per cent a month, but production of railroad cars has shown a decline. Lumber situation continues serious with no immediate prospects for improvement until after mid-year.

Scientific development of particular interest to carnivals includes a connector which will simplify making connections, taps and splices in electric cables. A bolt, developed during the war, new available for civil use, which provides a treated glass that diffuses central glare and enables the bulbs to glow evenly over its entire surface. A commercial lamp, useful for lighting outdoor areas, with a light output equivalent to 125 40-watt bulbs, a nonflammable paint remover suitable for metal and hardwood surfaces reputed to be extremely operation.

PLASTER

Large stock of Carnival Plaster on hand. Flashy colors and well tinned. No catalog or price list. 30 cent assortments and 15 cent assortments only.

Phone Raleigh 8947

COSTOMINI CO.

METHOD, N. C.

CARNIVAL COSTUMES

Any Type You Need!

15,000 Lustre Costumes must be cleared off the racks. We need space—you need them. It is worth your while to visit shows in Detroit early in May. Complete Line of Costumes ready for immediate delivery. Workmanship—Best Materials. Send specifications for quotation.

Merry-Go-Round and Caterpillar Tops, Big Tops, Circus, Carnival, Concession Tents. Builders for Good TENTS for Over 75 Years.

THE COSTUME MART

67 E. Lake Street

CHICAGO, ILL.

3rd Floor, Open from 12:00 to 5:00 P.M.

THE BILLBOARD

March 30, 1946

WORLD OF PLEASURE SHOWS

Will Officially Open The 1946 Season At

ECORSE, MICH., APRIL 25TH

12 Rides — 10 Shows — 50 Concessions

Featuring

CAPT. JIMMY JAMISON

World's Champion High Wire Diver

WANT

Animal Show Glass House Wild West

Fat Show Minstrel War Exhibit

Outstanding Territory for Well Framed Dancing or Posing Show

With Own Equipment

CAN PLACE

Waffles Snowballs

Ball Games

Slum Stores of All Kinds

For 10 major rides. Especially want secure man for new streamlined Caterpillar just delivered from the factory. Top wages and bonuses to assured, reliable men.

165 Ft. Steel Banner Line

With Banners for Sidewalk

JOHN QUINN

Owner-Manger

Telephone

100 DAVENPORT

TEMPLE 1-3260

DETROIT 1, MICH.

"ANCHOR"

Concession Tents are now available—Full Size, Perfect Fitting, Quality Workmanship—Best Materials. Send specifications for quotation.

ANCHOR SUPPLY CO.

Evansville, Ind.

TELEPHONE

670 E. Baltimore Street

Baltimore 2, Md.

TENTS

CIRCUS, CARNIVAL CONCESSION

 Builders for Good TENTS for Over 75 Years.

UNITED STATES TENT & AWNING CO.

821-21 W. Monroe

CHICAGO 12

Shriners' Big Tent House Since 1879

PLASTER

Wanted To Buy or Rent

TENT

Approx. 10,000. Must be in good condition to be erected for coming season.

FRED SILBERT

605 E. Baltimore Street

Baltimore 2, Md.

TENTS

MERRY-GO-ROUND TOPS CONCESSION TENTS

Central Canvas Goods Co.

1130 GREENE STREET

Phone, Walker 5-1299

NEW YORK 12, N. Y.

ATTENTION, JOBBERS-AGENTS-SALESMAENS

Complete Line of Giclasse Lighters, $3 to $36 Per Dozen; Nail Clips, Files, Flints, Key Chains, Novelities. Send $10 or $25 for Sample Order, Refundable. QUALITY MERCHANDISE QUICK, NO BREAKAGE. WANTED. HOT CANVAS.

JIMMY BURRIS

CENTRAL AVE.

Phone: Temple 1-6391

ALTON, ILLINOIS

GIRLS WANTED—GIRLS

Singers and Performers of all ages for long run Girl Show and Posing Show. Experience unnecessary, excellent opportunity, high salaries and good treatment guaranteed. Barbers wanted. ANY VANDERWAGH contact me at once. Write or wire. Talented girls wanted.

WM. NONWEILER, JR.

381 S. 4TH ST.

LEOMINSTER, PA.

PLASTER

SILK-LEIS—GLASSWARE

BALLOONS—BOUDoir DOLLS

FOR DOGS, ETC.—POPULAR PRICES

3009 14TH STREET, DETROIT 8, MICH.

Phones. Buy or Night: Temple 1-9265

CHARLES H. STAPLETON

GREENVILLE, TENN.
BOOMERANG MODEL 1946
REPEATER - THRILLER - UNLIMITED CAPACITY

PEANUT • POPCORN EQUIPMENT
BIG BOXES • SIEVES • Gold • Complete Line of Peanut, Popcorn and Supplies.

CHINESE- JAPANESE PRODUCTS CO.
PHILA. 6, PA. Dept. M. FITZ, 22, PA.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Printed. We sell them or Print them for you, with your name and address.$5.30 pair. 15 pair C.O.D. Price: $15.50

BINGO GAMES
75c per doz. 150 card Complete
50c Per Doz.

SLACK MFG. CO.
164-66 West Lake St. CHICAGO, ILL.

ASTRO FORECASTS and ANALYSES
All Readings Complete for 1946.
Bingo, 50¢; Typewriter, 50¢; in. 50¢; Art, 50¢; with White Cover, 50¢.

SIMMONS & CO.
10 West Jackson Blvd. CHICAGO 4, ILL.

Our name or ads do not appear in any merchandise. Comes in standard sizes. Prices of P. E. K. Paper.

GUARDIANS OF GUARDIAN

NEW DREAM BOOK
183 Pages, 5 1/2 x 8 1/2, $1.00. Printed. 800 Cards, Drawn Daily, Many Famous Card, Many Adjustable Pairs, No. 38, 30c. Numbered 1 to 50, 5c.


REMEMBER when the beans gave us worries—providing the midway could make the money?

MAX TORREZ writes from Green- 

BOB AND GYPSY HUNTS have
taken over management of Hotel Jef- 

TWO of the faithful stalwarts who always greet visiting show-

GOLDIE HAMPTON writes he still has his shoeshine parlor in Panama City, Fla.

BOB AND GYPSY HUNTS have
taken over management of Hotel Jef- 

HOROSCOPES
Contains all 12 Analyses.

How to win at any kind of speculation, $1.00.

DAVID CROCKETT
killed in a duel with Alexander Hamilton.

Three Gallon

Hoa or 111 St. E, 10111 STREET

POP CORN! On the Midway!

PHILA. 6, PA.

MIDWAY CONFAB
SPRING: Nine days old.

JOINING the Side Shows recently on J. J. Kirkwood Shows was Charles (Yellow) Steel, Sib Anderson and Robert (Wax-e) White.

JOE PEARL, who handled The Billboard sales on the Johnny J. Jessup Shows the last 10 years, will move over to the Cavalcade of Amusements in the same capacity.

HARL E. TAYLOR followed Hanania Credley's advice when going West, having left the Cavalcade of Amusements to join Crafts 20 Big Shows as secretary.

JACK DOWNS and Maxie Herman, Gem City Shows, spent several days in St. Louis last week on a buying trip coming down from quarters in Quincy, Ill., where all work is proceeding as per schedule.

RALPH DECKER and Tommy Carson went to High Point, N. C., by car during the National Exposition, to sign with friends and business associates.

AS BREAD changes its loaf, the meat in bunter sandwiches will become a forage mystery.

VICTOR HOFWITZ, Detroit, is getting his equipment ready for an early opening.

DOLLY SPARK, niece of Gerald Steelman, operating agent, World of Mirth Shows, is working clubs in the vicinity of Allentown, Pa., week-ends as a speciality operator. Dolly is touring with her uncle several seasons ago in work in the advertising department of the Allentown Chronicle.

IDA B. COHEN left Chicago Wednesday (21) on an air express trip to take her to Long- 

FURTHER north, the bosses in Kansas City are Cliff Adams and Tim Hart, both for many years in the carnival business but for the past 10 years centered permanently in that city. Both are proud of their offering, too, Cliff Jr., two aged 10, who has been with the firm for five months old.

READING some press agents' weekly show letter is a good way to pass away time and develop a suspense nature.

M. (FOOTS) REEVES, legal ad- 

TWO of the faithful stalwarts who always greet visiting show-

SHRUNKEN HEADS

JUICE—SNOW AND CREAM SUPPLIES

WRITE FOR TRAVELERS' PRICE LIST

POPCORN CONCESSIONAIRES— Jumbo Popping Units for your Trailer

Write for Catalogue, etc.

U. S. RIDING DEVICES CORP.
258 Junior St., Brooklyn, N. Y. — Harry Witt

WASHINGTON EXTRACT & MFG. CO.
318 E. Third St., Cincinnati, Ohio

VICTORY WAFFLES
VICTORY WAFFLES or BAKECAKE MOULDS—3-inch size handle for easy—easy to make, cost little. Nice for kids and adult alike.

The ROADMAN'S GUIDE
25 R. C. BLDG.
CELEBRITY, OHIO

JUICE—SNOW AND CREAM SUPPLIES

WRITE FOR TRAVELERS' PRICE LIST

WESTERN EXTRACT & MFG. CO.
111 E. 10TH STREET
OKLAHOMA CITY, OKLA.
Send It Right

 MANY CONTRIBUTORS who have their carnival news inserted in The Billboard's office in Cincinnati—a habit of long standing. For the past year, however, all outdoor news material is served to the Chicago office, 156 North Clark Street. If material is sent direct to the Chicago office it is subject to handling and may mean publication in an earlier issue, advertising being sent to Cincinnati. 

McGovern Midway Shows and arrived, Windsor, Ns., quarters last week.

WALTER K. SIDLEY, executive secretary of the National Showmen's Association, New York, offers a selection for clubs "(Junior)" as follows: Fresh player, Joe Frent; hero, ribs Malang, pinchoche. Jack Littendorf, singer; George A. Hausing, fight fan; Harry Rosen, letter-writer, Sam Bech and Perry Hower (dancer); Rose Smith, translator; Frank Miller, and salesman, Arthur Campbell.

WHY IS IT that the guy ahead of you at check up time always has a carload of unwrapped nickles, dimes and penneys to recount?

BESSIE BESSETTE pens from Douglas, Ariz., that Charles G. Cox is now operating his side show at Fun Fair, and the line-up now includes R. V. Lopes, magic and untock; Miss T. Garrett, swordswallower; William Hall, fire-eater; Tal Loe, sword swallow; J. H. Harris, bartender; L. M. Bass, pincushion; George Taylor, sketch artist; Kay Jackson, electric; Boss Betts, dancer; Madame Zingara, mentalist; and James Ullie, illusionist.

CARL FERGUSON, jumped from his home in Omaha to join Bert Melville at their home in Brownsville, Tex., with his 60-foot ring, and was all smiles after completion of that date. . . . MR. AND MRS. CHESTER I. (SHARP) LEVINS, Merchandise Company, Kansas City, Mo., are on a buying trip in New York. E. (Bill) Johnson, treasurer of the firm, returned to Kansas City last week after a six-week stay in the East. . . . A. R. (Billy) and Ruby Johnston spotted outstanding pop corn and used trailers when they played Brownsville, Tex.

WITH OPENING dates set, weeklong in quarters are no longer ekaming every week.

VISITORS at Bert Melville's Greater Shows during Circus Days Celebration, Brownsville, Tex., included A. (Booby) Odell, Art and Minnie Vandor, Mr. and Mrs. Carl Boyd, Ben and Eliza Brannche, Mr. and Mrs. Johnson, W. B. Hayes, Art and Beets Lunsford, and Leo Brain. . . . SAM SOLOMON, past president, Showman's League of America, flew to St. Louis from Miami, Friday (15) and visited with friends for three days, departing via
Attention, Showmen of America

THE WM. T. COLLINS SHOWS

(Show of unsurpassed beauty)

WANT for Six Weeks in Newark

SHOWS WANTED—Monkey Show, Wild Life, Posing Show, Snake Show or any Show that JOHN K. MAHER

MIGHTY MIDWAY SHOWS

RIDES—Will book or buy for cash

WANT SHOWS AND CONCESSIONS. CAN USE THE BEST RIDE HELP AT THE BEST

1339 SO. BROADWAY, ST. LOUIS, MO.

R. E. GILSDORF

RIDE HELP—FERRIS WHEEL and CHAIRPLANE FOREMEN. Second Men on

DICK'S PARAMOUNT SHOWS, Inc.

With own equipment and transportation: 10-in-1, Mechanical, Monkey,

OFFICIAL OPENING MAY 13TH AT FARIBAULT, MINNESOTA

Have To Offer, Without Exaggerating, the

Hi Striker, Jewelry, Novelties, Snow Cone, Root Beer.

Jo Starr.

FAIRS IN NORTH DAKOTA

THIS SHOW NEVER CLOSES; SHOWS FLORIDA EVERY WINTER

CALL

STILL DATES

WANT WANTS

FAIRS IN MINNESOTA

WANT CONCESSIONS

ILL STARKER, Jewelry, Novelties, Snow Cone, Root Beer. (No Gypsies.)

WANT HELP

For ten office-owned Rides, Foremen and Second Men for the follow-

Rides: Tilt-a-Whirl, Octopus, Rollo-Plane, Chairplane. Man to take

charge of Light Towers and front entrance arch. Also A-1 Mechanics. Winter Quarters now open.

ALL REPLIES TO:

WM. T. COLLINS, MGR., WINTER QUARTERS, MARRISTON, MINN.

DICK'S PARAMOUNT SHOWS, Inc.

CALL

CALL

SHOW OPENS APRIL 6, SALISBURY, MD.

WANT

WANT

SHOWS—GIRL SHOW. Have sixty-foot front and canvas. ALL NEW. FUNHOUSE, JACK

DONAHUE wants Frelsos for Side Show. Want to hear from BOS SOBREITE, LEE

LESTRA, JACK (FLAK) KELLY and DENNY. Will furnish new and novel

Shows to reliable party.

RIDE HELP—FERRIS WHEEL and CHAIRPLANE FOREMEN. Second Men on all Rides.

SEASON OFFERS (See 1916 Edition).

Rides, Pony Rides, etc.

CONCESSIONS—Sweets, Cursor Your Age, Ice Creams, Diggers, Cigarette Selling Galleries.

R. E. GILSDORF

Box 401, Chews, N. J.

BISTANY GREATER SHOWS

WANT TO OPEN APRIL 6, IN THE HEART OF NEWARK, N. J.

WANT for Six Weeks in Newark or Different Locations, Than Up Rides Through Territory

That is Proven Money Spots.

RIDES—Will book or buy for cash the following Rides: Tilt-a-Whirl, Rides-O, Whirl,

Chairplane, Kiddie Rides, etc. Will only Live 10-in-1 Shows.

SHOWS WANTED—Monkey Show, Wild Life, Posing Show, Snake Show or any Show that does not conflict.

CONCESSIONS—Will place any Concession that works for Stock, Photo Gallery, Leng or Stock, Girls, Cork Galleries, Pitch Tilt, Wire, Hoop-La. Wonderful proportion to Penny Arcade.

This SHOW NEVER CLOSES; SHOWS FLORIDA EVERY WINTER

Write or wire LEO M. BISTANY, Mayflower Hotel, Jacksonville, Fla.,
till April 1; then Shearlin Hotel, Newark, N. J.

JOHN K. MAHER MIGHTY MIDWAY SHOWS

This show will carry from 8 to 10 Rides. 10 weeks of solid撑ooking in Illinois and Missouri.

WANT SHOWS AND CONCESSIONS. CAN USE THE BEST RIDE HELP AT THE BEST

WAGES. GRAN JOINT HELP WANTED. ALSO SIDE SHOW PEOPLE.

JOHN K. MAHER

1339 50, BROADWAY, ST. LOUIS, MO.

(PHONE: GARFIELD 4576)

place again Monday (18) for Tampa, where he will visit Royal American Shows before returning to their New home.

Mrs. Solomon remained at their New home.

PATSY VIDALIA, singer, has joined Billy Ladd's Circus Side Show at Cairo, Ga., winding up a five-weeks run at Dew Drop Inn, New Orleans night spot, at the end of Marilis Gras. . . . L. E. (BOBA)

CULLINS is describing circus paths in favor of a tour with Joe Darpel on Hennies Bros. Shows. He was with Austin Bros.' Circus in April. ... FRANK R. WARRENS info. that his wife, Doris, dancer with the Lawrence Carr Shows last year, was stricken with spinal meningitis while working.

at Lawry's Wonder Fair, Union City, N. J. She is in Roosevelt Hospital, New York.

RUSSELL AND BEULAH PUTTMAN arrived in Farina, Mo., last week, with a new frozen custard machine which they have booked with W. J. Moore's Midway. . . . F. A. CONWAY, of United Fireworks, Dayton,

O., is currently on a trip that Missouri States. . . . JAMES KLINE, general agent, and Doc L. MAZ, special agent, Cvaluinor of American Shows, returned to Pecos,

Goula, Miss., quarters after an ex-

tensive look into the Middle West . . . J. C. (Tommy) THOMAS, general agent, Royal American Shows, is in St. Louis, arranging all West.... J. C. (Tommy) THOMAS,

Amusements, Union City, N. J. She is in Roosevelt Hospital, New York.

Sam R. Childers, concession-

t6 order, has been confined to a hospital.

by the Lawrence Carr

full

Laclede avenues lot.

that organization on the Grand and

West.... J. C. (TOMMY) THOMAS,

Amusements, Union City, N. J. She is in Roosevelt Hospital, New York.

Zorina, dancer with the Lawrence Carr Shows last year, was stricken of Mardi Gras.

with Austin Bros.' Circus in 1945....

CARR SHOWS was only an exhibit

of Mardi Gras.

joined Billy Logsdon's Circus Side

JOHN K. MAHER

MIGHTY MIDWAY SHOWS

WANT SHOWS

SHOWS—GIRL SHOW. Have sixty-foot front and canvas. ALL NEW. FUNHOUSE, JACK

DONAHUE wants Frelsos for Side Show. Want to hear from BOS SOBREITE, LEE

LESTRA, JACK (FLAK) KELLY and DENNY. Will furnish new and novel

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WANT SHOWS AND CONCESSIONS. CAN USE THE BEST RIDE HELP AT THE BEST

WAGES. GRAN JOINT HELP WANTED. ALSO SIDE SHOW PEOPLE.

JOHN K. MAHER

1339 50, BROADWAY, ST. LOUIS, MO.

(PHONE: GARFIELD 4576)
to carry 3 rides and 18 concessions. \(50\)LOF wants agents for Slum Skilllo.

LAURENCE BERRY reports from Gideon, Mo., that he expects to travel with a freak show, having left Johnny Howard three years ago.

HARRY PINK, who has the Jewel Race Casino on Jumps, opened to good results, reports from Douglas, Ga., that he has booked a Side Show and Girl Show booked with Sunset Amusement Company. He is scheduled to open at Excelsior Springs, Mo., April 25. Pinks's Lion has been the main attraction of the front of Doc Lang's Broadway Museum, St. Louis, for the past nine months. He plans to leave the Mound City about April 1 for Sunset quarters.

H. R. MARTENBY, for the last several years a concessionaire with Sunflower State, Capell Bros' and Purdue Shows, is in Indianapolis drawing his own organization for 1946. \(50\) AFTER three and one half years at Hawaiian Air Depot, Hickam Field, Hawaii, Mr. and Mrs. Paul E. Robbins expect to return to the blues LAURANCE reports that he has accepted orders for a new Spittake and Octopus for July 1 delivery and he will also have a Penny Arcade this season.

JACK LYDICK, who has been managing and booking buses at his stand in Cleveland and has purchased a p-a.-system and car and plans to return to the road again this season.

PEOPLE WHO GREW UP thinking that perhaps boys want to be a movie king should have seen some of the top showman's children's-every-day lity fun.

HITA RAY, has signed with Janeen Crenor Show, \(50\) HOWARD AND MAE PARKER, Parker Attractions, have returned to Seattle after a four month trip thru Oregon, California, Arizona and Old Mexico. Upon their return to Los Angeles, they were house guests of Pearl Klinkle, former owner of Almo Shows. Parker Attractions are breaking ground on five acres for a new winter quarters at Riverview, Portland, Ore. \(50\) JACK AND HELEN SHERRILL, formerly with Gale Shows, will open their new concessions at Oceanside, Calif.

BROOKFORD, ski-jumping act, heads the line of attractions at Philadelphia's Outdoor Show being held on the Olympic Stadium, over the old National Guard Armory. \(50\) BUCKLEYS head poster on Carnival of Amusements this season.

Beginning on April 17th, Miami, Fla., and Miami Beach as a part of our circus family we have a horse show which will be on the road thru May. See the beautiful ballads of Fate, Pa. etc. all their masterpieces.

IT'S TRUE! recent crop emails us with a request and idea from a real showman, something along the line of a new approach in advertising. The new approach would be a two sided illustrated card with13 superb color prints and a 40 cent price tag. Also enclosed would be a letter explaining the new approach and discussing the advantages of this method over the regular method.

\(50\) wants to announce that they are now open for business and to start our new season in full swing.

Riding entertainments of today, to-day, tomorrow. Our shows today are full of educational entertainment.

HOWARD AND MAE PARKER, Parker Attractions, have returned to Seattle after a four month trip thru Oregon, California, Arizona and Old Mexico. Upon their return to Los Angeles, they were house guests of Pearl Klinkle, former owner of Almo Shows. Parker Attractions are breaking ground on five acres for a new winter quarters at Riverview, Portland, Ore. \(50\) JACK AND HELEN SHERRILL, formerly with Gale Shows, will open their new concessions at Oceanside, Calif.

WAKE UP, EVERYBODY!

Big News for Showmen, Ex-Service Men

and all who want the best

"WHAT ONE DOES IN THE STATE OF WASHINGTON IS IMPORTANT, BUT WHAT A MAN DOES IN THE STATE OF CONSCIENCE IS INCONCEIVABLE IN ITS SIGNIFICANCE."

HARRY FINK, who has the Gideon, Mo., Tivoli, W. Va., Womack has been handling the Tivoli, W. Va., One of the last shows to arrive at the Gideon, Mo., Tivoli, W. Va., One of the last shows to arrive at the show and is the main attraction of the show today.

TIVOLI

EXPOSITION SHOWS

OPENING APRIL 12

On a base consisting of three different locations, the Tivoli, W. Va., show will open on April 12th. The Tivoli, W. Va., show will be the main attraction of the show today.

TRADE SHOWS

NEW AXLE ASSEMBLIES, 2" Straight with Electric Brakes, Springs, Truck Wheels.

BRAND NEW FUN HOUSES

Dark walk-through type built on steel trailer. Beautiful 50-ft. front, air compressor, ticket booth, etc. Requires only one operator; good up and down in an hour's time.

CHAS. T. BUELL AND CO., Box 306, Newark, Ohio

For 23 Years Builders of Walk-Through Shows

KING AMUSEMENT CO.

30 FESSON ST., MT. CLEMENS, MICH.
ATTENTION

ZOO DIRECTOR AND AMUSEMENT PARK OPERATOR

This year we are again offering MACACUS RHESUS MONKEYS from India on our MONKEY RENTAL PLAN. These are the most amusing monkeys and draw the largest crowds—young and old alike.

Get ready to place your orders for your monkey islands and outdoor cages early since we are expecting a shutdown on exportations of all live stock from India due to the food shortage. We are doing our best to get all the monkeys we can before this restriction becomes effective.

ROCK and RECAL PYTHONs will be available in May. At the same time we will have CHIMPANZEEs and various other MONKEYs which are now being collected in Africa.

While the animals are still obtainable, write for the details of our MONKEY RENTAL PLAN and also ask for our price list.

TREFFLICH'S BIRD & ANIMAL CO., INC.
215 Fulton St.
New York 7, N. Y.

Save Your Voice and Get a Bigger Crowd With Porta-Voice

Here is a device that will ups your voice so that your pitch can be heard all over a good-sized field and you only have to speak in an ordinary tone.

The PORTA-VOICE includes microphone, amplifier and speaker with fifty feet of cord in a safety carrying case. You can’t lose on this deal. Read for it. Use it ten days. Then, if you are not more satisfied, send it back. We'll refund your money promptly. Fire contract will be sent with order. Price, $350.00. Terms, $350.00 cash with order. Balance C.O.D. Address Dept. 58-36.

HOLLYWOOD EQUIPMENT CO., INC.
Box 2910
Hollywood 28, Calif.

BALLYHOO BROS.' CIRCULATING
A Century of Profit Show

By Star & Belle

Tweed, Scotland, March 23, 1914.

To Pett:

Because of conditions over which the office had no control, the show was loaded on our last train to carry to Scotland without playing London. Upon arrival here, it was met by thousands of others who were interested in the number of times our free act would be presented at the Edwardian. The Edwardian opened to a turnaway crowd last Tuesday. For hours before the gate opened, the streets leading to the lot were so packed with pedestrians that all the time men were stopped. A turnaway crowd in this country is one that turns away when they see admission signs and ticket boxes at entrances. That started a stalling war between the crowd and the show. There finally cut-off the show, and at 8:30 p.m., the gate was thrown open. We had an overplus attendance.

The show failed to do business, our free acts and rooms were well patronized. No one seems to know why the midway didn’t gross heavily with the big crowds we drew. According to cooks, runners, someone messed up the play; the right signals weren’t given, and if they were given, somebody disobeyed them. The only coming from the office was: “Maybe, if practiced” and “almond.” That started a clash between the cookhouse’s “maybe” clique and the “no” crowd. The “practically” and “almost” contingents came to blows.

You can imagine the feelings that our general agent, Lem Truesdell, took. Seems as tho no one wanted to deduct the date from his income tax. According to Truesdell, the further more, Truesdell claims that the

TURK posted the day over from the Rur. They said, “A Turk would at least how worn English.”

The cooks or blundered for the poor, they refused to crack the letter and began to say: “A shilling for a teapot for the strictly midway lip might be a waste.”

We of the press clog our fingers in order to give the ah. We planned a pipe-wielding hand man on a having a pipe with a cap necessary to cut that kind. Follow our time, the office plan bladders. We have a lock on each of our six’s to lay under all confessions and organiser to the accomplishment of Oriental-style basis. Our Scotch band, grand Arabs, Trailed cack were seen playing Are Cuming. The cut the flag. The flags are v bladders, which enable me to play all the air into instruments.

The event was a miraculous standstill. J gate admitted some 10,000 patrons. Th gate opened, and then the public looked at the show. When one of our box, Blundered up and awarded the town of them fraud. The off paid off with the ren bladders. We’ll soon MAJOR.

** JUST A REMINDER **

We offer our New Indestructible Baskets the Most Improvements for No Extra-Rounds. Price We Designed and JUMPING HORSES, Nearly 50 Years Ago, as New Used en Rounds.

We SUGGEST — Place Your Order for Repairs and No Prices Advance.

C. W. PARKER AMUSEMENT LEAVENWORTH, KANSAS

CARROUSEL RING
BRIGHTLY POLISHED STEEL
Manufactured for 30 Years by INTERNATIONAL CHAIN & MFG. CO.
WRITE FOR PRICES

SMILE JEWELRY

SLUM JEWelry

Giveaways for games — Large Variety Plastic Jew.

Each one on a card, Good Flash, Good Value.

BIG STOCK ON HAND. PROMPT SHIPMENTS. SEND FOR CATALOG.

SAMUEL B. POCKAR
131 Washington St.
PROVIDENCE, R. I.
SLA in Salute
To Buffalo Bill

CHICAGO, March 23—St. Patrick's Day ceremonies were held in the honor of March 16, but the commemoration of the one hundredth anniversary of the birth of Buffalo Bill was held March 22, with two hundred members joined in paying tribute to Col. William F. Cody, Buffalo Bill.

It was the first official function in the early afternoon at 4:00, State Street, and the house committee went out to provide the type of entertainment the Old Scout would have most heartily approved.

A Western eye covered the walls, and as an added Western atmosphere was provided by committee members in jeans and chaps, with western hats, gauntlets, and chaps, with Western hats being donned by all members. Special guests of honor were old-timers who had trooped with the Bill show, including Art Penney, D. H. Harrington, and Don Russell, Chicago Daily News writer, who has authored on Buffalo Bill's career. Bill Green was general chairman with George B. Flint in charge of entertainment, aided by Earl Kurtz of WLS Artist Bureau.

Ferris Wheel No. 110 was furnished by the Oregon Rangers, comprised of Tony Grasso, accordion; Bill Haul, guitar; Wayne Wright, violin, and Silas McCarthy, bas. Acts were headlined by Paty Montana, WLS star, and her daughters Beverly and Judy Rose; Princess Wah-Wah-Keysie, Indian singer; Arizona Jack and daughters, trick and fancy roping and bull whip manipulations; and Chief Shee-Noe, Indian vocalist.

New Ride Goes on Display at Expo

CHICAGO, March 23—A four-foot model of a potential new midway ride, the Elevated Twirl, will go on display with the opening of the World's Inventions Exposition at the World's Fair, April 11.

Ride, invented by M. Vander Schuur, of Grand Rapids, Mich., is modeled on the lines of an elongated Ferris Wheel and is designed to give its passengers the same basic thrill as that old favorite. Instead of seats, however, the Twirl is equipped with steel cages which slide and swing with the weight of the riders as the “wheel” revolves.

Vander Schuur, who has applied for patents, says that several park and carnival operators have expressed interest in development of his ride.

Maybelle Kidder Books
4 Units With Triangle

NEW YORK, March 23—Maybelle Kidder said here that she has contracted to present four units with Jake Shipp's Triangle Shows. They are the Posing and Girl Shows, Illusion Show and Mickey Mouse Show.

Her husband, C. H. Kidder, at Pella, Mo., is constructing a 220-foot panel front, utilizing a 30-foot center section, and a 220-foot roof has been delivered. As the show is opened with his illusion show, the first exhibition of the shows will be her son, Gilman Brown and wife, Hazel. Gene Conover will produce and handle the Girl Show.

Mrs. Kidder presented the same units with World of Mirth Shows for a number of years.
Sports a Lure
In Windy City

CHICAGO, March 29—Nine-day run of The Chicago Herald-American sponsored sports and travel show at Chicago Stadium ends tonight, with a probability that total attendance will pass the 200,000 mark.

With Jerry Colonna, Pat O'Brien, Janet Blair and other rollicking band to needle attendance thru early stages, show had drawn 130,700 paying customers in first six days, according to the sponsor.

Travel phase of the show was an attraction in itself, with exhibits bringing for emphasis. Not the least commanding were the half dozen small planes on display.

Two planes were offered daily, one in the afternoon and one at night. Acts worked in front of a neatly framed mountain setting, with an abundance of pine trees imported for excellent effect. Bill opened with Betty Jeffries, songstress, emerging from the timber ambush to give out with song of the forest.

With the theme thus established, show featured a variety of top attractions, including Mark Huling with Sharkey the seal; the Shooting Manx, with Fred, his wife and daughter; Lane and Andreas Hansen with Bob Jackson, skater; Orlin Forest and his five retriever dogs; Mack Gibson, champion swimmer, and Alvar Hanemund, U.S. Olympic coach, fencing exhibitions; the Arkansas Woodchopper; Margaret Hurl, Canadian swim star, and a crew of eight log rollers and canoe fitters. With swimming race between Alshow Hutton and Sharkey the seal, was a highlight.

Greene Legion Welcomes Vet
CAIRO, N. Y., March 29—Greene County American Legion will hold home-coming celebration for World War II veterans at the county fairgrounds here June 13.

BOSSWELL, JULY 1-4, CELEBRATION

WANTED

BUFFALO SHOWS

W. G. Wade, gen. mgr.
D. Wade, gen. rep.
19199 Woodingham Drive
Detroit 21, Michigan
Telephone University 4-0055

**OPENING FRIDAY, APRIL 26**

**BUFFALO SHOWS**

For a long season. Have a few Concessions and a ride below. This is a small show playing big acts. Are looking for our York Anniversary Tour in 1947. Those with an eye to the future will have few chances in the next season. The above offers will pay off in a big way and will be a home run. Write, wire. Wire to: 400 Worth St., Burlington, N. C. Phone 2244.

**WANTED**

RIDES AND MEDICINE SHOW FOR

BUFFALO SHOWS

WANTED

BUFFALO SHOWS

**BUFFALO SHOWS**

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**WANTED**

RIDES AND MEDICINE SHOW FOR

BUFFALO SHOWS
BID WANTED FOR CARNIVAL CONCESSION
Feb. 8 to Feb. 16, 1947
SOUTH TEXAS' LARGEST
and
MOST COLORFUL FIESTA
We will consider bids from all first-class
concessionaires and award contract on
April 8, 1946.
JOHN H. HUNTER
Concession Chairman
Box 1591, Brownsville, Texas

WANTED
5 Rides, 3 Shows, 20 Concession, Street
Platform Acts for
40th ANNUAL GOOD TIME DAY
Boyd, Mime, June 12, 1946.
Sponsored by Boyd Booster Club.

WANTED CARNIVAL
For week of July 1 to 6. HOME COMING.
25,000 drawing population. Best Carnival
concessionaires. Papers VACANCY.
NORMIS F. SWENK, Quarter Master
Veterans of Foreign Wars
VANDERGRIFT, PA.

WANTED
Carnival, July 1-6
GREENVILLE 4-H
H. BRIGGS
Greenville, Mich.

CHES-CAT SPECIALS
TRICK MOVIE $1.50
NOVELTY PHOTOS, Finn Gert, 50c each.
DOMINO IDGARETE LABELS, 1c each.
End 25c for Complete List and Samples.
Crescendo Music House
902 Granite St.
New Orleans, La.

WANT TO BUY
NEW OR USED CANDY FLOSS AND NEW OR USED CORK GUNS, BALLOONS. Chas.
NEW OR USED CANDY FLOSS AND NEW CIGARETTE LABELS.
WANT CARNIVAL
For week of July 15 to 20. Includes or July 20 to
50,000 by American Legion.
FRANK H. SCHMIDT, Commander
Irvington, Ind.

WANTED CARNIVAL
Includes Shows, Rides and Concessions, for week of
July 1 to 6 inclusive. Communications with
The American Legion
Post No. 83, Pawtucket, R. 1.

WANTED
Rides and Wagon-Step, Round-Wind with Operation
Ferris Wheel, Chair-o-Planes, also Rides and Concessions
MIDDLETOWN VOLUNTEER FIRE DEPARTMENT
Urbana, Virginia.

Chili Trailer Show Pulls
38,000 Total for 7 Days
CHICAGO, March 23—National
Chili Trailer Show, a Nick Rozen- tion, will wind up a nine-day run at the Chicago Coliseum Sunday (21). Attendance Thursday (21) was announced as 38,000.
A total of 61 trailers were displayed by the 26 manufacturers represented by exhibitors. In all, 76 appliance manufacturers and distributors were present with displays.
The show, staged twice daily, was headed by the Chicago cardinal, Willis Wilson, with the supporting cast including the Dancing Sherwoods, Dolomina Sisters, singers; Leo Marx, juggler, the Carlisons, balance, Libonati Trio, x-ray, Edwin Elslas, singer, and Jack Cavan's orchestra.

Woodville, O., To Resume
Three-Day Celebration
WOODVILLE, O., March 23.—Annual
three-day celebration sponsored by the Claverays, Nicholas Post, American Legion, and the Woodville Volunteer Fire Department, will be resumed this year July 25 to 27.
F. H. Kneip, publicity chairman, has announced. Event suspended during war years.
Rides, free entertainment, fireworks and award of a new 1946 automobile will be features.

Woodville Cel To Resume
WOODVILLE, O., March 23.—Fireworks and a sumptuous giveaway are features planned for the post-war revival of the July Fourth Celebration.
Dates are July 2-4, according to H. Sitzesteck, general chairman of the event jointly sponsored by American Legion and Volunteer Fire Department. Celebration was discontinued during the war.

Frolix 'n' Fun Shows
WANT AGENTS

FOR SALE - IRON LUNG
Mounted on streamline truck, built to work streets or careful dates and fares. This is the most perfect outfit ever built. A-1 shape, including light plant to operate. Will win back the cost in a few weeks. Write or wire.
JONES GREATER SHOWS
Opening April 27th, Playing Best Industrial Towns, Including Huntington and Charleston.
Also 10 Bona Fide Fairs and Two Big Celebrations.
WANT: Shows with or without outfit. Will finance reliable showman.
CONCESSIONS: Cookhouse that caters to show people (Jack Kelly, wild rides), Candy Floss with or without outfit. Will book Oranges, Apples, Snow Cone, High Striker, Jewelry, Novelties, Age and Weight. No Mill Camps or Coupon Stores.
HELP: Experienced Lot Man, Man to handle front gate (Robert Garrett, ticket). Second Agent that can put out paper, reliable Ride Help on all rides.
FREED ACT: Want Sensational High Act performed by two or more people.
All Address: JONES GREATER SHOWS
727 16TH AVENUE
HUNTINGTON, W. VA.

COLEMAN BROS.' SHOWS
Opening April 25, Middletown, Connecticut, 10 Days, Including Sunday.
Richard J. Coleman, P. O. Box 886, Middletown, Conn.
**PERFORMANCE IS THE THING!**

**Dough Flows For Ace Acts**

R&B trend toward big displays—two new specs look like class—horses get nod

By Pat Perrell

CHICAGO, March 23—The performances of the type that m'hearts is in the theme of circus managers and owners as they prepare their presentations for the 1946 season.

Even the Big Fellow who will be back with four railroad sec- tions and the largest top in the history of the business, and the dentist collection of attractions from the four quarters of the globe—go ahead and believe the press agents—who cares?

Never mind that Ringling Bros. and Barnum & Bailey show plans to offer an eye-fulling production of the types they have specialized—big top, midgets, elephant, stilt dancers, and so on and so forth—serious newspapermen have been stumping and swooping at the custo-mers from every direction.

The man in the lowdown from Sarasota, Fla., where Big Bertha wircrafts.

**Jack Hess Top Feature**

And from Louisville, on the edge of Kentucky's famed bluegrass region, comes word that Zack Terrell has purchased from Art Concello, the lat-ter trying to salvage something from Rudynolf in his quarters breaking Olympia.

Move over to Newberry, S. C., where Bert Pesce-brother of the late Ringling Bros. and Bailey show—has been over at Ringling (the original) or an Al G. Barnes show for the past three weeks, examin-ing and swooping at the customers from every direction.

And on to the lowdown from Sarasota, Fla., where Big Bertha wircrafts.

**Speed Production**

**CONTRIBUTORS**

Contributing to the circus news copy direct to The Bill- board, 185 N. Clark St., Chi-cago, are representatives of the Veterans of Foreign Wars, who were assigned by the head office in that city. Copies sent to Cincinnati made a delay because of an advertising setup—however, should be sent to Cin-cinnati.

Galesburg, Moline, Show Net Profits

GALESBURG, III., March 23—Indoor circus, produced by Ernie Young, Chicago, and sponsored by the Veterans of Foreign Wars, closed in the Armory here Tuesday (19) after successfully running for a three-day run. Same show was presented March 15-18 at Moline, Ill., under sponsorship of the Moline Eagles No. 1,112.

Sunny Berkey, assistant producer, handled the announcements. Bill Blomberg was equity director and Bill Blomberg the pro-grammbill.

**Galesburg, Moline, Show Net Profits**

**Sonic**

**(1) The Great Giaras and the Afterburns, wire; (2) Sadarelli's dogs; (3) clowns; (4) dancers; (5) Sadarelli's; (6) clowns; (7) Bailey and Jeu, skating; (8) Sadarelli's; (9) Anoble, circus; (10) Sadarelli's; (11) Mille Ellas-hand-juggling; (12) Two Enricos; flying trapeze; (13) Little Jumbo; flying trapeze; (14) Morte and DeCesar; (15) Phenomenon; (16) Kermact; (17) clowns; (18) Gracey liberty horses.

Roy Berkey was producing clowns. Oscar Berkey, assistant producer. Hop Green and Smiley Daley.

Shrine Plugs Owens' Bow at Springfield

SPRINGFIELD, Mo., March 23—Lorence Owens, general manager of the new Buck Owens Circus bow April 23 with early reports indicating a heavy sale of advance tickets for the six-day run at Ozark Empire Fair Coliseum. Buck Owens' building will accommodate an audience of 4,000.

New arrivals at fairgrounds quar- ters are six by Sheilds; full-grown but weighing less than 350 pounds each, and three new 24 kw. light plants, which are being mounted in a new steel-enclosed building.

Buck Owens and Jimmie O'Dell are working the three Liberty and billie; the chief全域で (1) Sunny Berkey, assistant producer, handled the announcements. Bill Blomberg was equity director and Bill Blomberg the program. (2) Sadarelli's dogs; (3) clowns; (4) dancers; (5) Sadarelli's; (6) clowns; (7) Bailey and Jeu, skating; (8) Sadarelli's; (9) Anoble, circus; (10) Sadarelli's; (11) Mille Elлас-hand-juggling; (12) Two Enricos; flying trapeze; (13) Little Jumbo; flying trapeze; (14) Morte and DeCesar; (15) Phenomenon; (16) Kermact; (17) clowns; (18) Gracey liberty horses.

Roy Berkey was producing clowns. Oscar Berkey, assistant producer. Hop Green and Smiley Daley.

**Shrine Plugs Owens' Bow at Springfield**

PENNY YAN, N. Y., March 23—Mike Gay, hardmanor, spent three days here, heading with James M. Cole and the Kelly-Miller combined and spec of the James M. Cole Circus, while working his act in the Kelly-Miller building. Gay, in charge of the show, was working the three Liberty and billie; the chief spec.

**Shrine Plugs Owens' Bow at Springfield**

James M. Cole Sets Spec, Billing Plans

Springfield, March 23—Mike Gay, hardmanor, spent three days here, heading with James M. Cole and the Kelly-Miller combined and spec of the James M. Cole Circus, while working his act in the Kelly-Miller building. Gay, in charge of the show, was working the three Liberty and billie; the chief spec.

**James M. Cole Sets Spec, Billing Plans**

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**James M. Cole Sets Spec, Billing Plans**

**Hall Tunes Up For King Bow**

HARTFORD, Ky., March 23—With General Superintendent L. D. Hall in charge, the doors already set to roll, final touches are being made for the inaugural bow of King Bow at New Oxford, Pa., April 15.

The show, covered by a new spread of feather-birds, will consist of quarters on a fleet of 35 trucks.

John D. Fian, general agent, has announced that George E. Caron, manager of the No. 1 advertising car, is here with his crew. A new line of lithograph paper will be used. Joe Peet, superintendent of elephants, is busy with re-learned, also Matt Larrivie, in charge of the trained domestic animals. Joe Peet, superintendent of elephants, is busy with re-learned, also Matt Larrivie, in charge of the trained domestic animals.

Karl Yonkers, chief mechanic, has had his crew busy since the first of the year reconditioning the motive equipment. Arthur Shablin, superintendent of concessions, is readying his men for the inaugural bow of King Bow.

Floyd King is back in quarters after a brief visit in the south. Floyd King is back in quarters after a brief visit in the south.

Full pull, visiting his parents here for the first time in many years, is Jack Joyce in Sarasota, Fla., to join the Ringling-Barnum circus. Recent visits were held in Houston, Texas, and Las Vegas, Nevada, en route to his home in Topock, Cal.; Joan and Chasly Benjamin, Buffalo, N. Y., with Wallow, N. Y., and James M. Cole Circus; Paul Van Pol and family, Detroit, Mich.; Frank Hepplewhite, "Circus, Cirque, and Harry Potter, en route to join Clyde Beatty Circus in San Diego, Tex.

**Hall Tunes Up For King Bow**

**3 Shows at Hugo Stamp It Circus Capital of S. W.**

RUGO, Okla., March 23—With three shows readying here for spring operation, Hugo, Okla., is looked upon as the capital of the Southwest with a population of 8,560 has been proclaimed by the Hugo Chamber of Commerce the "Circus Capital of the Southwest."

The Al G. Kelly & Miller Bros. Circus, senior ring of the trio wintering here, plans to open under local auspices April 17 before heading north.

Vernon Pratt, owner Hugo Bros. Circus, will open Saturday, April 5, but may open in studio and in front of grandstands instead of under canvas.

Stevens Bros. Circus, third of the Husto shows, is now off and running by Mr. and Mrs. Bob Stevens, who will also open here about May 1, then move into Western Oklahoma.

The Kelly-Miller combine has been expanded substantially with the re-lease of North Miller, tenements, from military service. Purchase of six elephants was made recently and will apparently be added for the Hugo show next season.

Stevens has built around several trucks purchased from Russell Bros. (See 3 Shows at Hugo on page 8)

**Mills Work Moves Ahead of Schedule**

ASHLAND, O., March 23—Favorable weather continues to keep work going ahead of schedule at the Mills Bros. Circus quarter here. Every depart-ment is already working behind schedule.

Harry Payne, press chief, reports that Harry Eagles will come on from Kansas City, Mo., to join the depart-ment. New uniforms for the band are under way and the percussionists have been chosen and are now at the fairgrounds April 30.

Two advance advertising trade shows will be held here, one for the show and the other for the point show. The Department heads are arriving daily and the St. Francis Hotel is now the central meeting place of the show's personnel.

Reservations here included Jack Goddard, of the circus world, and Alan Rich, representative of the National Foundation for Lumbago Paralysis.

**Mills Work Moves Ahead of Schedule**

Birth, Trade Record High

OKLAHOMA CITY, Okla., March 23—This has been a big season for the Oklahoma City Zoo. Additions include three bisons, one bison, one Phil, and one llama and all are doing well.

Leo Blodgett, director, also reports several other notable acquisitions by the zoo. Dallas Zoo swapped a pair of waterbuffaloes and a pair of ostriches for a few lesser colored elephants and several other species that were added to the zoo's collection.

Blondin and his wife plan a visit to the Kelly-Miller Circus at Hugo, Okla., and expect to renew many circus friendships while there. The Blondins are due to return to Europe on the wedding anniversary March 17.
FRST SEC TION
RIDES MAR. 26

Importations plus old favorites indicate strong bill—Evans band set

(Continued from page 3) unlike usual, Walter Dorman, some flying trapeze units, the Oracas, the Chlo-
 chiefs, the Flying Behrs and the Troupe. There was Mildred's trained horses, and the Gustino
 Lynch, Local backshow riders.

They were there as stalwarts at the Wallingin, high wire bicyclists: Lallage, aerialist; the Long Tinge
 Orlo; acrobats; performers; William Hoyer and his high-school show; Sharon Night; Bern sadness
 Clark, Kitty Clark and Jerry Hill: riding stars; Roland Tieber's sons seen at the Virginia State Fair.

From Spain, Sweden

Two troupes are scheduled to fly from Spain, leaving Lisbon March 30, one to Paris and the other to
 York. They are the Theres, bicycle act, and the Artiva Family of acrobats and stilt-walkers.

The Four Elksin Brothers, Sweden, arrived here Monday morning, in time to work with the show here,
 but they made the trip the hard way—straight from Copenhagen, Denmark, to Glasgow, Scotland, to
 Boston, to Saratoga.

Evans, Taylor Combo

Merle Evans has put together a 31-piece band for the Garden opening.

Many of the personnel, including several regular faces, had reported by the first of this week for daily re-
 habs here, and the veteran bandleader is the new head of the orchestra. His 1940 work is the score for England.

Band Personnel

Band personnel includes Tony Ramirez, John Schindler, George Olivas, Ray Jensen, Fred Dini: cellular group—
 David, Harold Davis and Bob Davis, French horn; John Hawke and Clarence Bennett, harpists; Lew Riddle,
 Andy Graham and Dolly Hudson, trombones; Johnny Evans and Joyce Kneubuhler, tuba; Alonzo Thompson and
 Roland Sheehan, percussionists; Joe Browning, At Hillshmidt, James Devlin, Joe Thorn, Phillip Garriton and
 Earl Duncan, cymbals.

Winter quarters were closed to the public until Tuesday, when some personnel visited during the season, a
 new high for recent years. Quartes, located two miles east of the city, are
 located two miles east of the city, are

"Today Is Circus Day in...!"

An Advance History of All Circuses in the United States (So far as We Know) 1812 to 1946

CHARLIE CAMPBELL

BOX 304
SYLVIA, N. D.
THE HOUSE COMMITTEE TURNED IN A BANG-UP JOB. Here they are (left, left), standing (left to right): Frank Eliza, Mal Harris, Jimmy Campbell, Oliver Barnes, Whitey Lehther and Sam Bloom. Seated: George Brooks, Ray Oakes, Jack Hawthorne, Max Brantman, Charles H. Hart and Jack Benjamin. Some of Buffalo Bill's old associates were there to pay their respects (top, center; left to right): D. C. Hawn, Albert Wolfe, Ernie A. Young, Clint W. Finney and Don Russell. Right, top: Joe Streibich, Fred Koestmann, Whitey Lehther and Walter Driver try quartering on "Home on the range." Content Lou Leonard, Marie Hermann, Bill Cardys, George B. Flint and Bernie Mendelson try their luck with the cards. Lower, left: Bill Green, the party chairman, gives some advice from Betty, Arizona Jack's daughter. Lower, center: Bold, bad men Jack Hawthorne, Bob Miller and Lou Wasserman attempt to kidnap Texie, another of Arizona Jack's daughters. Lower, right: Emmett Simco eyes the badge while "Sheriff" Thomas D. Hickey attempts to pick his pocket.

THE BILLBOARD - JUNE 10, 1946

WANTED
For Big Show—Family Act, Girls for Single Track, Laborers and Men.
For Big Show Band—One more Trumpet, also Color Guard.
For Side Show—Acts of all kinds, Ticket Sellers, colored Musicians.
Side Show Boss Carpenter, Assistant Boss Carpenter, Tent Man, Ushers, Waiters, Workingman, come on to Winterquarters, Apartment City. For sale—15 Kw. D. C. Light Plant, gasoline engine, $300.00 cash. F. O. B. Ashland.

WILL BUY CIRCUS PHOTOS
Letters, Broad Eggs, Feather, Portrait, Movie, Oil, Watercolor, Charcoal, etc., all in first letter. Address:

JACK MILLS CIRCUS

WILLS BROS.' CIRCUS

The Billboard
March 30, 1946

Showmen's League Celebrates Buffalo Bill's Centennial

WANTED
For Sale—15 Kw. D. C. Light Plant, gasoline engine, $300.00 cash. F. O. B. Ashland.

WILL BUY CIRCUS PHOTOS
Letters, Broad Eggs, Feather, Portrait, Movie, Oil, Watercolor, Charcoal, etc., all in first letter. Address:

JACK MILLS

WILLS BROS.' CIRCUS

WANTED
For Flying Return Act
Act booked steady from May 1st until last of November. Good salary to right men. Also want Ladies not over 125 pounds that wants to learn a Flying Act. Wires or write BOX D-153, The Billboard, Cincinnati 1, O.

DOUBLE YOUR $$$
10,000 USED THEATRICAL COSTUMES
To be sold. Cheaper Wholesale and Individuals, all Lover Costumes, to
From 2 to 20, Who Hats, Shoes, Boots, Tassels, Trimmin'g, Paper Mirror Heads, Basket Horses, Curtains, etc. Your last minute needs at half their price.

WANT CATCHER
For Flying Return Act
Act booked steady from May 1st until last of November. Good salary to right men. Also want Ladies not over 125 pounds that wants to learn a Flying Act. Wires or write BOX D-153, The Billboard, Cincinnati 1, O.

WANTED TO BUY!
Old Circus Programs, Rare Books and Far-Dists, Advertising Matter, Photographers, Letters, etc., will pay cash, No too large or too small. Correspondence invited. A. MORTON SMITH

FRANKLIN, PA.

UNDER THE MARQUEE

WE'VE searched thru,
CLAIBORNE WHITE, billposter, is still at his home, 333 S. Third Street, Memphis.

WALTER WARDELL reports he will have the Side Show band with Mills Bros.' Circus.

HAS YOUR weather forecaster featured any high-class March weather—the icy feet kind?

CLYDE BEATTY landed a hot front-page piece in The El Paso Herald-Peost Wednesday (13).

WYATT E. DAVIS will be with Bailey Bros.' Circus. . . BAMBOOLA will return to Cole Bros.' Circus Side Show for the 1946 tour.

WHEN the long-distance wires were tied up, agents learned the hardships that their planter forebears encountered when writing for dough.

CHARLES A. SEELEY pens that Al Butler, of Ringling-Barnum, has contracted Syrupose for April 1 at McCarthy's Island.

HAPPY AND MARIE LATER visited Buck Owens' quarters at Springfield, Mo., en route to Kansas City. They bought a big bus in Springfield and have converted it into living quarters, with four rooms and a bath.

REMEMBER the old-time circus saltimbanco who, when their loft work was finished, reminded the boss that it was a good time to sharpen stakes?

SI RUBENS writes from Springfield, Mo., to emphatically deny a rumor the Buck Owens show will not open. Rubens insists the rumor is malicious gossip, and that the show will open in Springfield April 22.

PETE MARDO, former Barnum & Bailey clown, and his wife are managing the dining room at Whitehall's Cafe, Akron, O. . . EMMETT KELLY, R. B. clown, will wind up a tour at the Buck Owens Club date late this month. He plans to report in New York April 1.

SIDE SHOW MANAGER who recently made good was the one who left a rural job. (See Under the Marquee on page 97)
WORLD'S LARGEST MODEL CIRCUS
New — 600 Boys, Girls and Babies. 10000 square feet. Housed in four 50x100 tents. 4000 seats, printed and illustrated programs. Entire circus in the arena. Complete
for free sample, Swivels any size, Teem, etc.
NIL, Rin and Kari, St. Paul, Minn. 71°,; 3, 41, 0 =t; Ovita Gutierrez, steward, and Milo Wallace.'
WANTS Agent with cer, Dog and Puny or any 500 each.
B. M. Clark & Sons Circus
CIRCUS in
12-Month
BILLY DEAN, 107 acres, 0 $1.00; Walter L. Main, 1037, 0 $1.00.
Wants
1.1111..rtation.
Wants Air flailing, Player. Would like privilege.
Wants 11Di:: SHOW or PIT
Went, Boss Canyassnan,plilee.
10.000
Over
it.
10.000
price.
1.000
long.
0,
1.000
S
g. E.
in.
SPRINGFIELD, MO., FAIR GROUNDS
CHARLIE SMITH, Sept.
WANTS
Buckland and others. Other
horses. Good for fairer.
C. GUYETTE
104 W. 650 St.
Phone: New York 23, N. Y.
BELL BROS.' CIRCUS
NEHT LARSON OPEH, HOSKIN
Black or Beuten, $3.50 to the seat. Myself handling all tickets. Ask your local show manager. Other
Presents at once.
WANTED FOR BUCK OWENS CIRCUS
Seal Man, Riggers, Workingwomen. Court
Fat Writers, Heavy Working crew. Advertisements.
SPRINGFIELD, MO., FAIR GROUNDS
WILL IT.
Ground Delivery
New Orleans, La.
Can Place Immediately
First class Grooms for those performing horses. Will
be other and reliable. Your special job, good pay. Wheel.
RUDY RUDYNOFF
M. M. Burns, 8,000, 0 $1.00.
450 W. 41 M. N. V. C.
Call.
THANKS TO
IRV. J. POLACK AND LOUIS STERN
for having the Greatest Indoor Circus in the World.
POLACK'S SHIRINE CIRCUS
ROY B. JONES, Assistant Manager
NATE LEWIS, Equestrian Director
A. E. (Jack) KLINE, Official Amourcer
WANTED TO BUY
Circle C.k
Wire
TOMMY TOYES
Phoenix, Ariz.
RODEO
Vallejo, Calif. — April 20-21
WANTED — COWBOY AND PERFORMERS
BEN KRAUS, Mgr.
Vallejo, Calif. — Apr. 19-20
Phone: Vallecita Park 1917
Pratt Would Present "Sons" Like Skelton and Carmichael

Rehabilitation of grounds underway, with move-out of army March 15—Coliseum, some barns undamaged—pavement improved during military tenure

INDIANAPOLIS, March 23.—All the stops will be pulled out for the reopening of the Indiana State Fair, which was put in moth-balls during the war.

Management announced, even before the plant was turned over to this army March 15, that it would mark the reopening of the State Fair with a stagewhich will present talent from the 17 Indiana radio stations.

This week it demonstrated further its all-out efforts to revive the Hoosier annual with the proverbial army March 15, that it would mark made to round up all-time Hoosier stars of the entertainment world to announce that efforts are being made to round up all-time Hoosier stars of the entertainment world to give added lure and power to the opening.

Hot Shot Talent
Such Hoosier products as Red Skelton, Roscoe Carmichael, Roy Acuff, radio's Hoosier Philosopher) Shriner (Singin' Sam) Frankel, and Herbager of the Plumes County Fair here.

Isle Named Mgr. At Quincy, Calif.
QUINCY, Calif., March 23.—Ray McKeen, who recently discharged from the army, has been named manager of the Plumas County Fair here.

A newcomer as a fair manager, Mr. however, was closely identified with fairs in Kansas, for eight of his eight years he was associated with 4-H Club work.

Mr. is a graduate of Kansas State College, where he received a degree in forestry. His military experience included the command of an LSH in the invasion of the Philippines and duty as executive officer of a large fighting ship in the Okinawa campaign.

Scheduled since 1941, dates have been set for August 18-16. Besides agricultural and industrial exhibits the annual will feature a spectacle horse show, rodeo and woodsmen's championship contest.

Trot Mutuels May Open Other Gambling
FRANKFORT, Ky., March 23.—A study was made here yesterday of the possibility of the State Fair, now appears a certainty following the passage of a bill which was said to be voted on in the House yesterday.

Trot Mutuels Seem Assured For Kentucky

Trot Mutuels May Open Other Gambling

Records Topple At Fort Worth

275,000 at 50c, attended—119,000, at $3, see rodeo at 50th expo, stock show

FORT WORTH, March 23.—Records topped at the Southwestern Exposition and Stock Show, which concluded its 50th anniversary celebration.

Total attendance of 275,000 at 50c admission.

Rodeo total attendance of 119,000, with seats at $3 each, in the Will Rogers Coliseum was run off.

Another possible all-time record may have been set for entries in the rodeo, with contestants running an even 300.

Champions in the rodeo competition are: Joe Stockton, Ft. Worth, Texas. two-time wonder boy, half of this year's Ag in state school races to state races.

Hot Shot Talent

One of the tickets of the party of the year at the annual Fort Worth rodeo will be the cow drift for six nights, to the Barns-Carruthers office, Chicago, and the thrill to see Cowtown's Hell on Wheels.

Vast Face-Lifting Set for Payuppallu Annuals in Wash.

SEATTLE, March 23.—Washington fairs will break out with new faces and make-up costing thousands of dollars, Charles Mcnath, secretary of the Washington Fairs Association, revealed here.

Most of the annuals reporting to the State asso-

Vancouver Plant Release Scheduled for August 7

VANCOUVER, B.C., March 23—Canada's wartime Munitions Defense will unveil Hastings Park August 1, Pacific National Exhibition, which has been suspended for seven years.

Trot Mutuels May Open Other Gambling

Trot Mutuels May Open Other Gambling

Trot Mutuels May Open Other Gambling

Gainesville To Shift Site After '46 Event

GAINESVILLE, Tex., March 23.—Out of action since 1942, Cooke County Fair has set September 2-7, Secretary Claude Jones has announced, but it will be the last time the fair will be held at the present site.

Immediately after the '46 event, work of clearing the site will begin, preliminary to moving to a new location.

Part of the present grounds will be used by a new U. S. inter-regional highway. Four- wheel drive operation, expected to be completed some time in June, will provide a larger carnival area.

Attractions signed for the '46 fair include the Bill H. Hames Shows for the midway, Gainesville Community Circus, Magnificent Human Beasts, and Hub Whitmer's rodeo for three days, September 2-7, and Stamps Quiet for a Labor Day appearance.
Returning to U.S.A. April 15 to Aug. 1

The Sensation of the Western Hemisphere

The Great Knoll
World's Highest Trapeze Act

The Most Daring-Spectacular Sensational Single Act

In the Americas

120 Feet High
No Nets

Change of Wardrobe and Routine Each Performance

CHAS. ZEMATER
Personal Representative of America's Finest Hi-Ads

54 W. RANDOLPH ST.
CHICAGO, ILL.
Jake Ward Is Happy Man; Army Goes April 15 With Much Work Now Underway

SPRINGFIELD, Ill., March 22.—W. V. (Jake) Ward, held in a state of suspended animation during the war years while the army occupied Illinois State Fairgrounds, is a happy man.

He has had 15 buildings released, the turn-back of 10 more promised within a few days and, what’s more, has extracted a supplemental lease from the army, which states that the army will vacate April 30.

Changes for Coliseum

Thus assured, he has plunged into the task of rehabilitating the grounds and already has initiated much work. A first batch of buildings released were stables, and these have already felt the work of painters and carpenters.

Coliseum, biggest of the buildings released to date, is about to undergo a vast rehabilitation project costing between $200,000 and $250,000. Plans approved this week—the money has already been made available—call for the fireproofing and modernization of the structure. New boxes and seats of steel and concrete are to be installed.

Building is being renovated with the view of being used eventually as a year-round pavilion for pure-bred stock sales and shows. It won’t be used for that purpose at the ‘46 fair, however, for then it will house the horse show. But once the new coliseum, now in the planning stage, is built, the present building will be used for stock sales and sales.

All-Weather Track

Contract was awarded this week for the building of a half-mile all-weather training track. Construction of this track is expected to prove a boon to harness horse racing in the Midwest. Present racing setup makes no provision for working horses in wet weather.

Fifty trotters and pacers are now working out at fairgrounds. The mile track was not disturbed by the army during its occupation.

Vast improvements to the grounds will be held up until the army vacates. Sidewalks, curbing and road improvement program will then be launched, Ward said.

Story County, Ia., Votes To Build 4-H Club Dorm

NEVADA, Ia., March 23.—Decision to erect a dormitory for 4-H Club boys was reached at annual board meeting of the Story County Fair. Board voted to replace the present horse barn with a large new building which would include the dormitory.

C. L. Stratton, Nevada, was elected president, with Julius Black, Ames, vice-president, and Glen Randau, Ames, secretary-treasurer. Fair is scheduled August 12-15.
FRANK R. WINKLEY
and
UNITED SPEED & THRILL FEATURES, INC.

OFFER
A CHALLENGE!

THE FACT THAT WE LEAD THE FIELD IN
OUR PARTICULAR TYPE OF ENTERTAINMENT
IS EVIDENCED BY THESE 1916 CONTRACTS.

MATCH THEM IF YOU CAN
FOR THE ALL-AMERICAN THRILL DRIVERS
★ FOUR STATE FAIRS
   Including Minnesota, Missouri, South Dakota and others.
★ EIGHT DISTRICT FAIRS
   Including Cedar Rapids, Davenport, Fargo, Spencer, Marshalltown and others.
★ TWENTY-TWO LEADING COUNTY FAIRS
   Including Albert Lee, Owatonna, New Ulm and Hutchinson in Minnesota, Baxter Eau and Jefferson in Wisconsin, Webster City, Bloomfield, Mason in Iowa, plus many others.
★ FOUR WEEKS OF LEADING CELEBRATIONS
   Including Omaha, N. C., American Legion Fourth of July Celebration, Detroit Lakes, Minn., Jr. Ch. of Commerce Original Northwest Water Carnival.

TEN GREAT MOTORCYCLE RACE MEETS
Under sanction of American Motorcycle Assn. at leading fairs, with prize money totaling six thousand dollars.

FIVE AUTO RACE MEETS IN JUNE
Both big cars and midgets at leading tracks, with prize money totaling five thousand dollars.

TO FAIR SECRETARIES:
An excellent fair date still open for our Thrill Shows. A few still dates available in July.

TO STUNT MEN AND STAFF PERSONNEL:
Due to expansion we can use additional Help, particularly Bill Peters, Amos McCann, etc.

CALL, WRITE OR WIRE
UNITED SPEED & THRILL FEATURES, INC.
2244 SHERIDAN AVE., NORTH
MINNEAPOLIS, MINN.

General Booking Representative: ERNIE YOUNG, 155 N. Clark St., Chicago, Ill.

Sensual—Incomparable
Gripping

The
SKYLARKS

★
120
FEET
IN
THE
SKY

THE NEWEST SENSATION
A LIFE-TIME THRILL
THE OUTSTANDING FREE ACT FOR
PARKS, FAIRS AND CELEBRATIONS

MILO LINWOOD

presents

★
3 MILOS

JUST COMPLETED
3 YEARS
FOR
UNCLE SAM IN THE SOUTH PACIFIC

PERSONAL REPRESENTATIVE
CHARLES ZEMATER
54 W. Randolph St. Chicago

DARING GYMNASTS
OF THE SKY

★
135
FEET
—
NO
NETS
★

AN IMPRESSIVE RIGGING OF
UNUSUAL DESIGN
AN ULTRA-HAZARDOUS
EXHIBITION SPEEDILY AND
ELEGANTLY PRESENTED
MOST COMPLICATED ROUTINES
EVER WITNESSED

BOOKING NOW
for SPECIAL EVENTS
INDOORS—OUTDOOR—FAIRS

America's Own-LY

DARLENE

★
LADY AEROBATIC
WIRE ACT

FINES OF APPARATUS
BEAUTIFUL COSTUMES
ORIGINAL ROUTINE
FINELY PRESENTED

Booked ONLY on same programme as GREAT KNOLL

Your "HIT PROGRAMME" assured with these 2 acts!

WIRE—WRITE—PHONE

for Literature—Photos

CHAS. ZEMATER
54 W. Randolph St., Chicago

WIRE
— WRITE
— PHONE

for Literature—Photos

HAS ZEMATER
54 W. Randolph St., Chicago
ADVERTISING--MAKE IT PAY

FORTY years ago any kind of advertising served the purpose of the fair. That forty years ago the average home received only a small newspaper once or twice a week. Today, in the average home, there are many magazines and usually several newspapers. Along every main highway throughout America, both sides of the road are lined with billboards. Out of the radio, advertisements tumble one after another.

Under these circumstances, the task of attracting attention has become a particularly difficult problem. Those who keep abreast of the trends are psychologists whose daily task of attracting attention has become a particularly difficult problem.

B. Ward Beam, author of this article on fair advertising, is the founder of the biggest advertising agency in America, having started in 1914. He is credited with being the originator of automobile thrills days, has handled indoor expositions, managed a fair, produced circuses and outdoor revues.

no longer guess which is the right way. There are ways of being certain what to do and what not to do.

Looking at the problem, in the big advertising agencies, there are psychologists whose daily task of attracting attention has become a particularly difficult problem.

Under these circumstances, the task of attracting attention has become a particularly difficult problem. Those who keep abreast of the trends are psychologists whose daily task of attracting attention has become a particularly difficult problem.

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Simplicity sure method to get results—ads give comprehensive picture—color important

By B. Ward Beam

Make It Simple

Laird, for instance, asserts that all advertising should be written so that a nine-year-old child may understand it. Supporting this contention, many editorial writers test their compositions on the youngest office boy. If he grasps the meaning, it is published. If not, it is re-written. On this line, the movies are known to point their films toward the mentality of a 14-year-old.

Psychologists pointed out that far too much advertising is negative advertising—advertising that keeps people away from events or advertising that, not giving a clear picture, confuses the reader.

An Illustration occurs in a fair advertisement which I have before me. It reads, "August 29th-September 1. Fantasia of 1939—a page people."

You and I know what that means. But how many of those who read the ad will know? In the first place, if you ask the first 10 people you meet to define fantasies, I will guarantee that you will hear a lot of stuttering and hesitating. It would be very simple to explain in smaller type that the show is a musical review. That it boasts 16 fine dancing girls, with beautiful costumes and haunting music. That a quartet and six other specialties are featured, describing the performance.

Tell It All

Above all, the ad should answer the question of where the show is to be held. On the midway? In front of the grandstand? Of course, it should say in front of the grandstand.

The same ad continues with a mention of "10 Big Circus Acts." There is no explanation of when they will show. Then, I read "Baseball, 3 Days." But the fair advertises four days of operation. What three days will there be baseball? Again, "Dancing—4 Nights." The question arises, which nights?

Here, in another ad, is the heading "122d Anti-Aircraft Battalion. Grange Question Bee. State Firemen's Day Parade." No mention of where or when is made. Now, if you were interested in any of the events, would you telephone to find out where or when?

No, and neither will the other fellows. Disregarded, he will stop reading, usually forgetting about the fair. In contrast, here is a Ringling Bros. and Barnum & Bailey Circus ad. The copy reads:

"Madison Square Garden, commencing Wednesday night, April 4, twice daily thereafter, including Sundays, at 2:15 p.m. and 8:30 p.m. Mail orders now for all performances from April 5 thru May 20. Opening night, April 4, admission by War Bond only.

Below this copy is a big cut of a clown and the name of the show, which attracts attention to the ad. Cut is followed by five more lines about the show, then an explanation of the unprecedented demand for tickets, followed by a complete listing of ticket prices. The ad points out which days children will be admitted at half prices, exactly how to order tickets by mail.

Circus Gives Answers

The point is that all of this information is crammed into one column of space 12 inches high. There is absolutely no question that could be asked about the show without finding the answer in the ad.

The publishing of the price of every kind of ticket has been found by traveling legitimate shows to be good business.

In his book, Advertising and Its Mental Lewis, H. P. Adams writes that a day's new carrier, including radio, gets almost seven times more attention than a quarter-page display, in other words, a full-page may cost four times as much but it gets almost seven times more attention than the smaller one.

Strong, the California authority, believes that ads of identical size and content lose effectiveness if published in several consecutive issues. He asserts that an ad is only 1.4 times as effective as the first one and that if it is repeated four times in a row, it is only half as effective as the first one.
times as valuable the second time it is run. If it runs four times it is only 75 per cent effective than if printed but once. Or, a half-page ad that appears two consecutive days is only 91 per cent as valuable as a full page appearing but once.

Gallup, creator of the famous poll, finds that illustrated ads attract 34 per cent more male readers than those without art. In the case of women readers, ads with pictures command the attention of 63 per cent more than those without.

Photographs of people are more valuable than those of objects and photographs have been found to be 64 per cent more powerful than drawings in winning attention. A classified ad, one of the cheapest media, can be extremely effective if used wisely.

Use All Methods

The fewer pages a publication has, of course, the more chance there is that your ad will be read. To attract attention, we all know that we must use every available method.

With the nation riding in automobiles, the question of what kind of advertising to buy is vital. At modern highway speeds, the larger billboards set back from the highway, get best results. Too many smaller signs near the road only fuse into an unreadable mass. Small signs should be used only where people can read.

A poster which in itself tells a complete story is the best hit. Posters which advertise the fair, naming the different events without telling when they are, are beneath the heading of negative advertising. Individualized posters are best. It is good business for the advertising salesman to sell fairs in adjoining counties the same posters. There should be no resemblance between the lines of two near-by fairs.

Events using large billboards draw better than those which do not. A sudden approach to a poster is slightly better than a location which allows visibility from some distance ahead. And a semi-head-on location is unusually effective. Next in superiority are the boards which are some distance from the highway.

The first boards in a series of boards are less effective than those near the end of the series.

Direct mail advertising has proved one of the top methods for drawing attention. Many fairs distribute from $0,000 to $5,000 or more small newspapers of their own, doing a tremendous job when the paper has been well edited and handled.

Queries Get Interest

Questionnaires inviting criticism by mail have also proved an effective method for stirring interest in a fair.

In the field of radio advertising, well planned and recorded transcriptions of from 35 to 60 seconds, frequently run, do a far better job than the announcements given by a live announcer. Time selection is, of course, extremely important. In Illinois, for example, the Tuscola station has learned that its most valuable period is from 11:30 a.m. to 11 a.m., when the early-bird farmers are listening. Every station has some special period, aside from its evening period.

With respect to newspapers, enough publicity is thrown into the waste-basket of every daily paper to fill one complete issue. First requisite of every story is that the first, or lead paragraphs must be good enough (See Make Ads Pay Off on page 88).
SOMETHING NEW UNDER THE SUN

Capt. Roy Simms
WALKING ON THE SKY
100 FEET HIGH
THE HUMAN FLY
Personal Representative
CHARLES ZEMATER
54 WEST RANDOLPH ST. CHICAGO, ILL.

SOUTH OF THE BORDER SENSATIONS
LEO and JOSEPHINE GASCA
Spectacular Artists of the SILVER THREAD ON A DOUBLE WIRE
PERSONAL MANAGEMENT ERNIE YOUNG 155 NO. CLARK ST. CHICAGO

THE CYCLEONIANS
A STARTLING DISPLAY OF THRILLS ON THE HIGH UNICYCLE IN A PRESENTATION CALLED "FUN on WHEELS"
A NEW ACT AT FAIRS AND CIRCUSES
PERSONAL MANAGEMENT ERNIE YOUNG 155 NORTH CLARK STREET CHICAGO

Miami Event Lures 100,000; Endy Bros. Pulls Hefty Biz

MIAMI, March 23.—Attendance at the Dade County Fair, sponsored by the Mahi Shrine Temple and South Florida Fair Association, hit 100,000, E. Ross Jordan, managing director, announced this week. Fair closed Sunday (17) after running nine days. Everyone connected with the fair is satisfied that success of event has provided stepping-stone to developments of it as South Florida’s outstanding annual. Key men are already discussing plans for next year when it is believed more settled conditions will permit more and larger exhibits. Endy Bros’ Shows provided the midway and free attractions, and had good play for the week. Body staff aided officials to handle and smooth out problems, and it is credited with aiding greatly in making the event a success.

The armory location provided ample space for exhibits and parking. Bus transportation was adequate and cared for crowds without any delay.

Lizza Converts Pyro Biz
For Fairs, Parks, Celebs

REDONDO BEACH, Calif., March 23.—Patrick Lizza is reconverting his Golden State Fireworks display and manufacturing firms to production for fairs, parks and celebrations after four years of production for war. A veteran of the fireworks field, Lizza geared his factory to the war effort at the outbreak of hostilities at Pearl Harbor. His firm won four Army-Navy "E" awards and the Naval Ordnance Development award for its output of 100,000,000 shells and the development of a rocket fuse. Prior to the war, Lizza supplied pyrotechnics for the Los Angeles County Fair at Pomona and other leading Western fairs, parks and celebrations.

WHAT IS THE THRILL OF ALL THRILLS

TOM & TINY TWIST TRIO
King and Queens of Thrills

LEW and ELSIE CHRISTENSEN DAREDEVILS OF THE FLYING TRAPEZE TOPS in AERIAL THRILLS
Represented By BARNES-CARRUTHERS THEATRICAL ENTERPRISES 121 No. Clark St. Chicago

LEW and ELSIE CHRISTENSEN DAREDEVILS OF THE FLYING TRAPEZE TOPS in AERIAL THRILLS
Represented By BARNES-CARRUTHERS THEATRICAL ENTERPRISES 121 No. Clark St. Chicago

TOM * BETTY WATERS
PHENOMENAL EXPONENTS OF THE SILVER THREAD
* FEATURING Miss Betty
THE ONLY LADY DOING A JUMP FROM SHOULDERS TO WIRE

We Are Booking Fairs Through
ERNIE YOUNG 155 NORTH CLARK ST. CHICAGO

Tom & Tiny Twist Trio
King and Queens of Thrills

LEW and ELSIE CHRISTENSEN DAREDEVILS OF THE FLYING TRAPEZE TOPS in AERIAL THRILLS
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THE ONLY LADY DOING A JUMP FROM SHOULDERS TO WIRE

We Are Booking Fairs Through
ERNIE YOUNG 155 NORTH CLARK ST. CHICAGO
IAFE 2d Poll Asks Voice on Federal Tax

Kingman Frames Question

CHICAGO, March 23.—A second poll of members of the International Association of Fairs and Expositions is being conducted by mail to determine whether IAFE should seek repeal of the 20 per cent federal tax on admissions to grandstands of non-profit fairs.

Vote is being conducted by Frank Kingman, secretary, from his office at Brockton (Mass.) Fair. This poll follows one conducted by Clarence H. Harnden, Saginaw, Mich., president, which showed members unanimously in favor of an intensive drive for repeal of the 20 per cent federal tax on front gate admissions.

Inasmuch as Harnden's query was confined to the front gate tax, it is still not known when House ex-pectation was advanced in favor of intensive drive for repeal of the tax on front gate admissions.

THE FLYING WILLARDS

Daredevils of the Air
Flying Bar Thrillers, using trampoline net.
121 NORTH CLARK STREET
CHICAGO, ILLINOIS

ZENKA MALIKOVA
Czech Marvel of the High Wire
Greatest Single Female Performer. Return Engagements for 100 Feet at The
- CHICAGO STADIUM
- DETROIT OLYMPIA
Represented by BARNES-CARRUTHERS THEATRICAL ENTERPRISES 121 N. Clark St., Chicago, III.

KAY BURNS
THE KAYLETTAS
2 Sky Beauties from the Golden West
Sensational Daredevils — 100 Feet
NOVELTY FINISH WITH STROBLITE RADIUM EFFECT
Personal Management:
CHARLES ZEMATER
54 WEST RANDOLPH ST. CHICAGO, ILLINOIS

THE * ONE AND ONLY *

"BOBO"

WHAT! DOES THIS NAME BOBO IMPLY?
::: IN SPANISH IT MEANS "A DUNCE"
::: IN CHINESE IT MEANS "RETURN OF A KINDLY FAVOR"
::: IN ENGLISH IT MEANS "THE HIGHEST PAID CLOWN IN AMERICA"

NOW 3 SOLID YEARS PRODUCING COMEDIAN WITH POLACK SHRINE CIRCUS

The TRAMP with his DOGS and his TRUMPET

CHESTER BOBO BARNETT
Personal Representative
CHARLES ZEMATER • 54 W. RANDOLPH STREET • CHICAGO, ILLINOIS

GEORGE COOK

ORIGINATOR AND CREATOR
OF THE FIRST AND ONLY
TALKING "DIZZIE LIZZIE"
THE HIGH SPOT OF THE COMEDY END OF ANY GRAND-STAND SHOW! A MARVEL OF MECHANICAL FRANKS AND FUN . . .
REPRESENTED BY
BARNES-CARRUTHERS THEATRICAL ENTERPRISES
121 NORTH CLARK STREET
CHICAGO

COWAN DUO

ECCENTRIC COMEDY AEROBATIC DANCING NOVELTY
DESIGNED FOR LAUGHS ONLY!
REPRESENTED BY
BARNES-CARRUTHERS THEATRICAL ENTERPRISES
121 N. Clark St., Chicago, Ill.
Make Ads Pay Off, Says B. Ward Beam
(Continued from page 85)
to sell the editor. If it doesn’t, it kills the ad. Profits drop. For this reason, it doesn’t sell the editor, it isn’t good enough to sell potential customers. Publishers write who claims in their stories that the girls in the fair are as beautiful as those of the 17th Century. Editors are anxious to have fair stories that only harm the fair. You cannot fool the reader, or anyone else, today. They know what to expect. If the press writer promises that the town looking for the biggest and prettiest girls of the fair has ever had, people will believe it. Too much publicity is merely a lot of words which, put together, mean nothing.

Color is a vital element of advertising. More than 50 different inventions of color, by producers, by the Print Institute, by manufacturers, and others, sampling up to 12,500,000 persons, have produced findings which agree so closely that it is now possible to say with positive assurance what colors are best.

In childhood, these analyses reveal red is the favored color. Blue is second, followed by green, violet, orange, and yellow. This is in line with yellow dwindles with the advance through childhood. With maturity the colors are reversed, with red taking the lead. Yellow is a favorite color for little girls.

Howevet, the most favored colors are not necessarily the ones that gain the greatest response.

Don’t Mix Shades
Yellow and red have the best attention value. Black on yellow can be the greatest distance. People react best to original colors. Maroons and a little gray may be used, as do the commercial artists, effective effects.

Mailing pieces printed in purples will attract attention from farmers probably because they find it a relief from the green, under which they toil through the day.

A new finding, in use only in recent weeks, is that poster art is more far greater attention when there is color contrast with the space left around the colors. New type posters employing this principle are now appearing on boards all over the country.

In summary, the use of every possible advertising and publicity medium, plus the all-important slogan, provides over all greater and more effective design and art, plus individuality—these are the factors which add to a good campaign.

Wisconsin Horse Show Group Refreshed by Ralph Ammon
MILWAUKEE, March 23.—Conforming to a policy set in 1944 of replacing two old members of the Wisconsin State Fair horse show committee with two new members, Ralph E. Ammon, fair manager, this week named J. Farrish Lewis, Milwaukue, and James N. Murphy, Burlington, to replace Dr. Roy Hansen and Edwin Tidahl, both of Milwaukue.

Carry-overs on the committee are Fred Soutelli, Westlak; Dr. A. T. Shearer, Edgerton; Robert Drew, Milwaukee; Lowell Thomson, Madison, and W. R. Schueck, Monroe.

CSRA Sanctions 70 Auto Race Days; 36 at Fairs

DAYTON, O., March 23.—Central States Racing Association will sanction 10 days of racing this year, according to Norman Witte, executive secretary. Included are 36 fair dates.

Sam Nunn, credited with 48 dates, opens the season March 31 at Atlanta. Other operating units and their dates are: Ed Otto Promotions, 9; Green- ville Rodeo Show Co., 1; Fort Wayne Speedway, 4; Howdy Ahe- rald, 3; Williams Promotions, 4, and Gerald Good Enterprises, 2.

ACTS WANTED FOR 1946 FAIRS

—CONTACT—

BOYLE WOOLFOLK

AGENCY

603 NO. WARASH AVE.

CHICAGO

HARTFORD CITY, INDIANA,

AGRICULTURAL FREE FAIR

AROUND THE COURT HOUSE ON THE MAIN STREETS

SEPTEMBER 17-21, 1946 — DAY AND NIGHT

Can place Merchandise Concessions of all kinds. This was one of the leading fairs in the State and expect to make this year go ahead of any previous year. All Old Concessioners get in touch with us now, as you will want your old locations.

Jordahl Amusement Rides have been booked. Get in contact with us at once. Also want Free Arts. Address all mail to

KENNETH FIELDS, Concession Mgr.

THE BILLBOARD

March 30, 1946

FAIRS-EXPOSITIONS
FIREWORKS DISPLAYS

FOR CONVENTIONS, FAIRS, EXPOSITIONS,
PARKS AND FOURTH OF JULY CELEBRATIONS

Your special event—however large, however small it may be—can have the flashing brilliance and dazzling beauty of a Golden State fireworks display especially designed and packaged to fit your budget.

Golden State pyrotechnicians personally supervise the staging of each spectacle—on location—and their services are included in the one complete price.

Our facilities cover all territory west of the Mississippi. Your early inquiry is solicited in order that your requirements properly may be anticipated to the last detail.

We hold the Naval Ordnance Development Award for development of the rocket fuse.

ASK FOR CATALOG TODAY

GOLDEN STATE FIREWORKS DISPLAY CO., INC.
GOLDEN STATE FIREWORKS MANUFACTURING CO., INC.
REDONDO BEACH  CALIFORNIA

Telephone REDONDO 2125
**Riverside, Agawam, Bow April 6**

**Herman Inked For Opening**

Carroll takes over all concessions with Tom Morrissey as mgr.—names staff

**AGAWAM, Mass., March 23—Riv-

erse Park here will spring for the first time April 19, according to George A. Hurd, president. Regular opening is scheduled for the middle of May.

This marks the first early spring dates.

Jantzen Beach Park grossed $11,000 before tax reductions, operating only eight weeks following the inaugural. Other name bands have been booked for early spring dates.

Carroll has taken over all games formerly operated by Jack Green (N. J.) Park.

**Seashore Operating Company, esti-

mated that improvements now being made will cost $10,000.

Old Mill and the Coaster have been rebuilt and repaired, and a new metal ceiling and floor have been installed for the Dodge. All construction was under the direction of Al McKee, formerly of Palisades (N. J.) Park.

New rides to be installed before the opening include a Spitfire, Kiddie Whip and Miniature Train.

**Jantzen Beach Cops 116**

**With Pre-Season Opening**

PORTLAND, Ore., March 23—Jantzen Beach Park grossed $1,000 before tax reductions, operating only the baseball game and restaurant during a pre-season week and showing movies nightly. New shows and bands were featured.

Paul R. Huesman, manager, said the successful showing of new bands on week-end nights prompted him to sign Woody Herman and Duke Jurgens for appearances prior to the scheduled opening April 19.

Relatively large restaurant revenue, about one-quarter of the gross, was secured during intermissions.

**Crystal Lake Building**

**New Concession House**

WEST ORANGE, N. J., March 23—The new concession building for concessions is being constructed at Crystal Lake Park here and will be ready for opening May 30. Building will house pitch ball games and the shooting gallery, around which will be a variety of stands that will be ready for opening May 30. Building will have a new bowling alley, a new bandstand, a new building for the amusement park, and a new building for the restaurant.

**New Crominger Flying Scooter and Caterpillar are being added to the new administration building and Sky Terrace food bar are expected to be finished by May 1. Park opens April 13.**

**TURN TO THE OUTDOOR EQUIPMENT REVIEW**

**For the 1946 Park List**

**Canadian Gelt Old Orchard Aim**

PORTLAND, Ore., March 23—Old Orchard Beach Amendment units are being dressed up and added to in anticipation of a post-war touristic boom that will again include many from Canada. Half of the summer reservations already received by local hotels are from across the border.

David S. Schof, general manager, Southshore Operating Company, estimated that improvements now being made will cost $10,000.

**Gayway Park, Seaside**

**Pools Being Improved**

SEASIDE, Ore., March 23—A total of $1,000—$2,000 on Gayway Park and $4,000 on Seaside swimming pools—will be spent to get things in shape for opening of both spots here April 20. Vernon C. Raw, manager of the park, who left and went to War and now John Jandrall boss the swimming pools.

At the park, a new food stand is being constructed, plus new popcorn and candy stands, a large souvenir and candy store, and a kiddy ride. At the swimming pool, there is a new mesh dressing room, seafood restaurant and a new lobby for the Miller Chutes.

**Hamid Spends 100G Dressin' Up White City**

WORCESTER, Mass., March 23—Improvements at White City are costing as estimated $100,000, will be completed at White City Park here before it opens for week-ends, starting April 19, according to George A. Hurd, president. Regular opening is scheduled for the middle of May.

Much of the cost went into re-building and repainting the Coaster. Core was reinforced and then covered with stainless steel sheeting. Purchase has been rebuilt and a new entrance arch constructed. Last feature brick glass with indirect, colored lighting.

Tim O‘Connell, concession operator, has two buildings under construction. These will be used to house bingo and games supplementing other permanent units.

A new double Loop-o-Plane has been ordered and George A. Hurd Jr. will supervise rebuilding of the fountain from New York World’s Fair, which he installed several years ago.

Three bowling alleys, making a total of 12, are being installed for part-year operation. Six Pre-Flight Trainers are on order for opening. Free acts and fireworks will be regular.

Sam Hamid will continue as resident manager.

**New Coaster May Be Ready at Waldameer**

ERIE, Pa., March 23—If all goes well, Waldameer Beach Park here will have a new roller coaster when the fastauet opens May 25. Owner-Manager F. W. A. Moeller has in\n
purchase of new steel cars in the Airplane Swings and new boats in the Mill Chutes.

**No Insurance Rate Increase In ’46—Hodge**

CHICAGO, March 23—No increase in the industry-wide insurance rates for 1946 is expected, according to A. B. Hodge, executive secretary of the NAAPPB, who expressed confidence in the insurance plan sponsored by the association.

NAAPPB’s insurance committee, comprised of N. S. Alexander, chairman; H. R. Schenck, vice-chairman; G. E. Blaauw, treasurer; and Edward L. Schott, secretary, will receive the group’s report on the insurance plan at the New York meeting to extend contract between the company and Waldameer Beach Park here, who has been operating for many years and now constitutes a large portion of the total premium volume and total policies for the insurance plan sponsored by the association.

For 1946 business is already being written by the outdoor amusement industry during the course of a year. Hodge points out. He adds that the future looks bright for the industry.

Determination of individual credit risks is one of the strongest features of the plan, according to Hodge, as committee members are given access to actual records of the insurance company, and with the association’s representatives agree upon credit ratings of all risks based upon industry standards.

In normal practice, the insurance company has no voice in the determination of risks.

Present contract between the association and the Associated Indemnity Corporation expires at the end of this year, and it was agreed at the New York meeting to extend contract for three years.

Presents volume under the plan has been growing steadily with the years and now constitutes a large portion of the total premium volume and total policies for the insurance plan sponsored by the association.

PRENOorcH, formerly of Venice Pier and San Diego, Calif., has nearly completed plans for operating of their Pismo Playway Park here.

The association, the NAAPPB, is comprised of N. S. Alexander, chairman; H. H. T. Smith, vice-chairman; H. R. Schenck, vice-chairman; and E. Wallace, executive secretary of the NAAPPB, who expressed confidence in the insurance plan sponsored by the association.

No Insurance Rate Increase In ’46—Hodge, who expressed confidence in the insurance plan sponsored by the association.

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PRENOorcH, formerly of Venice Pier and San Diego, Calif., has nearly completed plans for operating of their Pismo Playway Park here.

Owners have been granted a 10-year lease on the site, and recent purchases recently have included a Tilt-a-Whirl, from Tony Martone, Keesville, N. Y., and a Kiddieland is also being laid out.

**Three New Rides Added At Fairgrounds Funspot**

MEMPHIS, March 23—A $200,000 Improvement campaign is under way at Fairgrounds Amusement Park here, according to A. B. Hodge, executive secretary of the NAAPPB, who expressed confidence in the insurance plan sponsored by the association.

A new Rattler, Flying Scooter and Caterpillar are being added to the new administration building and Sky Terrace food bar are expected to be finished by May 1. Park opens April 13.
ATTENTION! 
RIDE OPERATORS

- A NEW MINIATURE TRAIN
- POSSIBLE—EASY TO SET UP
- PATENTED TRAINS
- NEW CONSTRUCTION
- A REAL MONEY MAKER
- SIMPLE AND ECONOMICAL TO OPERATE
- ATTRACTIVELY PRICED

Inquire
King Manufacturing Corp.
5015 W. Higgins Ave.
Chicago 22, Ill.

WANTED

KEEN PERRA WHEEL, OTHER RIDES FOR LINCOLN PARK
ON ROUTE 26, CHAMBERSBURG, PA.
All announcements没必要.
R. K. SPIDELL CONCESSION CO.
498 S. 4th Street
Chambersburg, Pa.

WANTED

ORGANIZED ZOO
Have location.
Phone 1571-3 or Write Box 731.
JOE BAKER GILBRETH
Shreve, Tex.

OUTDOOR

ATTRACTIONS WANTED
Best Repertoire, Millfields, Oregon.的速度越快，我们就会越快到达目的地。
Fair Park
Chateau Jeneus, Mgr.
Gillette, Wyo.

FOR SALE

25 Dodge Cars, 1941 Model
Like New
MICHAEL ZACCARIA
514 Revere St., Revere, Mass.
Tel. Revere 1746-1

NATIONAL SHOWMEN's ASSOCIATION

GERETS YOU

You are eligible to Membership in this fast growing showman's organization if you are a showman or affiliated with the amusement business. If you are in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
Palace Theatre Building, 1546 Broadway, New York, N. Y.
Mostly everyone of the Eastern amusement family is a member.
Are you?
Write For Information.
Initiation $10.00
Does $10.00 Yearly

Don Haynes Boss
Of Hyland Gardens


Don W. Haynes, recently returned from service, and son of Owner R. W. Haynes, has assumed active management of the Hyland Gardens and is preparing for opening May 30. Dance pavilion has been leased for the year by Charley Bird of Muskegon, Mich.
Manager Haynes announced, in line with improvements, that the restaurant will be changed from table to counter service, that a new cement wall has been set from the beach leading to the rink and a new roof has been put on the dance hall.
Regarding the business outlook, Haynes expects it to equal 1944. He said, "All we ask is a nice warm summer, our wonderful beach will do the rest."

Blueprint Air Tram to Mt. Hood, Ore., Summit

PORTLAND, Ore., March 23.

Plans for construction of an aerial passenger tramway to the summit of Mount Hood have been completed by Oregon's Mount Hood, Inc., promotional organization back of the famous resort, and George H. Buckler, president.
Buckler said the tramway would lead to erection of an all-year hotel at Cooper's Spar. Program includes construction of a hotel on the north side of Mount Hood, additional housing near Government Camp, including a new hotel between Multorpor Mountain and the Pond, Dick and Harry ski bowl, and Incorporation of the town of Government Camp. Norton Anticipates Winner

With Lake Compounce Ride

BRISTOL, Conn., March 23.

Irving Norton, manager of Lake Compounce, is set for another big year, especially with his Scenic Railroad. Ride, which circles the lake, was acquired from the estate of the late William Gillette, noted actor who built it as a hobby. It has carried more than 100,000 adults and children since its installation several years ago.
One-mile, five-minute trip costs 25 cents. One-day record was set last July when 4,500 persons rode.

Spangler Spending 30G

To Prep Rolling Green

SUNBURY, Pa., March 23—R. M. Spangler, owner of Rolling Green Park here, reports he is spending $6,000 in improvements. Park will open May 16 and will feature a band concert, free attractions and firework
The 30G's, Spangler says, went for a new Scooter, new Shooting Gallery, new combination machine, new ball games and new buildings.
Sunset Improvements Made

WILLIAMSPORT, Pa., March 23.

A new toboggan, rowboats and a diving platform are among improvements at Sunset Park here, which is owned by the Baumgart sisters, F. Baumgart is manager.

While Strolling thru the Park

MIKE SUISSOCK, mentalist and Atlantic City Boardwalk attraction for the past 31 years, has been given notice to vacate his "Myrrin Heaven," opposite Million-Dollar Pier, in favor of an auction house. PHILADELPHIA ZOO'S May Day stunt will not be held this year. Roger Cosent, curator, said crowds in page 87)
Uzelle Names 23 AREA Heads

JAMAICA, N.Y., March 23.—Appointments of three new members to the executive committee of the American Recreation Equipment Association were included among 23 committeemen announced this week by R. S. Uzelle, executive secretary of the organization.

Raymond Losee, Philadelphia; William Rubin, Long Island, N.Y., and (See AREA Heads on page 97)

Name Band Will Mark Lake Lawrence Opening

VINCENNES, Ind., March 23.—A dance, featuring a name band, will mark the opening of Lake Lawrence Beach and Park here May 12. Mrs. Minka Maslenkin, owner, announced. Remodeling and painting of buildings is planned before the fair opens. Approximate cost will be $3,500. All crews have been named assistant managers.

Last year we celebrated the 25th anniversary,” Mrs. Maslenkin says, “and we enjoyed a good year. This year I think we will do even better.”

Ore. Cavies Pops Picks Say To Head Operations

GRANTS PASS, Ore., March 23.—Appointment of Harold B. Say as manager of Oregon Cavies resort was announced by Frank Washburn, president of the operation organization. Say has been director of the travel information department of the Oregon state highway commission since its establishment in 1935.

Washburn said the resort, closed during the war, will reopen probably the first week in May, many improvements having been made in facilities.

Legion Opens May 30

EFFRATA, Pa., March 23.—American Legion Park here, of which Jesse Stuppy is manager, will open May 30.

RIDES WANTED

Will buy or book following Rides on a percentage basis: Title-a-Whirl, Caterpillar, Moon Rocket, Double Loop-o-Plane, Octopus or Motor Drome. One of best parks in the country for money.

NOTICE

Making delivery now on 1946 NEW PRTZEL RIDES and new PROTO RIDE. Compare our prices with others. We will make sales now.

WANTED—Rides for license. Amusement Rides, Carnival, Carnival Rides, Recreation Rides, Concessionaire Operation. Delivery at less and will make sales now.

WANTED—Any ride or rides to be purchased. Rides with or without license. Send details to E. E. Freeland, President Conneat Lake Park CONNEAT LAKE, PENNSYLVANIA.

CONCESSIONAIRIES WANTED

KIDDIE LAND AND FERRIS WHEEL FOR SEASON, OR PERMANENT CONTRACT TO PROPER PARTY. WRITE, TELEPHONE, OR WRITE

E. E. Freeland, President Conneat Lake Park

DEVIL AND GIRL BLACKLITE ILLUSION

Wanted rave. $85. Description: A 24 ft. by 24 ft. girl with a devil of 4 ft. long. Must be about 24 ft. long by 24 ft. wide and can be shipped in 10 ft. heights. Call anytime. Also need man.

AL NICHOLS, Amusement Park Artist-Engineer

Box 191, Hudson, N. H.

SHOW FRONTS AND COLOSSAL FIGURES

E. E. Freeland, President Conneat Lake Park

CONNEAT LAKE, PENNSYLVANIA.
Tommy Dorsey Booked At Mission Beach

SAN DIEGO, Calif., March 23.—Tommy Dorsey's band will be featured along with special outdoor attractions, when Mission Beach Amusement Center opens May 14, Walter Austin, manager, announced.

"We are going into the second year of our lease from the city and prospects are for a successful one," Austin said. "The city received twice the revenue in rent from the park last year than it ever received before."

"We can sell Lotter Park and associate, locate, is the only one of the Beer and Garden operation, opening May 14 at Mission Beach," Austin said.

"We will have the usual beer garden, along with special free attractions, including a Ferris wheel, Airplane ride and Toonerville Trolley. A new Kiddieland with a number of our lease from the city and prospect for C. E. Vickers, manager. Other attractions will include a veritable field day for all school children of Bellwood area May 18 when Bland Park opens."

Two New Rides Added At Chain of Rocks Spot

ST. LOUIS, March 23.—Two new kiddie rides will make their appearance at Chain of Rocks Amusement Park when it opens April 29, according to A. F. Hockman, owner-manager. Other improvements include a new entrance, new office space, new fence around the grove and a new beer garden.

Vendors say many school and church picnics have been booked and there will be only six open dates remaining.

Kids Get Break When Bland Opens on May 18

ALTOONA, Pa., March 23.—The kids will have a very good day here May 18 when Bland Park opens. According to A. F. Hockman, owner of the park, it says all children of Bellwood and Tyrone boroughs and those from Snyder and Allegheny boroughs will be given one free ride on each ride.

Ride features will be better than the 1944 ride, and says he is looking forward to another successful season.

Seek Removal of Reut Control on Beach Rousos

VIRGINIA BEACH, Va., March 23.—Two new hotels and rooming houses here will be recommended by H. G. Chestnut, manager of the Virginia Beach Amusement Park and Pleasure Beach Amusement Park and Klein Memorial Theater, of which spots he was managing director.

Rodman Resigns Bridgeport Post Owing to Ill Health

BRIDGEPORT, Conn., March 23.—Peter Rodman has resigned as city health officer, resigning this week because of ill health. For many years he has been the city health officer and has been the city health officer for the city's health board.

Hecala Opens May 30

BELLEFONTE, Pa., March 23.—Hecal Park will open May 30, according to A. F. Hochman, owner-manager.

"We are looking forward to another successful season," he said.

San Bernardino, Calif., March 23.—Albert C. Arthur, owner-manager, Uriba Park, has said the park will continue to use the same bands in the ballroom, which has a capacity of 8,000.

Spring Lake Tips May 5

FENTON, Mo., March 23.—May 5 has been set as the official opening day of Spring Lake Park, according to S. J. Keller, owner, announced. Park will feature fireworks July 4.

A NORMAL SUNDAY AFTERNOON gathering in front of the Punch and Judy show which has been used for 13 years as a free attraction in front of the Cyclone Racer Roller Coaster in Long Beach, Calif.

Punch and Judy, located at the entrance of the Cyclone Racer Coaster in Long Beach, Calif., is, in drawing and holding crowds for the 13th consecutive year, according to Frank H. Harris, vice-president and general manager of the Coaster company.

The ride is located just off the Long Beach pier, and every Saturday and Sunday, as well as on all holidays, crowds are lured to the ride's entrance by the puppet performances. Show is dressed with a valour backdrop, with the inside of the cab net trimmed in gold. A modern amplifying system carries the comic bits to the audience, and a theme song entitled "A Hundred Years" is played after each performance. Shows are given every 20 minutes.

Manager Harris contracted thousands of tickets of varying dates, according to Park Superintendent, and said that more than 17,000 performances have been given at this spot, and the management estimates that more than 1,000,000 people have witnessed them.

VIRGINIA BEACH, Va., March 23.—Vancover Bears Happy

BURLINGTON, Ia., March 23.—Stanley Park's bears are better housed than many Vancouver citizens, according to Park Superintendent, according to this week's edition of the "Vancouver Star." For this reason the Park Board rejected an SPC suggestion that the beer population be reduced from nine to two, and that the two remaining bears be given all four beer casks to drink in.

Arthur for Name Policy

SAN BERNARDINO, Calif., March 23.—The name policy will be continued at this opening, according to S. J. Keller, owner, announced. Park will feature fireworks July 4.

Moby's Punch and Judy back in the depression days of 1933, and it has proven a solid draw down thru the years. Servicemen comprised the bulk of audiences during the war. More than 17,000 performances have been given at this spot, and the management estimates that more than 1,000,000 people have witnessed them.

**Parks-Resorts-Pools**

**Dog Shows**

These dates are for a five-week period.

**Alabama**


**California**

Glendale—April 14. Mr. C. M. Babbitt, 115 North Glendale Ave., Glendale, Calif.

San Juan—April 6-14. Mr. E. H. McNeil, 524 Mission St., San Juan, Calif.

**Georgia**


**Massachusetts**


**New Mexico**

Albuquerque—April 2-8. Mr. C. L. Miller, Box 1326, Albuquerque, N. M.

**New York**


Newburgh—April 14-20, 1009 West 22nd St., Philadelphia, Pa.

**North Carolina**

Asheville—April 14-20, 1130 N. Asheville Ave., Asheville, N. C.

**Oregon**

Portland—April 15-21, 810 W. Mitchell, Portland, Ore.

San Antonio—April 15-21, 728 Ninth Ave., W. San Antonio, Tex.

**Ohio**

Columbus—April 6-12, 1177 E. Broad St., Columbus, Ohio.

Cincinnati—April 6-12, 1177 E. Broad St., Columbus, Ohio.

**Ohio South**

Greenville—April 22-24, 500 Westland Ave., Greenville, Ohio.

**South Dakota**

South Dakota—April 21-24, 1406 East Second Ave., Sioux Falls, S. D.

**Texas**

Dallas—April 22-25, 11623 Martin Luther King Dr., Dallas, Texas.

Houston—April 22-23, 11623 Martin Luther King Dr., Houston, Texas.

**Virginia**

Alexandria—April 22-25, 11623 Martin Luther King Dr., Alexandria, Va.

Chesapeake—April 22-25, 11623 Martin Luther King Dr., Chesapeake, Va.

Richmond—April 22-25, 11623 Martin Luther King Dr., Richmond, Va.

**Wisconsin**

Milwaukee—April 22-25, 11623 Martin Luther King Dr., Milwaukee, Wis.

**Missouri**

St. Louis—April 22-25, 11623 Martin Luther King Dr., St. Louis, Mo.

**Nebraska**

Lincoln—April 22-25, 11623 Martin Luther King Dr., Lincoln, Nebr.

**South Dakota**

Butte—April 22-25, 11623 Martin Luther King Dr., Butte, S. Dak.

**Utah**

Salt Lake City—April 22-25, 11623 Martin Luther King Dr., Salt Lake City, Utah.

**Wisconsin**

Milwaukee—April 22-25, 11623 Martin Luther King Dr., Milwaukee, Wis.
LACES
54" - 63" - 72" and 81" black and white.

CINDERELLA POLISH
That Famous White Duck Polish, the finest made.

INNER SOLES
for smooth comfort in.

RUBBER HEEL TOE STOPPERS
Your skates need.

FOR COMPLETE SERVICE
Write for List.

GREAT FALLS REVEAL BOOSTS
Interest; Another Planned

GREAT FALLS, Mont., March 33.
It was the reception given the 
rollerskating show presented during 
December at Frank's Roller Rink here that a similar presentation on a 
larger scale is tentatively planned for later in the season by Jim and Julia Moskowitz, managers, and Peter J. Poland, in charge of ticket sales.

Eastwood, Detroit, Doing Big Ice; Hockey Revived

DETROIT, March 33—Edgewater Park Roller Rink here has done 
excellent business the past winter.

They marked Gathrid's first 
run-in with the management.

Anemia

All-Rounders

For Immediate delivery. ANY MODEL. Will

WILL BUY OR SELL
NEW OR USED ROLLER SKATES
For Sale.

ROLLSKATE AND SHOE OUTLETS

M.B. SPECIALS

No. 2875

Steel Plates, Malaclec Wheels and Hanger

Ask Your Rink Manager

CHICAGO ROLLER SKATE CO.

Capacity Crowd
At Daily News',
Philly Finals

PHILADELPHIA, March 33.
Capacity crowd jammed Circus Gardens Roller Rink here March 14 to witness the finals of The Philadelphia Daily News eight annual graceful skating and waltz contests won by Mr. and Mrs. Leon Scena and Lena Cusadilla and Anthony Larras, respectively.

Ex-Pros Scena, representing the Daytona Box, it was their fourth championship in the Philadelphia competition. In 1944 they were runners-up. Waiting competitions provided an upset when last year's hold- holders, Laura Altieri and Joseph Schiavo, Adelphians, were eliminated early in the contest, winning couple carried the banner of Carman. Following the contests, winners were crowned by Leon Barker, film actor, who was appearing at the Latin Casino here.

All-Star Show
As background for the finals, the paper presented an all-star roller show, then in part by Walter Beck- meyer, U. S. men's singles champion; Donald Deuce, former men's junior figure-skating champion; a line of 10 baton-spinning girls, and Gladys and George Werner, U. S. gold medalists, who also judged the contests.

Other couples taking part in the graceful skating finals were: Lorraine and Josephine Mullen. Gladys and William Looser, Adelphians, and Margaret Schoket and and John O. Thoma, Circus Gardens. Each of the skate contest was a part of the all-star competition of the world contest was Catherine Rosen and Warren Fisher, Dance Box; Mrs. Howard Norton, Circus Gardens, and Mr. and Mrs. Larry Nicastri, Skateland.

This year the contest started February 3 and during the direction of Roy Gartner, general manager of the paper and originator of the competition.

This year there were also daily broadcasts over Station WDAR.

White City Adds Facilities

TRENTON, N. J., March 33—Several units have been added to White City Park Roller Rink here by Manager George Dancer. New skate room has been built near the main entrance and the fencing for hockey players have been installed over the spectators' bench and side room. Two pinball and several candy, gun and cigarette vending machines have also been added. Mrs. Budas has been engaged as dance class instructor. There are 65 students in the class. The Sunday morning class, consisting of six adults, is being reformed and will meet at the skate room.

Two Spots Skedded
In Madison, Wis., One a 50G Project

MADISON, Wis., March 33—Two rollerskate rinks, one a $500,000 project, have been scheduled for construction here according to the Madison City Council's Leisure and Ordinance Committee.

Ed Seifert, of Milwaukee, in- formed the committee that he plans erection of a $50,000 auditorium to house his 325- to 500-seat rink at Cedar and Park streets.

Seifert recommended that council grant a rent license to Leander Wing and Wayne Gibson, former owners of purchase of property on East Wash- ington for conversion into a 160- to 180-seat rink. Until such time as building materials are available, the ex-G.I.'s will operate in a tent.

Cincy Drome Show
Draws Record Gate
For RSROA Fund

CINCINNATI, March 33. An esti- mated 1,400 persons passed thru the turnstiles of William F. Seifert's Rink here to see the show presented March 18 to help finance the national championships of the Roller Skating Rink Operators' As- sociation of the United States in June at Madison Square Garden, New York.

On all counts, the presentation was rated the most successful event of the kind ever staged at the drome, observers pointing to the new high in technical skill attained by the skaters and to the record attendance which, it was believed, would establish a new high for annual RSROA night contributions from the Seifert family.

Coming in for general praise from the management were Mrs. Aline Poland, who directed members of the Seifert Figure Skating Club in the show; Ethel Harvey, who handled con- tention, and Peter J. Poland, in charge of ticket sales.

In all night contributions from the Seifert family.

In all night contributions from the Seifert family.
Martinez Club Cops

Majority of Titles In CARSA Contests

MONTEREY, Calif., March 23—

Martinez Club skaters, headed by Jack Thayer, captured the majority of titles in CARSA contests this month. Martinez, staked off with the lion’s share of the victory, won the 1941 championships of the California Amateur Roller Skating Association, held March 17 in the Rollerdrome here under sanction of the California Amateur Roller Skating Association.

Results: Juvenile girls’ singles, Patricia Quick, first; Barbara Ziem, second, and Joyce Marlar, third, all of Martinez. Novice men’s singles, Joe Heitinger Jr., La Max Williams and Jack Gleason, Martinez. Novice ladies singles, Marie Banbury, Margret de Gruyere and Patricia Quick, Martinez. Junior ladies’ singles, Faith Benedict, Martinez, and Gladys Poltorak, International Dance and Figure Skating Club, Oakland. Juvenile boys’ doubles, Alvin, Robert and Richard McIlroy, Martinez, and Jack Thayer, Martinez. Boys’ triples, Bob and Maxine Cioli, Martinez, and Jack Bonnet and Jack Thayer, Martinez. Girls’ doubles, Faith Benedict and Leonard Klima, Martinez, and Gladys Poltorak and William Swanson and Richard McIlroy, an-

* Rollerdrome here under sanction of the California Amateur Roller Skating Association.

101 Ranch Starts Off a Winner; Program Solid Wild West Stuff

(Montary Continued from page 79)

No. 5—Pony Express. The Wild West romance with a rodey ride, not too smooth.

No. 6—High-school horses shaped in 100-foot bull while carrying Maureen and Maybelle on the rope spinning. Seven performers in the arena fill in while wire acts set the mood.

No. 9—Maurice Marmelstein, Johnny and Arturo Gallo, on deck wire and bounding rope. It’s the old drunk routine and swinging wire, because in a smooth fashion, it is.

No. 10—Clown walk-around.

No. 11—Handicrack riders. This is presented in the ring, with five girls in short wardrobe doing triple fork or screw and only one of them doing a backward jump up and all five performing single fork jumps. Turn is excellent.

No. 12—Cowboys and cowgirls. In the arena, two couples enter, performing with paper cutting (in close quarters) getting a hand. Display of riding, rope tricks, rope spinning. This counts a lot.

No. 14—Ladron Acrobatos. Two doubles come in, one with a rope, the other with a rope. The act is neat come-on for the concert.

No. 15—Bob Thornton takes five miles and puts them thru intelligent pacing in the ring. Mules follow cues well.

No. 16—Shirley, elephant, presents.

Performance Still The Important Item

(Continued from page 79)

ious efforts, and the fans will all be in judgment.

Let the story wander as far south as Gonzales, Tex., the horizon may be clouded by a picture of Ben and the cactus new kid.

And There Are Others

Jack Rama’s back artiste, who is throwing loads of words of praise for what he is doing, is shown from winter quarters in Ashland, O. T. Floyd Johnson and R. V. West, respectively, miss an adjective in telling about his winter performance, which was set at Hartley, Ky. James Edgar, Marshall Johnson and Ralph Chowny, are among their new Skier Circle and on Florida’s well bank-rolled civic group. It looks like a winner, featuring Alfred Court animal acts and Paul Lewis’s stock. Feeding at the winter quarters, the obvious conclusion must be that the gorillas are getting the rubber off the roll, that the G.I.’s are back to fill the resters, and the folks will get good old-fashioned circus entertainment.

The trend is strictly on the better production angle—and Presbyterians and followers definitely should heartily enjoy the season.

"ROLLER-RHYTHMS"

Skating Records for Bronco, Silver or Gold Test.

Complete List Available. Immediate Delivery.

"ROLLER-RHYTHMS"

Box B, Arlington Heights, Ill.

FLASH RINK OPERATORS

1st Place: Rink Operators and Retailers. 2nd Place: Rink Operators and Retailers. 3rd Place: Rink Operators and Retailers. 4th Place: Rink Operators and Retailers.

NET INCOME

1,500,000

WANT TO RENT OR LEASE

Skating Rink complete contingent on sale. Free with purchase. DON 01850. Write for details.

Major Bowles

204 East Fourth, San Francisco, Cal. Phone: Federal 0970.

FOR SALE

In excellent condition and ready for immediate use. Chicago, P. A. L. system and other Turn Tables.

MICHAEL T. AKOUY

No. Beaconing, Vermont.

WANT TO LEASE

Skatingصلاح for junior skating. Would prefer location in the vicinity of Mark Beckman.

Hammond Organ and Novachord

Knob in Console. 1886 Complete. $500.00.

SKATING TOONS, P. O. Box 264, Malverne, N. Y.

BRUNO

Originator and Manufacturer of J. & B. ATHLETIC SHOES

Now Located in Our New Home and Ready

To Give Better Service Than Ever Before.

324 EAST NINTH STREET, CINCINNATI 2, OHIO
Otto Marbach, 630 Ninth Ave., N. Y. City

for immediate delivery

NATCO 15mm.

Sound-on-Film Projector

Send for this brand new projector with mica-faced coated lens, 725 watt illumination—direct focusing—easily and quickly adjustable, fine focus, brand new bands with direct motor take-up; 175 gallon water tank, 1 gallon of water in projection, extra large dipper for 

microphone; control.

for immediate delivery

Planet To Release

12 16mm. Flickers

Hollywood, March 23—Roadshowmen will soon be offered a couple of attractive programs in 16mm. by Planet Pictures. The first is a one-reeler to distribute the films follows that radio would finally

SIMPSON FILMS

150 High, Dayton, O.

DARRIS AND HARMON

16 MM. SHOWROOMMAN!

Wanted you like to have newer and better quality prints for your roadshow programs?

25% of all the prints in our library have been replaced with newer ones since February 1, and this replacement policy is continuing.

Ask for our 1946 catalog and special roadshow price list. If you are interested in a projector, we have them.

EASTIN PICTURES CO.

Dept. BBS, Davenport, Iowa

Big Roadshow Attractions

16mm sound bands, including latest features. Westerns and Action Pictures. Make extra money. Ideal for Colored Films. Read money makers. Write for full line.

Southern Visual Films

65 MONROE

MEMPHIS, TENN.

Duble Named 'Em All

Jeffersonville, Ind.

Editors The Billboard:

In a recent issue Harry (Kid) Hunt named some colored Icons which he stated I overlooked in my article. If he will read my article carefully he will find I did not overlook any of the colored Icons that appeared in my story. I have checked them all. I made no attempt to name owners and managers in all cases, as I realize that many shows did change hands. For example, the Florida Blossoms company, which Hunt stated was owned by Douglas and Worthey, later bought by Rogers, then by Clifton Sparks. I name the last two as owners.

Hunt's letter simply adds additional data concerning some Icons which I failed to mention. I believe Hunt has calculated the interest of a veteran minstrel man.—C. E. DUBLE

BARDEX RADIO MINSTRELS WANT

COLORIZED Minstrels, Piano Player, Perfumers and Confectioners who can cut it. Also a good Quartet and Sinclair Singer. This is a Five stations 35th Street, making 1 and 2 week stands in larger cities. Grooms with whom we have stood. Write, stating salary, expenses, etc., to DR. MILTON BARTON, 612, B. O. Box 734, Dayton, Ohio, May 4th and then to Box 631, Columbus, Ohio

WANTED MEMPHIS MINSTRELS


Pahokee, Florida

Harry Hunt Names

More Negro Orgs

San Diego, Calif.

Editors The Billboard:

In C. E. Hunt's article in February 16 issue of The Billboard, regarding the color organizations which have existed from 1900, I will call attention to a few that he overlooked.

First the Gus Almond show was playing theaters. Show was on the road in the Washington, Montana City, Mo., and later was taken over by Schiller and Winsted and placed under the Almon. Then there was the McCabe's Colored Troubadours, owned by a colored color that played the western country in theaters, a colored org in Kentucky and the famous Shuffie Almon company that played for almost a year in New York City, afterwards taking the road and playing the leading cities. This company was owned by George Wintz, a New York producer.

Then there were two colored shows that played strictly the burlesque circuit. The Williams' Tad's Crotches and John W. Isbrand's Octopi. They were on the circuit for a number of years before the Smart set, played theaters for a while. Then various orgs of Elmer Jones, who put it under canvas, later became the property of the company that played for several years. Colors of the Dobson brothers, of carnival fame, also had a colored minstrel show under canvas, and Thomas Williams, who owned the Kit Carson Wild West Show, also owned a colored minstrel playing under canvas, and the White and Tan. These shows did good business in the south.

(See Harry Hunt Write, opp. page)

OPEN SALE

In addition to national distribution, Pictures are offered.to the following:

Simpson Films 150 High, Dayton, O.

FRANK D. SHEAN

Operator-Manager

FOR SALE

HPhotographs 350,000, Topol, 150, Topol, 25 and 12 new enterprise, all complete.

WANTED

For the above enterprise.

FRANK D. SHEAN

Operator-Manager
St. C. Jones, Boston, chairman; Lee's, ti.

OTHER APPOINTMENTS include:

New executive committee members listed.

Wendler, and Raymond Lusse. Cincinnati, and Fred L. Markey.

RIPPLES.

JAMESON PLAYERS have finished their winter dates after playing 34

cent years have been so great' that

result in injury to some of the throng.

Sunday.

the 11th annual Orchid Promenade,

Kansas City, Mo., this week from

time ago, returned to his home in

the amount of investment that can

Chicago's Loop twice during the past week.

GEORGE E. ROBERTS will present Panamazka Society Circus, un-

Gimbel Bros. Store audiadum, as Easter attraction in Snellenburg's

Avenue, producing clown numbers and working the come-in.

SOURCES usually considered reliable
day that circus managers are

route across the state. The
ride the pictures of great founders of

LOS ANGELES NOTES—John J. Breski left Los Angeles this week as

CIRCUS and is readying concessions for the Im-

Prize, and the Ring Bros. 'Circus, producing clown

LOUIS, former President of the Ar-

FRIEDLE, C. S., president of the At-

HARRY HUNT WRITES

Andrew Donaldson, of the Donald-

prove Donaldson was right, I refer

Avery is in his catalog saying there is nothing in show business for

e new organization has been started

MRS. HOWARD PETERS will be in

BOGGER E. HANEY, who was ap-

Antiquism Ride Company some-

NEWARK Public Service Line will op-

the 11th annual Orchid Brunches,

Ashbury Park, Boardwalk, Earlier

New York, New Jersey, and 10

north Jersey cities, Newark, Hack-

New Brunswick, and Paterson, Plain-

Field, Passaic, and Perth Amboy.

while Stroking

(Continued from page 93)

cent years have been great that it

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the 11th annual Orchid Brunches,

Ashbury Park, Boardwalk, Earlier

New York, New Jersey, and 10

north Jersey cities, Newark, Hack-

New Brunswick, and Paterson, Plain-

Field, Passaic, and Perth Amboy.

BOGGER E. HANEY, who was ap-

Antiquism Ride Company some-

area Stroking again at Meyers Lake Park

with operation of a miniature rail-

way, pony track and high striker

rides for the season, for the Can-

ton (O.) fun center.

HARRY HUNT WRITES

Andrew Donaldson, of the Donald-

son Lithograph Company once wrote

an article in his catalog saying there is

nothing in show business for an

colorful and amusing show. To

prove Donaldson was right, I refer

readers of this article to the

board of February 23 stating that the

Leon Claxton's colored Harleien

shows show on the Royal America

shows at the Tampa Fair broke all

records for that is the America public

enjoys that kind of entertainment.

Harry (Elia) Hunt.
BURLINGTON-Harry, owner of shows bearings his name, March 10 in Lady of the Lake Sanitarium, Baten, Beige, La. He had been a showman since 1927. His son, Harry Lee, toured vaude circuits for 20 years as a song and dance team. His son, Leon, also appeared in dramatic stock company, and was married to Mrs. Edna O'Donovan, widow, a daughter, a stepson, and a brother. Services and burial in New Orleans, March 12.

AUSTIN-Lucian A., 72, retired pit band musician, in Willow Grove, Pa., March 11 when struck by a motorcycle.

In Loving Memory

HAMA BENN
Deceased March 27, 1945
MRS. MABEL BENN, and SON, LAWRENCE

IN MEMORY OF OUR MOTHER

Who Passed Away
MARCH 23, 1945
SADLY MISSED
By All Her Children

LEWIS—Frederick G., 73, vet actor, in Woodlawn, L. I., March 18. At the age of 18 he played the role of Armand Duval in, "The Dress Suit," and then rejoined E. H. Sothern in "The Rivals." In 1908 he played Orlando in "As You Like It," with Henrietta Crosman, in New York City. In 1913 he joined the Shubert stock company and played with Mr. E. J. Gray, and his stock company at Burlington Theater in Philadelphia. In 1923, and later headed his own company of Shakespearean players.

LEEPINCCOTT, H. O., 62, show historian and teacher, March 7 at his home in New York City. Survived by his widow, Mrs. W. E. S. S. Hofman, a daughter, and a brother. Services in New York City.

LOOMES—Harry E., horseman and former actor in silent films, June 11, 1945, in Burlington, Vt. He was one of the original Shubert stock company, and played in "The Rivals," and other Shubert stock plays. In 1913 he was with William Laddex in "The Battle," and then rejoined E. H. Sothern in "The Rivals." He played Orlando in "As You Like It," and his widow, Mrs. W. E. S. S. Hofman, a daughter, and a brother. Services in New York City. Survived by his widow, Mrs. W. E. S. S. Hofman, a daughter, and a brother. Services in New York City.

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FELTA—Virginia Margaret, March 7 in Jackson, 0. Survived by her parents, Vi and Al Felt, Elkhart, Ind., and her sister, Mrs. E. E. S. S. Hofman, a daughter, and a sister. Services in New York City. Survived by her widow, Mrs. W. E. S. S. Hofman, a daughter, and a brother. Services in New York City.

JEFFREY—Charles H. Pounds, who passed away March 30, 1945, at the home of his parents, Mr. and Mrs. J. H. Jeffrey, 462 West 22d St., New York City. Services in New York City.

In Loving Memory of Our Loving Husband and Father

CHARLES H. POUNDS
Who Passed Away
MARCH 30, 1945
SADLY MISSED
By His Loving Wife and Children

FELTA—Virginia Margaret, March 7 in Jackson, 0. Survived by her parents, Vi and Al Felt, Elkhart, Ind., and her sister, Mrs. E. E. S. S. Hofman, a daughter, and a sister. Services in New York City. Survived by her widow, Mrs. W. E. S. S. Hofman, a daughter, and a brother. Services in New York City.

JEFFREY—Charles H. Pounds, who passed away March 30, 1945, at the home of his parents, Mr. and Mrs. J. H. Jeffrey, 462 West 22d St., New York City. Services in New York City.
Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business, radio, armed forces, or related fields, so that talents which may enable them to get into some phase of the amusement industry. There is no charge in advance for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

ACTORS, 3'5", stage Special Services. Familiar with stage work, playing comic roles, singing, dancing. Addressing general manager, Radio City, New York, N. Y. Tel. 2135/3/16.

ACTORS: experienced actresses, (5 spael days). 4'9", 3'5", size. Addressing local manager, Radio City, New York, N. Y. Tel. 2135/2/16.


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ACTORS: experienced actresses, (5 spael days). 4'9", 3'5", size. Addressing local manager, Radio City, New York, N. Y. Tel. 2135/2/16.
WITH 7 FAST PROFIT ITEMS

"LEECREST" UTILITY KITS

Invaluable at highly profitable all retail prices! Built professional construction. Nail File, Tweezer, Nail File, Pincushion, Manicure Scissors, encased genuine leather pocket case complete. Twenty fresh grade pencils.

$479—PER DOZEN $24.00

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DEALER PRICE

$18.00

For Men or Women

SUGGESTED RETAIL 50c

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A TOY

No. N-482 Per Dz. $6.75

ORDER NOW—IMMEDIATE DELIVERY

Order heavy for fast-selling profits.

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215 N. DEARBORN STREET • CHICAGO 1, ILLINOIS

Genuine LEECREST

CANDID TYPE CAMERA

SPECIAL PRICE

No. A111

Genuine Simpson ground pitch polished lens. Extremely simple—foolproof operation. Takes 16 black and white pictures on any standard No. 127 Film.

DEALER PRICE

Complete with Carrying Case and Shoulder Strap

In Lots of 1000 $2.40

In Lots of 500 2.50

In Lots of 100 2.60

Sample Prepaid, $3.00

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No. A493—REAL VALUE

Durably constructed—Stainless Steel Blended Knives—Chrome Plated for Long Wear and Service. Set includes 4 Knives, 4 Tumblers, 4 Forks, 4 Tinespoons—with wood frame, leather-bonded chest—very attractive.

24 Pc. TABLEWARE SET WITH CHEST

No. A493—REAL VALUE

SERVICE FOR 6

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$6.88

Per Set Complete with chest $6.60

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ALUMINUM ASH TRAYS

Beautifully constructed 4½" handmade designed and constructed, practical—a big money maker.

$2.00

Per Gross

No. A-2

A SCOOP

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Lee Industries

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SUGGESTED RETAIL 50c

The Amazing VALUE

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CIRCUS SPECIALS
BALLOONS, Streetmen Special, Inflates 12". No comparison to any other balloon on the market. Guaranteed.

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Balloons, Gr 1.25

Yellow Flying Birds, Famous Brand, Gr 18.00

Pinecones, Free Wheeling, Gr 9.00

White Balloons, Gr 2.10

Clown Balloons, Gr 2.10

Red, White and Blue Balloons With Balls, Gr 18.00

Large Balloons, Gr 7.50

Feather Balloons, Gr 8.50

Balloons for Dart Games, Gr 2.75

Cigars, Collectors, Maidenhead Brand, Doz 4.50

Balloons for dart games, Gr 2.75

Balloons, Doz 4.50

Balloons, Doz 4.50

Balloons, Doz 4.50

HAPPY LIP Balloon Baskets, Works Beautiful, Gr 9.00

Large Swords, With Sharp-edged, Glassy, Durable Heads, Doz 4.00

Loop-on Plane Stick, 3 Props 18" Long 19.50

50 Ligne, Buttons, Green, Black, White, Per Doz 1.25

70 Ligne Buttons, Comic, Per Doz 3.25

100 Ligne Buttons, Comic, Per Doz 4.25

Small Gun and Holster, Gr 8.50

Large Guns and Holsters, Gr 17.00

Circus or Comic Badges, Assembled With Shank Ornament, Gr 5.00

Same Badges With Key Chains Attached, Gr 4.00

Stunt Glider Airplane, Gr 9.00

Sun Glasses, Crooks Lens, Doz 1.25

SORRY, NO CATALOGUES

No. 5 With Order. Balance C. O. D.

SCANTTUR NOVELTY CO.
342 PARK ROW.
NEW YORK, N. Y.

ATTENTION
CONCESSIONS
RODEOS
CIRCUSES
FAIRS
DEMONSTRATORS
A LARIAT
THAT IS GUARANTEED TO TWIRL

Price $3.00 per Dozen

Sample Lariat, 50c Postpaid.

Chicag0 51, ILL.

MERCHANDISE FOR ALL CONCESSIONS
BALLOONS, WHIPS, OUTFIT, FLYING BEARS, AIRPLANES, HATS, RATS, ALUMINUM, ELDERWINE, KAMIKAZE BUILDERS, ETC. Send Free Specifications.

J. E. WELLS, 145 Park Row, New York City.

PARK ROW NOVELTY CO.
159 Park Row, New York, N. Y.

BULLION
No. 1426—Build Key Chain. Packed—2 Dozen to Display Card. Price—$1.20 Per Gross.

J. S. TUCKER, 70 Water St., New York, N. Y.

HEADQUARTERS FOR COUNTER CARD MERCHANDISE NOTIONS—SUNDRIES

LLEE RAZOR BLADES
Write for Prices List

LEE PRODUCTS CO.
471 Whitlock St., Atlanta 2, Ga.

Balloons $2.50 Army Targets, All White, Inflates to 6 Ft. 75 to Carton, 50c Each, 54 Inch Wash Whips—$16.00 Gr. Flying Birds With Whistle—-18.00 Gr.

3/4 Deposit With Order

DISCHARGE HOLDERS
We originate the Telephone Holders for service men. Now watch the, handles. All edging and stuffed. Cost only 6c. Order now. We can make any shape you desire. All holders made with in army or navy standard, Armed for stations. Immediate Delivery.

C. GANEKIS
404 Park Row N. Y.

AT THE BARGAIN

WATCH BARGAIN

BIRD JEWELRY CO.
96 N. Main.
MEMPHIS, TENN.

JEWELRY CHAINS - A R E N D  FOR
$25.00, $10.00 or $800.00 payment of return. Each box contains $25.00 worth of chains. Inquire today for details.

MEHRANDISE-CLASSIFIED
The Billboard
March 30 1946
THERE IS NO SUBSTITUTE FOR QUALITY
WE WERE ACTIVATED IN 1919—OUR MOTTO WAS AND STILL IS "IF IT'S NEW WE HAVE IT"

8 Pc.-10 Pc.-11 Pc. Glassbake Sets in Gift Box

Hassocks, Leatherette, Two Sizes

Metal Juice Extractor

Tackle Boxes Made of Metal With Drawers, in Five Different Sizes and Price Ranges. Also Minnow Buckets

Musical Powder Box, Spun Aluminum, Assorted Colors and Tunes

Weave as Good as Wood Hampers

Enamelware for All Purposes

Metal and Wood Smoking Stands

Stuffed Toys—Bears, Dogs & Monkeys

Boudoir Dolls in Five Different Sizes and Price Ranges. Dressed in Assorted Colored Dresses.

Dolls of All Descriptions and Sizes

Laundry Hampers, Picnic, Shipping Baskets

Plaster Novelty Figures, the Largest, the Flashiest, the Best Packed 'De Luxe' Line in the Country.

CARDED
Pens, Pencils, Razor Blades, Pipes, Sun Glasses, Money Clips, Jokers, Handy Liters, Combs, Fuzzy Wuzzies for Lapel.

LEATHER ITEMS
Outstanding Line of Billfolds Made From Select Calf, Alligator, Morocco, Steer Hide, Saddle. Fitted Traveling Cases.

1c-5c-10c-25c
Novelty Numbers — Hats, Horns, Whips, Canes, Felt Hats, Celluloid Dolls, Rattles, Pinwheels; in fact, hundreds of leading numbers.

A Complete Stock of Novelty Felt Hats—Spanish, Swiss Yodeler, Mexican, Cholo, Cowboy, Fireman and Others

We can make immediate shipment of above articles, along with many other items, including Liquor Sets—Sewing and Jewelry Boxes—Pressed Wood Novelty Ashtrays and Characters, Mirrors—Pictures—Lamps—Carving Sets—Glassware—Plastic Toys—Boxed Games—Backs—Celluloid Ducks, Swans and Fish—Dice Cards—Pokerchips. We are taking orders to be shipped when we receive allotments of BALLOONS—CLOCKS—BLANKETS—ELECTRICAL APPLIANCES—FISHING RODS—REELS—BAITS—POCKET AND SCOUT KNIVES—FLASHLITES.

WRITE FOR CATALOG AND PRICES—WILL ONLY MAIL TO THOSE WHO STATE THEIR BUSINESS

WISCONSIN "DELUXE" COMPANY 1902 N. THIRD STREET MILWAUKEE 12, WISCONSIN
CARNIVAL-CIRCUS-BINGO STOCK

NOW AVAILABLE
RED LATEX MOLDING COMPOUND
MAKE YOUR OWN MOLDS FOR PLASTER OBJECTS

STANLEY NOVELTY COMPANY
14 E. BROAD STREET
RICHMOND, VIRGINIA
NEW SENSATIONAL
GENUINE
PLASTIC SLUM
FIRST TIME IN HISTORY

UNBREAKABLE  STANDING ITEMS  CHIP-PROOF

$2.30 Per Gross

Delivered Anywhere U. S. A.
Packed 10 Gross Per Box, Assorted Colors and Pieces
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Order Now for May First Delivery

CARNIVAL PLASTICS COMPANY
WILLIAMSON, N. Y.

Send $2.00 for 100 Piece Sample of Assorted Pieces, Colors
BUSINESS OPPORTUNITIES

ARCHERY BANTRY EARNS BIG MONEY

Every park needs one; 1,000, 1,000, 1,000, 1,000.

ASSEMBLED COSMOPOLITAN PLASTIC ITEMS

Profitable selling. Few details. Boards from 100 to 1,000.

Beads, Fruits, Flowers, etc., by the piece. Ask your local Ford or Nash Dealer.

BARRINGTON WILL MAKE A BUSINESS OF YOUR OWN or help finance your business.

3759-103 Kent, St. Louis, Mo. 1, Mo.

BIBERKOFT - Fax (100) 15 Sernoigq =MS

a DolLualgi Weer Squirters; 10 Gross

BINGO PORTABLE COUNTERS FOR SALE

In stock; 10, 100, 250, C$.

BLACK AND WHITE PHOTOGRAPHS PRINTED

Excellent quality. Ready for framing. $5.00 each.

BOLTS, NUTS, WASHERS, NAILS, SCREWS

In stock; ask your wholesaler for sample.

BODENSEE BOTTLE OPENER

In stock; 10, 100, 500, C$.

BOTTLE BLOWER

In stock; 10, 100, 500, C$.

BOTTLE LIGHTERS

Per Doz. 30.00. Details free, Louis Bicor, Cumber-Go.

BORING MACHINE

For small work; 10, 100, 500, C$.

BOWLING BALLS

For sale; 10, 100, 500, C$.

BRIDGE BALLS

For sale; 10, 100, 500, C$.

BROKEN BUILDING NAILS

In stock; per gross, 4.00.

BRUSHES

In stock; 10, 100, 500, C$.

BULLION CHIPS

For sale; 10, 100, 500, C$.

BURY - TAKES YOUR CHISEL TOOLS

In stock; 10, 100, 500, C$.

CABINET WORK

Perform your work; 10, 100, 500, C$.

CABLES

In stock; 10, 100, 500, C$.

CAGES

For sale; 10, 100, 500, C$.

CAJUN CEPES

For sale; 10, 100, 500, C$.

CALLA LILIES

For sale; 10, 100, 500, C$.

CARRIER BAGS

In stock; 10, 100, 500, C$.

CASKETS

For sale; 10, 100, 500, C$.

CATALOOG PLASTIC FOR SALE

In stock; 10, 100, 500, C$.

CARTAGE FEE

For sale; 10, 100, 500, C$.

CAST IRON FURNACE

For sale; 10, 100, 500, C$.

CATTLE CHESTS

For sale; 10, 100, 500, C$.

CEMENT BULK

For sale; 10, 100, 500, C$.

CENTRE PUNCHES

In stock; 10, 100, 500, C$.

CERAMIC HANDKERCHIEF CASES

In stock; 10, 100, 500, C$.

CHINESE PAPER CHATES

For sale; 10, 100, 500, C$.

CHOCOLATE MOLDING DYES

For sale; 10, 100, 500, C$.

CIGARETTE LOADS, CARDED

For sale; 10, 100, 500, C$.

CIGARETTE RINGS

For sale; 10, 100, 500, C$.

CIGAR RING, CARDED

For sale; 10, 100, 500, C$.

CIGARETTE ROLLERS

In stock; 10, 100, 500, C$.

CIGARETTE BUTTS

For sale; 10, 100, 500, C$.

CIGARETTE FILTERS

For sale; 10, 100, 500, C$.

CIGARETTE LIGHTERS

For sale; 10, 100, 500, C$.

CIGARETTE MECHANS

In stock; 10, 100, 500, C$.

CIGARETTE ROLLING MACHINES

In stock; 10, 100, 500, C$.

CIGARETTE ROLLING TOOLS

In stock; 10, 100, 500, C$.

CIGARETTE SIEVES

For sale; 10, 100, 500, C$.

CIGARETTE TRAYS

In stock; 10, 100, 500, C$.

CIGARETTE VENDING MACHINE PARTS

In stock; 10, 100, 500, C$.

CIGARETTE WRAPPERS

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS

In stock; 10, 100, 500, C$.

CIGARETTE WRITERS, USED

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, NEW

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, REPAIRED

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, CLEANED

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, REFURBISHED

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, REPAIRED

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, CLEANED

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, REFURBISHED

For sale; 10, 100, 500, C$.

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For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, CLEANED

For sale; 10, 100, 500, C$.

CIGARETTE WRITERS, REFURBISHED

For sale; 10, 100, 500, C$.
FAST SELLING BRONZE AND GOLDTONE METAL PLATED
NOVELTY ITEMS

ALL ITEMS LISTED BELOW ARE MANUFACTURED OF WHITE METAL AND ELECTRO PLATED.
YOU MAY HAVE YOUR CHOICE OF EITHER THE BRONZE OR GOLDTONE PLATING.

"LUCKY" HORSESHOE PLAQUE NO. 50
Size 5"x3". Wt. 19 Lbs. per Carton
Bronze Plated . . . . $7.20 Doz.
Golftone Plated . . . . 7.52 Doz.

Race Horse & Jockey No. 60
Size 4"x3". Wt. 29 Lbs. per Carton
Bronze Plated . . . . $9.00 Doz.
Golftone Plated . . . . 9.60 Doz.

Elephant Ash Tray No. 40
Size 3"x4". Wt. 47 Lbs. per Carton
Bronze Plated . . . . $10.40 Doz.
Golftone Plated . . . . 11.88 Doz.

SHIP ASH TRAY NO. 20
Size 4½"x4". Wt. 20 Lbs. per Carton
Bronze Plated . . . . $10.40 Doz.
Golftone Plated . . . . 11.88 Doz.

(PIETA) RELIGIOUS BOOK ENDS NO. 80
Size 6"x5". Wt. 11 Lbs. per Carton
Bronze Plated . . . . $51.40 Dz.
Antique Silver Plated . . . . $57.60 Dz.
Golftone Plated . . . . $64.80 Dz.

SCOTTY DOG ASH TRAY NO. 30
Size 3"x4". Wt. 38 Lbs. per Carton
Bronze Plated . . . . $10.40 per Doz.
Golftone Plated . . . . 11.88 per Doz.

GAZELLE ASH TRAY NO. 10
Size 4½"x4½". Wt. 20 Lbs. per Carton
Bronze Plated . . . . $10.40 Dz.
Golftone Plated . . . . 11.88 Dz.

PLACE YOUR ORDER NOW!
10% DEPOSIT WITH ORDER. BAL. C. O. D. UNLESS RATED.
F. O. B. CHICAGO, ILL.

SYNTHETIC BURR COWOOD CRUCIFIXES
6" No. 400—Only 33¢ Each Boxed
Retails for $1.00, $3.90 Gross.
11" No. 300—Only 60¢ Each Boxed
Retails for $1.69, $7.20 Gross.
Set of Samples $1.50
One of the Most Beautiful Crucifixes You Have Ever Seen.

RUSH ORDERS
For the Easter Season and Mother's Day.

BURT RAY CORPORATION
Manufacturers of White Metal Products
22 W. Kinzie St.
Chicago 10, Ill.

25% DEPOSIT WITH ORDER, BAL. C. O. D. UNLESS RATED.
F. O. B. CHICAGO, ILL.

M. B. WATERMAN & CO. Dept. B-2, 333 S. Market St., Chicago 6, Ill.

—END—
COIN-OPERATED MACHINES, SECOND-HAND

PRICE—Only advertisements of used machines accepted for publication in this column.

1. AMERICAN'S POSTAGE STAMP MACHINES
   For sale. Postage M. R. Box, immediate delivery. 25c, 30c, 3c, 5c, 10c, 15c, 20c.
2._.
3. A. J. CHARTER I CANDY VENDING MACHINES
   For sale. Postage M. R. Box, immediate delivery. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c, 10c.

Avs—Brand new Postage Stamp Machines. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

ADVANCE MODEL 1 BALL MILL MACHINES
   Fair condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

MACHINES ALL IN WORKING ORDER. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

BARGAIN—150 3c POSTAGE STAMP MACHINES
   Excellent condition. 30c, 25c, 20c, 15c, 10c, 7.50.

BARGAIN—50 1c POSTAGE STAMP MACHINES
   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

BARGAIN—50 5c MILLS.
   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

BARGAIN—100 1c MILLS.
   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

BARGAIN—100 5c MILLS.
   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

BARGAIN—100 15c MILLS.
   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

BARGAIN—100 30c MILLS.
   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

BARGAIN—100 50c MILLS.
   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

BARGAIN—100 50c MILLS.
   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.

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   Excellent condition. 10c, 15c, 20c, 25c, 30c, 3c, 5c, 6c.
AVAILABLE FOR IMMEDIATE DELIVERY!

SPRING RINGS
*FINEST QUALITY! *NICKELED FINISH!

$7.50 GROSS
IN 5 GROSS LOTS

$9.00 GROSS
IN SINGLE GROSS LOTS

BULK CHAIN
Sterling Silver Cable ........................................ 10c ft.
Sterling Silver, Gold Plated Cable ............................. 12c ft.
Sterling Silver Curb ........................................... 12c ft.
Sterling Silver, Gold Plated Curb ............................. 14c ft.
Gold Filled Curb ................................................... 20c ft.
Sterling Silver, Heavy Neck Chain Curb ....................... 30c ft.
Gold Filled, Heavy Neck Chain Curb ......................... 45c ft.
0.030 Sterling Silver, Charm Bracelet Curb .................. 42c ft.
0.040 Sterling Silver, Charm Bracelet Curb .................. 80c ft.

MADE-UP NECK CHAIN
15" Sterling Silver Cable ..................................... $3.50 Doz.
15" Gold Filled ..................................................... 5.50 Doz.
18" Sterling Silver Cable ....................................... 4.00 Doz.
18" Gold Plated, Sterling Silver Cable ....................... 4.50 Doz.
18" Gold Filled Curb .............................................. 6.00 Doz.

CATCHES
Sterling Silver .................................................. $3.00 Gr.
Sterling Silver, Gold Plated ................................... 4.25 Gr.
Sterling Silver, Gold Filled ................................... 6.50 Gr.

ROLLED GOLD PLATE CHARMS
THREE ASSORTED HEART PATTERNS ............................ $13.50 GROSS

WIRE
Rolled Gold Plate on Sterling Silver Base
GAUGE QUALITY 100 OZ. 25 OZ. 10 OZ. 5 OZ.
No. 21 1/100-12K $1.37 $1.47 $1.57 $1.67
No. 22 1/100-12K 1.40 1.50 1.60 1.70
No. 21 1/40-14K 1.90 2.00 2.10 2.20
No. 21 1/60-14K 1.70 1.80 1.90 2.00
No. 22 1/20-12K 2.00 2.10 2.20 2.30
No. 22 1/40-14K 1.98 2.08 2.18 2.28
No. 20 1/100-12K 1.37 1.47 1.57 1.67
No. 20 1/40-14K 1.90 2.00 2.10 2.20
No. 20 1/60-14K 1.70 1.80 1.90 2.00

All Above Round Wire in One Size Only!

PEARL PLATES
IRIDESCENT FRESH WATER ORCHID FRESH WATER
No. 8507 36L. Heart, 2 H., 2 Eng. ....................... $10.80 $10.80
8515 50L. Heart, 2 H., 2 Eng. ....................... 16.20 16.20
8516 50L. Heart, 2 H., 2 Eng. ....................... 17.40 17.40
8518 70L. Leaf ................................................. 9.00 9.00
8519 85L. Leaf ................................................. 12.60 12.60
8520 70L. D. H. A. ............................................ 12.60 12.60
8528 70L. Varnish Bar ....................................... 9.60 9.60
8527 70L. Double Lovebird .............................. 13.50 13.50

3 Gross Lots Assorted—5% Discount
1/3 DEPOSIT, BALANCE C.O.D. F.O.B., NEW YORK

WIRE TRADER
114 EAST 32ND STREET NEW YORK 16, N. Y.
Telephone: Lexington 2-5790

TREND CREATORS
SPRING SPECIALS

IDENTIFICATION BRACELETS
No. 101 Sterling Silver, $4.25 Doz.
No. 102 Gold Filled, $6.00 Doz.

ANKLETS
No. 820 English engraved ...................................... $25.50 Doz.
Two-Tone engraved ................................................ 27.00 Doz.
Three-Tone engraved .............................................. 28.50 Doz.

LOCKETS
No. 1 BRACELET AND EARRINGS ................................ 51.00 Doz.
No. 2 CHOKER AND EARRINGS .................................. 51.00 Doz.
No. 3 BRACELET AND EARRINGS ................................ 51.00 Doz.
No. 4 CHOKER AND EARRINGS .................................. 51.00 Doz.

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No. 3 BRACELET AND EARRINGS ................................ 51.00 Doz.
No. 4 CHOKER AND EARRINGS .................................. 51.00 Doz.
CARNIVAL SPECIALS

23x41" Deal for Scottie Dogs. Per Doz. $36.00
21x11" Deal for Scottie Dogs. Per Doz. $24.00
76" Geo Geo Eyed Cheetah Dolls. Per Doz. $18.00
Large Puffer Figure Animals. Per Doz. 2.00
Medium Puffer Figure Animals. Per Doz. 10.25

CARNIVAL NOVELTY CO.
714 BROADWAY, NEW YORK 3, N. Y.

TOY METAL GUN
Trigger Makes Loud Noise

$3.00 Per Doz.
Immediate Delivery

50% Deposit

ATO M A T I C
DISTRIBUTING COMPANY
712 METROPOLITAN BLDG.
DETROIT 26, MICH.

JOEY METAL GUN

HIGH GRADE

YELLOW GOLD-PLATED STAINLESS STEEL EXPANSION WATER BANDS

1/2 DZ. FOR $9.00

Send $2.00 For sample band. Retail $4.00.
B. LOWE, Holland Bldg. St. Louis 1, Mo.

ENGRavers
THIS IS WHAT YOU'VE BEEN WAITING FOR

GOLD PLATED DOUBLE SCOTTIE PINS
$1.50 Don.
$16.50 Gross

ALSO SINGLE SCOTTIES

$8.00 Gross

DOUBLE HEART PINS
25% Deposit, Balance C. O. D.

FRED P. VENDITTO
2542 Hartford Ave.
J O H N S T O N ,  R. I.

JOKES and TRICKS
★ AT WHOLESALE ★

Saratoga, N. Y.

Specials ★ Cards ★ Transparent Markers

Write for Bulletins

ENDMENT INDUSTRIES
Rev. 2, S A T T O N ,  O H I O
NOW ... IN A BEAUTIFULLY DESIGNED WOOD CHEST ... CHOCOLATES ... CANDIED FRUITS

1 lb. Chocolate in Wood Chest ........ $24.00 Doz.
2 lb. Candied Fruit in Wood Chest .... $30.00 Doz.
2 lb. Candied Fruit Without Chest ... $13.00 Doz.
1 lb. Box Chocolate Covered Almonds . $9.24 Doz.
5c Romeo—Chocolate Covered Coconut Bar—24 Count
60 box lots ................................ 72c box
15 box lots .............................. 74c box
10c Malted Milk Charms — 12 Count
72 box lots ................................ 72c box
24 box lots ................................ 74c box
Bulk Candy—Cho. Covered Almonds—35 Lb. Case
8 case lots ............................... $25.00 per case
1 case lots .............................. 25.00 per case
5c Always Chocolate Bar, 35-box lots .... 74c
5c Good Neighbor Nut Bar, 36-box lots .... 74c
Delicious Fruit Cake in Beautiful 4 Colored 2 Lb. Tins.
Retail $1.98. Price $1.20 per doz. Min. order ½ doz.

ECONOMICAL PREMIUMS

WRIST WATCH
Sweep Second Hand Luminous Hand and Dial
Single Sample, $9.00 Postpaid
Lots of 4 85c Each
Retails $13.95

KEEN CUTTING 4" BLADE STEEL SCISSORS
Of fine quality, with black enameled sides to prevent rusting. These round end scissors can be carried in a pocket.
Our price to you only $3.00 per dozen.

ELECTRIC CLOCK
Fine Quality With Sweep Hand
Size 5 x 7/" Single Sample, 72.20 Post Paid
Minimum Order 6 Clocks

3-WAY ELECTRIC STOVE
Beautiful Curved Finish, will heat, roast, boil. It will boil 3 hours of coffee in less than 5 minutes. Service and performance is guaranteed. AC-DC. 3 temperatures. Shipping weight 27 lbs. Regularly packed 4's to a carton. Packed 36 for a 100 lb. shipment. Minimum Order 1 Doz.
$3.11 Each

WOMEN'S DRESS PROTECTOR AND SHOULDER COVER
Transparent Material Stretcher than cellulose. Size 6x18, $11.60 per 100.

WOMEN'S APRON BIB TYPE
Asstd. color binding, water repellent fabric. $1.29 retailer.
$6.00 per Doz.
Minimum Order ½ Doz.

RUBBERIZED BINGO CAGES!
(NOISELESS)
TRIMS HAIR AT HOME
Trims hair as it combs — Keeps Men's, Women's Children's Hair Trimmed, Neat, Looking Freshly Cut At All Times.

Excellent Pitch Item—Sells On Sight
BLEN—WHY PAY 75c to $1 for Hair Trim? Price of One Hair Trim More Than Pays for Our Trimmer. SEND 70c and Your Trimmer Will Be Sent at Once.

SAVES MONEY!
TRIMS HAIR AT HOME

WIRE OR WRITE FOR CATALOGUE
JOHN A. ROBERTS & COMPANY
215 HALSEY STREET
NEWARK 2, N. J.

E. F. BERNHOLD, INC.,
217 W. Van Buren St., Chicago, Illinois

PRICES F.O.B.
CHICAGO
TERMS:
3/8 Cash With Order.

ECONOMICAL PREMIUMS

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217 W. Van Buren St., Chicago, Illinois

PRICES F.O.B.
CHICAGO
TERMS:
3/8 Cash With Order.
WE'RE BACK AGAIN

With

BALLOONS

All sizes—all colors—all styles; also imprinted with name of Park, Carnival, Special Events, Fair Prints, etc. Sticks. Inflating equipment.

Don't take chances with inflammable hydrogen gas—USE ONLY OUR SAFE AND SURE BALLOON GAS—MAKES BALLOONS GO UP—CAN BE USED INDOORS OR OUTDOORS.

Write for Our Catalogue

THE TOY BALLOON COMPANY

202 East 39th Street
New York City 16, New York

FLASH—FOR EVERY TYPE CONCESSION


IMPORTANT: To obtain the Proper Listing, be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.

3333 Lindell Blvd., St. Louis 3, Mo.
**Presnting THE WORLD'S GREATEST VALUES**

**No. 1S**
**JUMBO ALL PLUSH BEARS**
Assorted Colors
35" Tall
Cotton Stuffed
Well Constructed
3900 Doz.
Samples $4.00 ea.

**No. 4S**
**CHENILLE DOLL**
27" Tall
Wall Constructed
Assorted Colors
$16.50 Doz.
Samples $1.75 ea.

**No. 5S**
**MARCO**
The Clown
All Plush
30" Tall
Lifelike Mask Face
Contrasting Colors
$3.50 Doz.
Samples $3.25 ea.

**No. 6S**
**BOBBY SOCK**
30" Tall
A Knock-Out!
Cotton Stuffed
Corduroy Pants
Felt Hat
Full Wool Wig
$3.00 Doz.
Samples $3.00 ea.

EVERY One a Creation of Outstanding Originality and Beauty! Proven Moneymakers! Largest Operators Cashing In Now — Get Set for Spring! The Biggest Value in History for Promotional Premium Merchandise. Write! Wire! Phone! Immediate deliveries! Write for Illustrated Circular §50 with 100 outstanding items. Terms 25% deposit, balance C.O.D.

JERRY GOTTlieB, Inc. 928 Broadway New York 10, N. Y.

**AN IDEAL PREMIUM ITEM**
The EMPIRE STATE (TABLE-DESK) LIGHTER
Weight 9 oz. Height 4". Base 2.5".
Solid Aluminum - Satin Finish
With lighter insert, holds fluid for several weeks.
Retails at $3.50 each
$28.00 per dozen F.O.B. N. Y.
(1/3 payment on order, balance due in 30 days)
Sample submitted upon receipt of $2.50 (Includes handling and postage).
INDIVIDUALLY BOXED
4 dozen to the shipping carton.
2% discount on 10 dozen or more.

LUCI PLAST COMPANY
(Factory and Showroom)
74 Grand Street New York 13, N. Y.
Worth 4-6399
ALUMINUM-PLASTICS-ALLOYS

METAL AND ELECTRICAL SPECIALTIES
FOR IMMEDIATE DELIVERY
3-WAY HEATING PADS, Individually Kierved, Heating 1/2". $25.00 Pk.
ALL CHROME TOASTER with cord. $4.25
GRILLERS, Individually Kierved, Heating 1/2". $2.25 Pk.
TRAVELING BLOCKS, 4 colors. $7.50
NEW CHROME KNIFE, S.S. Doz. 7.00
SET with revolving wood 6.05
SPECIAL $5" FISHING KNIFE, In leather sheath, with case and little agar. $9.00
SWIM-MARK WHIRL WATCHES, 6.00 Pk.
MARCUS STICK, 36.00 Pk.
L. FALK SALES CO.
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LATEX RUBBER
Make your own molds for plaster and get better detail. Write for prices and information.
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Immediate delivery. Numbers you have been waiting for. Sterling Silver Rings, Sterling Indentification Bracelets, Sterling Whitestone Rings. Send $15.00 complete samples or $25.00 complete line of engraving jewelry.
JACK ROSEMAN CO.
397 FIFTH AVE.
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FOR SALE—SECOND-HAND JEWELRY PROPERTY

FOR SALE—NEW CATALOGUE BUSH HUTTON PIC. A NEW CATALOGUE OF BUSH HUTTON PIECE. Contains over 1000 different pieces of jewelry. Each piece is accompanied by a certificate stating its value. For sale by mail order. Write for complete information.

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14 COINS AND MEDALS

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POLISHED ALUMINUM BOWLS

HIGH POLISH HANDSOME ENGRAVING 12" Diameter

LOT S7.50 EA.

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DIETER & NATHAN

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$250 RETAIL, SPECIAL $75.00 MARL_O_ N_SALES CO.

E. A. HOFER, 120 Sams Ave., Vallejo, Calif.

YOU WILL ALWAYS GET MORE MONEY BY STARTING OUT WITH NEW GAMES

FOR SALE—SECOND-HAND JEWELRY

FOOL'S BEI_H AND ONE DOLLAR CLIP, GOOD BUTT BASKETBALL GAMES, GOOD GUN SHOTS, GOOD RIDING TROUSS, GOOD BOWLING 10 PINS, GOOD BOXING, GOOD BASKETBALL. ALL NEW AND UNUSED. GOOD CONDITION. 25 CENTS EACH. AL KEEVETT, 6142 South Ashland Ave., Chicago, Ill.

STOP AND GO

A NEW FAST MOVING CORN GAME — A REAL MONEY MAKER

FOR SALE—FREE PRICE LIST

AL KEEVETT, 6142 South Ashland Ave., Chicago, Ill.
QUALITY MERCHANDISE
Specially Priced for Liberal Profits

POKER CHIP RACK BOX—Handsome, bleached, maple box with removable, gummed chip rack—holds 200 chips—attractive Valetite top lid handle. Two hinges on back of box—front lock. $5.75 ea.


EXTRA SPECIAL—STERLING SILVER MEN'S RING—Heavy polished edges; washable—will not warp. $3.00 Ea. To new heights astride our improved Metal Foil Plane with wings. This red nosed clown with his funny hat and frills on his snit will rise to new heights astride our improved Metal Foil Plane with wings. The Billboaril

WILSON "WALKIES"—"Those Astounding Toys!"—Self-motion mechanisms—no动力, no controls, no action taken to set off action—THEY WALK ON THEIR OWN POWER! Some charming characters: DOUGHBOY, SALTOBOY, RED CROSS NURSE (Military trio in a tricolored carton), SAILORBOY, MAMMY (of pancake fame), PA and MA BUNNIES, MINIATURES -NONE OUTSIDE THE U. S. A. PROMISES—NONE OUTSIDE THE U. S. A. PROMISES.

Order Now—For Immediate Delivery. Rated firms—10% 10 doys.

Unrated firms—25% deposit, balance C.O.D. Chicago.

ALUMINUM SALT & PEPPER SHAKER SET

POKER CHIP RACK

STERLING SILVER MEN'S RING

WILSON "WALKIES"

IMMEDIATE DELIVERY!

ELECTRIC HEATING PADS!

- LUXURIOUS SOFT BLANKET PAD
- PERFECTLY DISTRIBUTED HEAT
- ADJUSTABLE TEMPERATURE CONTROL
- UNDERWRITERS APPROVED

Bond now for this beautiful, dependable, automatic Electric Heating Pad. Often the amount of electric output is sufficient to warm a room in about an hour. $1.95, No. 2 (22") X 28". $3.50, No. 3 (22") X 40". $5.50, No. 4 (22") X 56".

ELECTRIC TOASTER—$5.88

Here at last! A charm filled streamlined beauty, operated from 220 or 110 volt current. Rotomart Co., 104 FIFTH AVE., N. Y. 11, N. Y. 104 FIFTH AVE., N. Y. 11, N. Y.

WILSON BLDG., CLEVELAND, OHIO

MA BUNNIE

RED CROSS NURSE

CLOWN

SAILOR BOY

DOUGHBOY

WILSON "WALKIES"

This red nosed clown with his funny hat and frills on his snit will rise to new heights astride our improved Metal Foil Plane with 14 inch stick. A pushover at 35c retail. Circuses, Carnivals and all outdoor attractions should contact your local jobber now for this 1946 sensation.

ODDIN MFG. CO., 1801 Catalpa Dr., Dayton 6, Ohio
HELP WANTED

ADVERTISING MEN WANTED IN ALL PARTS OF THE UNITED STATES TO sell special right edge book of THE AMERICAN VETERAN. Write P. O. Box 1455, Chicago 13, Ill. ALLEN W. LEE.

ALABAMA - MEDICAL, ORGANIZED ORGANIZATIONS. Special training for 100 days. 1000 dollars, 50 百分之五十五. Phoenix Books, Box 112, Kansas City, Mo.

ALABAMA - NURSES WANTED TO WORK IN HOSPITALS. New training in nursing at low rates. P.O. Box 590, Chicago, Ill. ALABAMA.

ALASKA - LEVER SWEEP TRAVELING KIT. 4 JEWEL PIN TUCKER LOWENTHAL CO.

VISIT OUR SHOW ROOMS

10 Y2 Ligno

ONLY EXPERIENCED RUG CLEANER AND REPEATER. This Cleaner had in 1933. 247, San Francisco, Calif. 

NEW SOAPLESS CLEANER

NEW CONCENTRATED ALADDIN

This Cleaner is foolproof and a big repeater. The cleaning season is now on. Get in on the big money. Net earnings up to 45%. Will book stores for you. When writing state what experience you have had. For particulars and prices write to GEORGE H. HESS

ALADDIN PRODUCTS CO.

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Chicago, Ill.

WORLD ADVERTISING NOVELTY CO.

122 E. 205th St.

New York 10, N. Y.

Aladdin Industries - Distributors, Supplies, Fitters, and Builders

THREE 4 COLORED HONOR ROLL

This 4 colored honor roll is hand made, hand tailored, and hand trimmed. All parts of the roll are hand cut and made to order. This honor roll is a perfect gift for the soldier, sailor, or graduate. M & M CARD CO.

M & M CARD CO.

1021-1025 Minton St., St. Petersburg, 3, Calif.

GIANT BALLOONS

#30 INFLATE TO 48" EACH

300 to a Carton

½ Deposit on All Orders, Balance C. O. D., F. O. B. N. Y.

IMMEDIATE SHIPMENT

M. LEFTY EICHOLZ

(OF WORLD OF MIRTH SHOWS)

1327 Ceres Ave., Bronx 60, N. Y.

FLASH !!!!!!!!!! HOT BALL GAME NUMBER

JUMBO CIGARS

(Real Tobacco)

1050 Long, Packed 6 To Box, 25c Each
25c Deposit

KRANTZ & ROBARDT

1139 E. Baltimore St.

Baltimore 2, Md.
March 30, 1946

**4 LIBERAL PROFIT SALES BOARDS**

*For Your Order Action*

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**No. 114**

This board consists of a Genuine 10 Karat Solid Gold Diamond Wedding Ring set with four diamonds and a Gentleman's High Grade Wrist Watch as premiums. Also pays out $30.00 in consolation prizes.

- **BOARD TAKES IN**: $100.00
- **Pays Out**: $70.00
- **Your Cost**: $30.00
- **Your Profit**: $47.50

Order Now.

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**No. 115**

This board consists of 5 pieces of Two-Blade Pearl Handle Stainless Steel Knives, two Chrome Plated Streamline Cigarette Lighters and one Windproof Lighter, also two Chrome Plated Pocket Flashlights. Also pays out $18.50 in consolation prizes.

- **BOARD TAKES IN**: $100.00
- **Pays Out**: $71.50
- **Your Cost**: $22.50
- **Your Profit**: $49.00

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**No. 117**

This deal consists of one Nickel Plated Automatic Marine Lighter, one Candid Camera and a Genuine 10 Karat Solid Gold Four-Diamond Wedding Ring Set. Also pays out $22.00 in consolation prizes.

- **BOARD TAKES IN**: $100.00
- **Pays Out**: $22.00
- **Your Cost**: $22.00
- **Your Profit**: $55.50

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**No. 118**

This deal consists of two High Quality Men's Wrist Watches and one Man's Pocket Watch. Also pays out $22.00 in consolation prizes.

- **BOARD TAKES IN**: $100.00
- **Pays Out**: $22.00
- **Your Cost**: $22.00
- **Your Profit**: $49.50

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** vicinity CO.**

224 South Market Street

Chicago 6, Ill.

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**Cedar Wood and Crystalite Novelty Jewelry**

*For Engravers*

- Concessions
- Gift Shops
- Resorts
- Promotions, Etc.

All decorated numbers are hand painted.

65-Piece Sample Assortment of our best selling numbers

SEND $10

or write for Newly Illustrated Catalogue—Over 100 Items

Plenty of stock to select from

**Allied Art Industries**

Creators * Designers * Manufacturers

2871-73 N. Lincoln Ave. 
Phone Lincoln 4394
Chicago 13, Ill.

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**Hand Made Wood Jewelry**

Sample Assortment $10.00
Free Catalog
STATE YOUR BUSINESS

**Chas. Demee MFG. CO.**

2921-23 Coral Street

Los Angeles 14, Calif.

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**Gold Wire Jewelry**

Brooch Pins * Bracelets * Earrings, Etc.

- We make everything in this line. Write for price sheets. Our wire is 12 karat gold on 12 Karat Gold or Silver Pins are mounted on Fresh Wire Jewelry Platers. We have many other styles too numerous to mention. Our prices are the lowest. Write for our complete line.

**Collara Gold Wire Jewelry Co.**

1052 Coral Street

New Orleans, La.
STEP UP YOUR PROFITS WITH THESE FAST SELLERS

MOTHER'S DAY SPECIAL MANICURE SETS
Polished Nickel finish. Genuine Leather Folding Case. EACH IN BEAUTIFUL GIFT BOX.
6-PC. SET In gift box—Includes Cuticle Scissors, Nail File, Nail Clips, Tweezers, Blackhead Remover and Cuticle Knife.
Per Doz. $24.00
6 Doz. Lots, $23.50 Per Doz.
Gross Lots, $22.80 Per Doz.
SAMPLE, $3.00 Postpaid

REPEATING G-BOY CAP PISTOL
ALL METAL SILVER FINISH
Rapid Firing Looks Like A Real .45!
Explodes with a Bang—Actually seems when fired.
Easy to Load—Fill size Plastic Hand Grip.
SAMPLE $2.00 Includes Gun—2 Caps
250 Shots 1 Gross Guns, $15.60; 2 Gross Guns, $31.76
Per Gross in display case, packed 6 Dz. per Gross.
(CANNOT SUPPLY MORE THAN 60 BOXES CAPS WITH EACH DOZEN GUNS)

BANNER NOVELTY Co.
Chicago, Ill.

3 PIECE DRESSER SET—Comb, Brush and Mirror.
Nail File, Nail Clipper, Tweezers and Cuticle Scissors.
Per Doz. $14.40
6 Doz. Lots, $14.00 Per Doz.
Gross Lots, $13.20 Per Doz.
SAMPLE $2.00 Postpaid

WINDPROOF LIGHTER
Instant Lighting With a Touch of the Thumb A Fast Action Retailer

ORDER NOW—For immediate delivery. Help yourself to fast sales and liberal profits. TERMS: All prices shown in F. O. B. Chicago. 25% deposit with order, balance C. O. D. Wire, write at once.

BANNER NOVELTY Co.
Chicago, Ill.

FAST MOVING PREMIUM ITEMS
BARRY FLEXIBLE WATCH BANDS Self-Adjusting Expansion Watch Bands of Stainless Steel.
Per Doz. $10.50

STAINLESS STEEL TABLEWARE

ESSEX DESIGN—Made of solid Stainless Steel, smartly styled, individually boxed. 24 piece set includes 6 Knives, 6 Forks, 6 Trowpens and 6 Tablespoons. Price to Dealers, Per Set.

ORDER NOW—Mark your orders to show "For Resale."

AMERICAN WHOLESALE CO.
1401 S. KEEFER AVE.
CHICAGO 33, ILL.

THANKS—FOR YOUR OVERWHELMING ENTHUSIASM FOR

THE ORIGINAL TRICKY DOGS

You've swamped us with orders! Sorry we are slow on deliveries of this sensationally popular novelty. This ad is not in here to sell Tricky Dogs as we are still much behind in filling orders. We want our jobbers to know that we are increasing production and expect to be caught up within thirty days. Then we can again ship all orders promptly.

Price Remains the Same. $21.60 Per Gross Sets.
($1.80 Per Doz.). F. O. B. Chicago.
Packed As Always, One Set to a Sturdy Slide Box.
Display Card With Each 3 Dozens.

H. FISHLove & Co.
716 N. Franklin St.
Chicago 10, III.
Manufacturers Since 1911 of Novelty That Amuse
**BINGO**


Write for Bulletin

**AMUSEMENT INDUSTRIES, P. O. Box 2, Dayton 1, Ohio**

C-H-A-I-N For immediate delivery!

For necklaces, charm bracelets chateleines, etc. Gold and Silver color Chains put up in 500 ft. rolls @ 2¢ ft. Jump rings, $2.00 lb. Glasses, $1.00 gr.

**Originalities, 104 5th Avenue, New York**

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O.P.A. DEALER'S PRICE, $9.45


**STELLER SILVER DISCHARGE RINGS**

GOLD EMBLEM

$15.00 Per Dozen

The Sensational REYNOLDS FOUNTAIN PEN

Retails - $12.50
Your Price - 7.50

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We Ship Open Account to Rated Concerns. Otherwise 10% Deposit, Balance C. O. D.

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70 FORSYTHE ST.

ATLANTA, GA.
PLASTIC BEACH BAGS
with Zipper
Also used as utility bag. Spacious enough for several bathing suits and incidentals. $16.00 Dozen.

PLASTIC BOSTON TRAVELING BAGS
18", with Zipper. Very roomy. $31.50 Doz.

PLASTIC DRINKING TUMBLERS
Shatterproof. $21.50 Gross.

ARMY OR NAVY HONORABLE DISCHARGE HOLDERS
Simulated Leather. $35.00 Gross.

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ATTENTION, DIRECT POSITIVE OPERATORS.
A new development in direct positive paper, the Kale brothers, manufacturers of high-grade paper, announce a new line of positive metal metal plate, fine grain, for all cameras on the market. Price, 1 lb., $2.00.

CLASSY PHOTO MACHINES WHILE TRUE

PLASTIC BEACH BAGS
The Originators of the 'triple Camera' bag. Generous room for all needs. $2.50.

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Designed especially for outdoor use. Shatterproof. $21.50 Gross.

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America's most beautiful direct positive photo—perfectly sharp. $5.00.

Cash orders rushed Immediately.

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ALBERT KULLA
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SITTING DOWN PUPPY
Processed white rabbit skins, black tail and ears, Ribbon, 14"-to-eyes, complete in box and includes Bone. Packed in individual boxes. $25.00 Dozen.

LUXURY FLAX BASKET-HOMES
30"-to-40", easily fastened and covered with cloth. Inexpensive. Willow Baskets, 149 E. 67th St., New York 21, N. Y.

PROFITS UP TO $1,500 PER WEEK.
Quick Cash! - Special Wash and Mounting Machine. $125.00. Also complete line of finishing. 40 x 40, easily attached to any camera. Will handle 25 cameras at a time. Fitted with Automatic Deliveries. Satisfaction guaranteed.

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116 E. 45th St. New York 17, N. Y.

15,000 ITEMS
AT FACTORY PRICES
GIFT SHOPS • SOUVENIR SHOPS • CARNIVALS
SUMMER RESORTS!  New Fast Selling
MERCHANDISE NOVELTIES

Unique, decorative Wall Plaques with shelf for
kept-memories and place for
engraving name of resort or
store.

The Butterfly, Love Birds and Fish are
Hand Painted

SEND $4.00 FOR DOZEN ASSORTED SAMPLES
Post paid. Prices on quantity orders. No C.O.D.
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account.

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HERE IT IS! THE ITEM YOU'VE BEEN WAITING FOR!
HAND OPERATED MOVIE MACHINES
FOR YOUNG AND OLD
MOVIE VIEWER AND ONE ROLL OF
FILM COMPLETE
$9.00
Dozen
RETAILS
$12.00
Dozen

EXTRA FILM $12
12 Rolls in Box

WRITE FOR SAMPLE, $2.25
Not just a Toy, but an interesting educational
machine. Film consists of Walt Disney and other
assorted subjects. Order Now!
½ With Order, Balme C. O. D., F. O. B. Chicago.

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CATERING TO CONCESSION TRADES
MIKE TISER, Gen. Manager
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Phone: Gramercy 3-1812
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FAMOUS
RAGGEDY ANN DOLL
42 inches BIC. An outstanding Doll
sensation, the head revolves. At-
sorted dresses, . . . . Price . . . .
you can't beat it.

CHUBBY BABY
Already a proven Money Maker. Truly the size
of a 1 year old. Dressed in silks of assorted colors.
PRICE . . . . you'll be surprised pleasantly.

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CHICAGO 13, ILL.

FLORENTINE ART STATUARY CO.
PLASTER OBJECTS
“ALL FLASHY NUMBERS”
26 YEARS SUPPLYING CARNIVAL TRADE
ORDER NOW FOR PROMPT DELIVERY
414-18 E. 15TH STREET
KANSAS CITY, MO.

WE CAN NEVER KEEP SUFFICIENT MIRROR
VANITY SETS ON OUR SHELVES
If you are in need of them, please order soon
before the stock is exhausted.

LEO KAUL IMPORTING COMPANY, Inc.
333 S. and 335 SOUTH MARKET STREET
Chicago 6, Ill.
ATTENTION, MANUFACTURERS

Are you represented in St. Louis? Are you interested in representing manufacturers on commission basis especially Toys. Can furnish Demonstrators or Pitchmen for stores in commission but not a commission basis. Want to buy Boys’-Girls’-Tricks. Pay cash. Write or call.

S. LEWIS NOVELTY CO., 1010 Mission Street, San Francisco, Calif.

AMERICAN PRINTER'S NOVEMBER 1946

66,422 copies distributed

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FOR SALE - Out of Business

May 15, 1946

To Whom It May Concern:

We are in the process of closing down our business and are offering for sale all our Estate, and Personal Property.

- MACHINERY -
- TOOLS -
- WAREHOUSE -
- STOCK -
- TRUCKS -
- EQUIPMENT -

Please call or write for details.

M. COHEN

March 30, 1946
The GIANT Table Lighter

Stock No. 100

Featuring the Famous Precision Milled Ignition Wheel

- Moderately Designed
- One Filling Lasts 30 Days
- Semi-Automatic
- Covered in Simulated Lizard, Alligator and Moresco in Black and Tan
- Heavily Chrome Plated
- Individually boxed

Here's Another Hot Item

SPENCER ELECTRIC DRY SHAVER

Ten Outstanding Features

- Non-POST WAR Non-Slip Rubber Grip
- Button 1944 Del-Lux Sterling Head
- Self Starting-Self Sharpening
- Heavy Dice V. 66 Gimlet A.G.
- Removable Built-In Wheeler Type Shaving
- Huge in Terry Plastic
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Beautifully packaged in self-selling counter box. 25% deposit with all orders.

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We expect to deliver radios soon. Write for prices.

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ROLLING HORSE
Metal Frame • Rubber Tired Wheels

ORDER TODAY

ARROW FUR COMPANY
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ABOVE ITEMS ALL GOLD PLATED. SAMPLE ASSORTMENT, $10.00. FREE 1946 ILLUSTRATED MEXICAN JEWELRY AND IDENTIFICATION BRACELET CATALOG NOW READY. JEWELRY FINDING OF ALL KINDS — SEND FOR PRICE LIST.

TERMS: 25%, BALANCE C.O.D.

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Manufacturers — Creators — Designers and Importers of Novelty Jewelry.
Make Tremendous Profits Selling on Sight
Lifelike Costume Jewelry

Harry's Waxed-Off Wax, Inc.
2204 14th St., N.W.
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Self-Starting Electric ALARM CLOCK
Now It Can Be Had!

Swing the heavy second hand and catch the time. Use the hand to

PRE-WAR METAL SMOKERS
$12 AND $24 DOZ.
No Catalogue. No Mail.

WORLD TRADING CORP.
37 W. 23rd St., N.Y.
AL 4-1792

NEW AND IMPROVED NE-HO GAME

Price: $2.00 each, 10 for $15.

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DEIGHTENING JEWELRY CO.
22 Arch Street
Providence, R. I.

CHICAGO 5, ILL.

NEW AND IMPROVED NE-HO GAME

Price: $2.00 each, 10 for $15.

DEclick and\u2013and\u2013ground,\u2014the\n
DEIGHTENING JEWELRY CO.
22 Arch Street
Providence, R. I.

CHICAGO 5, ILL.
**LUMINOUS**

**RELIGIOUS FIGURES, FLOWERS AND NOVELTIES**

**PRICE LIST**

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Price per Doz.</th>
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<tbody>
<tr>
<td>1</td>
<td>Small Gardenia with Bud—in White or Pink 5.00</td>
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<tr>
<td>2</td>
<td>Large Gardenia with Bud—in White or Pink 8.00</td>
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<td>3</td>
<td>Cluster of Three Gardenias—in White or Pink 5.00</td>
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<td>4</td>
<td>Cluster of Three Tea Roses—in Pink or Pink 2.00</td>
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<td>5</td>
<td>Cluster of Three Roses—in Assorted Colors 3.50</td>
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<tr>
<td>6</td>
<td>Double Gardenias—in White or Pink 5.00</td>
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<td>7</td>
<td>Special Orchid 4.50</td>
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<td>8</td>
<td>Festival of Two Roses—or American Beauty 4.00</td>
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<td>9</td>
<td>Cluster of Three Gardenias—in White or Pink 6.00</td>
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<td>10</td>
<td>Extra Special Gardenias with Bud—in White or Pink 5.00</td>
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<td>11</td>
<td>Double Gardenias—in White or Pink 5.00</td>
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<td>12</td>
<td>Cluster of Three Roses—in White or Pink 5.00</td>
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<td>13</td>
<td>Cluster of Three Gardenias—in White or Pink 5.00</td>
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<td>14</td>
<td>Camellias with Bud—in Assorted Colors 5.00</td>
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<td>15</td>
<td>Extra Special Gardenias in Assorted Colors 6.00</td>
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<td>16</td>
<td>Cluster of Six Roses—in Assorted Colors 7.50</td>
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<td>17</td>
<td>Gardenia with Bud—in Assorted Colors 6.00</td>
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<td>18</td>
<td>Special Gardenia with Bud—in White or Pink 5.00</td>
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<td>19</td>
<td>Large Gardenia with Bud—in White or Pink 3.75</td>
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<td>20</td>
<td>Special Gardenia with Bud—in Assorted Colors 6.00</td>
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<td>21</td>
<td>Gardenia with Bud—in Pink or White 3.50</td>
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<td>22</td>
<td>Cluster of Four Budholes, in Pink or White 6.00</td>
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<td>23</td>
<td>Special Medium Gardenia Carnation in White or Pink 6.00</td>
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<td>24</td>
<td>Extra Special Cluster of Three Roses, in Pink, White or Yellow 6.00</td>
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<td>25</td>
<td>Cluster of Your Budholes, in Pink or White 6.00</td>
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<td>26</td>
<td>Extra Special Carnation, in Pink or Yellow 6.00</td>
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<td>27</td>
<td>Pendant Cross, with Bud, Two-in-One 4.00</td>
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<td>28</td>
<td>Luminous Plastic Earrings, Mounted on Silver Screw Back, Doz. or 5.00</td>
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<tr>
<td>29</td>
<td>Silk Hairbow on Comb with Luminous Flower, 2 3/4&quot;—in White or Pink 3.50</td>
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<tr>
<td>30</td>
<td>Double Silk Hairbow or Comb with Luminous Flowers, Red—in 4.75</td>
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373 BROAD ST., NEW YORK, N. Y.

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**HERE’S A HOT ITEM**

for Boards, Caravans, Direct Sales, Prices, Advertising Novelties and Premiums.

- **BAKED ENAMEL, BURN-PROOF FINISH. IN MAROON, JADE GREEN OR LIGHT BRONZE. INDIVIDUALLY PACKED FLAT IN ATTRACTIVE BOXES. SIZE 6 1/2" x 6 1/2" x 1 1/2. EASILY ASSEMBLED IN TWO SECONDS.**

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**MERCHANDISE**

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**HERE AT LAST—for IMMEDIATE SHIPMENT**

**GREYHOUND AUTOMATIC TRAVELING IRONS**

With a 3 Way Heat Control

**$3.95** each.

**Retail Price**

- $4.40 your Price Per Dozen
- $7.20 your Price Per 1/2 Dozen
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**Sells on Sight**

- 25% deposit required with order
- Usual terms to rated firms

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40 Waltham St.
(Tel. Liberty 9480)
Boston, Mass.

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**CONCESSION ENTERPRISES**

Appliance and Radio Division

535 CARONDELET ST.

NEW ORLEANS, LA.
Shreds cabbage like shredded wheat.
Will remove peel from potatoes paper thin.
Carbon steel

MRS. PALMER'S CANDIES
4102-20 1 -Lb. Pkg., 2 2 -Lb. Pkg. and one large embossed wood chest with
4107 -Fancy All -Mirror Class Vanity -large drawer 2 -powder compartment swivel
1001 CHESTNUT STREET. ROOM 304

"THE BEST YET!"

This Slicer Is
-It is in Harrisonburg, Va., where he has been his boyhood and through his
919 N. Lockwood Avenue, Chicago 51, Illinois
12 SIZE POCKETS, 17 JEWEL

FREDERICA'S JEWELERS
1001 CHESTNUT STREET, ROOM 525
PHILADELPHIA 7, PA.

PO-PEELER
Grapefruit knife
Stainless steel with sharp serrated edge. 
Recommended for sectioning grapefruit and for coring fruits and vegetables.

WATCH FOR OUR ANNOUNCEMENT.
OF 4 NEW
SIZZLING HOT ITEMS!

POPEI BROS.
MANUFACTURERS OF HOUSEHOLD PRODUCTS
6 E. LAKE ST. - CHICAGO, ILLINOIS

CHOCOLATES

ATTENTION, MEDICINE MEN!!

Standard Medicines Co.
731-732 N. High St., Columbus, O.

PipeS
For Pitchmen
By Bill Baker
Communications to 25 Opera Place, Cincinnati, 1

There never will be as many quitters who win as there are winners who quit.

Their's plenty of room and welcome in any town for a pitchman who offers his tip full-value items in a dignified manner.

They tell us that Curt C. C. A. Miliand has stored his receipt book and has gotten out his case and walking stick and everything is ready for the opening of his Jolly Time Show.

CHARLEY MADISON
is in Harrisonburg, Va. where he has been his boyhood and through his
is in Harrisonburg, Va., where he has

FRANL L. SULLIVAN
is in Kentucky framing a new layout for the coming season reports from the Blue Grass State Indicate.

GEORGE DURST
yet New York pitcher, is framing his布局 for his annual and begins his new

CLICKING OFF...

MRS. MILLIE HUDSPETH
Is holding down a 15-foot jewelry layout at Grand Silver Store, Dallas,

AMONG THE BOYS...

and girls who worked Southwestern End, Stock, Shaws and Hodes, Fort

Attention, Medicine Men!!

Working and summer sale call for Herbal Tonics,

Standard Medicines Co.
731-732 N. High St., Columbus, O.

FINDLEY LABORATORIES, INC.
9650 OLIVE ST.
ST. LOUIS, MO.

RUN MENDERS
64 cents, 1.49 for dozen; 2.80 for five dozen.

FREDERICA'S JEWELERS
1001 CHESTNUT STREET, ROOM 525
PHILADELPHIA 7, PA.

PAPER MEN
Can use a few good Paper Men in Kentucky only. Best proposition. Write

KENTUCKY FARMERS' HOME JOURNAL
ST. LOUIS, MO.

Attention, Medicine Men!!

ENDLESS QUALITY CANDIES SINCE 1924

WATCHES - WATCHES - WATCHES
REFURBISHED WATCHES - LIMITED SUPPLY
ELGIN & WALTHAM - MEN'S ONLY

100 N. 7TH JEWEL WRIST ..................................................$9.25
100 7TH JEWEL WRIST ..................................................$9.25
100 10 JEWEL WRIST ..................................................$9.25
100 15 JEWEL ..................................................$9.25
12 SIZE POCKETS ..................................................$9.25
12 SIZE POCKETS, 15 JEWEL .................................................$19.00
10 KL. P. O. ..................................................$9.25

PO-PEELER
Carbon steel blade with precision edge. Will remove peel from potatoes paper thin.
sections of cabbage like shredded wheat.

PO-PEELER
Stainless steel with sharp serrated edge. Recommended for sectioning grapefruit and for coring fruits and vegetables.

SAMPLES and Special Counter Counters Available on Request to
Demonstrators Only!

POPEI BROS.
MANUFACTURERS OF HOUSEHOLD PRODUCTS
6 E. LAKE ST. - CHICAGO, ILLINOIS

STAINLESS STEEL

ALWAYS USE THIS MATERIAL!

SOLDIER'S GARDEN

RUN MENDERS

RUN MENDERS

POPEI BROS.
MANUFACTURERS OF HOUSEHOLD PRODUCTS
6 E. LAKE ST. - CHICAGO, ILLINOIS

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Endless quality candies since 1924.

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CHOCOLATES

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Endless quality candies since 1924.

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Endless quality candies since 1924.

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Endless quality candies since 1924.

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6 E. LAKE ST. - CHICAGO, ILLINOIS

STAINLESS STEEL

ALWAYS USE THIS MATERIAL!
LUMINOUS FIGURES and FLOWERS
That Glow in the Dark by Nite Glow

PRICES SLASHED
ADDED FEATURE
ALL STATUARY finished in HIGH GLOSS and artistically hand detailed in attractive colors
WASHABLE

25¢ With Order, Write for PHOTOGRAPHIC, DESCRIPTIVE Catalogue
Also Price List of Our Vast Array of Merchandise

NITE GLOW PRODUCTS Co.
166 W. 45 St.
NEW YORK 19, N. Y.

NEW METAL SCOOTER
3-Wheel Type
Comfortable Spring Seat
8" Steel Wheel Rubber Tires
A TREAT FOR THE KIDDIES
$4.77 K. D.
To Approved Retail Outlets
1/3 Deposit, Balance C. O. D.

THE KENNEDY COMPANY
Largest Distributors of Quality Wheeled Goods and Other Merchandise
1923 DIME BLDG.
DETROIT 36, Mich.

TARGET BALLOONS
40 IN. HEAVY, 19c, IN 200 LOTS
40 IN. REGULAR, 16c, IN 500 LOTS
22 IN. REGULAR, 14c, IN 200 LOTS
FOOTBALL AND PUNCHING BAG BLADDERS
30¢ EACH IN DOZEN LOTS
PUNCHING BAG BLADDERS CAN BE USED FOR PLAY BALLS
SEND $2.00 FOR ASSORTED SAMPLES
CHARLES PETERS
428 SIXTH STREET, N. W.
WASHINGTON 1, D. C.

Buy in the MIDWEST
From the MIDWEST

Bubbles—Cash with order.
H. B. KETCHUM, INC.
P. O. BOX 978
CHARLOTTE, N. C.

BUBBLES

NEW YORK 5, N. Y.

SEA FOAM
BEAUTIFUL LASTING BUBBLES
Price $1.50 per doz. for small lots; $1.30 per doz. for lots of 2 gross or more. Transportation prepaid or allowed up to $2 per cwt.
4-Oz Bottles (net) including hoops. Does Not Stain

R. E. STAFFORD
324 N. Market St., Indianapolis 8, Ind.

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NOW AVAILABLE FOR
SALESBOARD OPERATORS
SENSATIONAL VALUES
IMMEDIATE DELIVERY

MANUFACTURER'S LOSSES YOUR GAIN
EASTER BUNNIES
High Grade, Wife-Proof—Distributed by
NAMECHAIN Personalized
KEY CHAIN
YOUR NAME in ball

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PARK, CIRCUS AND CARNIVAL SPECIALS

- Shooting Corks, Per 1000
- Jr. Batons, Gross
- Worth Covered Base Balls
- Like a Heavy Whiskey Glasses Cane Rack Rings, Per 100
- 2.50
- Medium Plaster, Gross
- 4 to 7 Inch Hoop -La Rings, Doz.
- Selling Price

CODEE CO.
130-132 S. Meridian St., Indianapolis 4, Ind.

Pipes (Continued from page 128)
Jewelry: Grace Tender, trembling blue dress, Dan Angier, Athletics. Mr. and Mrs. Jack Brooto, jewelry; M. H. Glassock and Speck Holbrook, mag- nificent piece; Fred Hedstrom and James E. Miller, jewelry; Eddie Williams, special; Robert Thomas, glass cleaner, and Slim McKnight.

FOLLOWING:
- his discharge from the army after three years in the European Theater, Jack Betwell has returned to the pitch game at Shamrock, Tex., where he has been working since theecome to good returns. Jack says he'd like to read pipes from Jack Cotten, Rex Kerch, George Rumley, Bill Shifflett, Tom Kennedy and Morris Kahrntoff.

TOM KENNEDY
- ace cricket cutter exponent, is working that item to good takes in a Dallas store.

HARRISONBURG, VA.
- is getting ready to bid farewell to the knights of the road for the sum- mer at least. Among the pitch lads winning a place on the road were (all met) Walters, Pat Higgin's, Fred Shifflett, Bill Webster, Bill McDorman, and Charley Miller. One of those who will join a carnival. Taking care of the home front will be Nick Beedon and son, Ralph, and Paul Lokey.

HARRY MAEDE
- in eastern pitcher, fees thru the following after a lengthy silence: "A good town, Walsh, W. Va., has been closed tight by a certain mad man who has a pretty gilla monster, but forgot to put it back in the cage and walked around the lot with it. A small child began playing with the monster and was bitten on the fingers with the result that the chief of police has closed the town tight. Moral to the story is: Let's always place the wild and dangerous reps back in their cages. By so doing we can help each other. Things are tough enough now, let's co-operate."

Eddie Edwards
- by E. F. Hamm.

OLD-TIME med reps were adept in change of act, one of the ablest being Eddie Edwards. A little fellow, he spent his last days at East Gloucester, Mass. Eddie was the best med man in New England as long as he had a chimney. If he hadn't had a chronic itch to go where the crowds were, His Eddie character impersona- tions were as good as the best and he could sing, dance, play several instruments and was well up on all the old med acts.

One time Eddie was with the Doc- tor Daniel's Show and all the troupe, except Danials and Eddie, got stuck in the snow and lost several days. Eddie had gone ahead with the Doc and until this morning the rest of the troupe arrived. Eddie did the whole even- ing's show. He was told to use a "'Eddie was like a rat on and off the stage, but audi- ence never caught on."

Eddie had to be a versatile fellow to hold down all the jobs he did with old-time med tricks.

Flasy Plaster
- We have a very large supply of plaster, large and small. Beautiful flashy colors. NO FLAT BACKS. Due to shortage of shipping materials we cannot ship at present; come in and get it.

INDIANAPOLIS STATUTORY CO.
1599 Madison Ave, on State Rd. 31, Indianapolis 3, Ind.
THE SYLVAN COMPANY

THE SYLVAN COMPANY

SPECIALS

DOUBLE HEART PINS, GMM. .................. $15.00
ASSORTED ENGRAVING JEWELRY .................. $16.00
METAL SLUG SCOTTIES .......... 2.50
EARRINGS, Gold Wire, Assorted for .......... $5.50
STERLING STEEL DOUBLE HEART .......... $9.00
GLASS LAMPS, ATTRACTIVE SHADES, $25.00 PER DOZEN
BASEBALLS, WORTH, Special Covered ......... $27.00 PER DOZEN
BASEBALLS, STRING, WORTH ................. $25.00 PER DOZEN

Any Many Other Specials — Write for Latest Catalog Today

TERMS: 25% deposit with all orders, balance C. O. D.

CONTINENTAL DISTRIBUTING CO.
822 N. Third St., Milwaukee 3, Wis.

ATTENTION — AGENTS AND OPERATORS — We can make immediate delivery on all KEN Sears, just the thing for short trips. 50-100 Mi. per gal. Write for price and special discount.

Kay Specialty & Sales Co.
406 N. WAYNE
PIQUA, OHIO

Balloons — Available for Immediate Shipment

ROUND BALLOONS — F.B. Nos. 312415424418
AIRSHIP BALLOONS — F.B. Nos. 312-315-426-524-718
BALLOON STICKS — 12 and 18' Lengths

Write for Prices Today!

DICO PRODUCTS
5 NORTH WABASH AVENUE
CHICAGO 2, ILLINOIS

DOUBLE HEART Identification Bracelet

ALL STERLING SILVER

No. 3A717 — $12.00 DOZEN CARDED
A Sterling Silver Identification Bracelet with double heart plates, the engravers' biggest selling style. Good weight! Sister-hook catch! Get set now! Each Bracelet individually carded.

Sterling Silver Friendship Rings

PRICED LOW!

No. 5R450 — $2.25 PER GROSS
No. 5R449 — $3.00 PER GROSS

WRITE FOR NEW 1946 CATALOG
HARRY PAKULA & CO.
5 N. Wabash Ave., Chicago 2, Ill.

It's Here! FOR MEN AND WOMEN
New Improved EXPANSION WATCH BAND
With the Smooth Top Mirror-Like Finish...

Individually Packaged!

America's hottest selling, most practical, most compact watch band.

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HARRY PAKULA & CO.
5 N. Wabash Ave., Chicago 2, Ill.

PLASTIC MAGNIFIER

"SNAP IT" KEY HOLDER

CASE APPROXIMATELY 1/2" INCHES LONG
MADE OF PLASTIC. FITS AUTOMATIC MECHANICAL WATCHES, ALL MAKES. STILL HAVE YOUR STRAP CLEAT. SOME USE AS KEY RING.

CASE APPROXIMATELY 1" INCHES LONG
MADE OF PLASTIC. FITS AUTOMATIC MECHANICAL WATCHES, ALL MAKES. STILL HAVE YOUR STRAP CLEAT. SOME USE AS KEY RING.
Spring Fever

By Walter W. Hurd

The outdoor show world is honored in this issue of The Billboard which is known as the annual Spring Special edition. The outdoor entertainment field includes fairs, circuses, carnivals and many types of street events. This branch of the show business profits by the summer tourist season just as thousands of operators of coin machines do.

Many operators of coin machines have learned how to make profitable connections with the outdoor show business. Traveling arcades are now very well known in the industry, and the outdoor exhibitor is offered to the traveling operator a potential for an arcade division of the coin machine trade is perhaps more closely acquainted with fairs, carnivals and parks than other sections of the trade.

Reports from those experienced in the trade would indicate that traveling arcades are very profitable. It is well to add that the risks are no doubt much greater than in the local type of arcade. But there are always men who are willing to venture and a lot of them are making good with arcades on the move. The attachment to the fair or carnival is to insure heavy traffic.

An idea of some of the special problems that confront operators of traveling arcades may be given by the most frequent question coming from such men. They quite often make inquirers about how the federal tax on coin machines applies to them and their special type of business. The fact is that it applies to traveling arcades just in the same way as it does to stationary machines. The traveling arcade also may have one advantage in that the machines are put into use to the same way as it does to stationary machines. The traveling arcade division of the coin machine trade is perhaps more closely acquainted with fairs, carnivals and parks than other sections of the trade.

The big majority of operators of all types of coin machines expect to be able to take care of both federal, State and city taxes and still pay the federal tax rate for two months at the end of the calendar year June 30. But the tough luck begins July 1, for machines in use one day of a new tax year will owe Uncle Sam the fee for the full year ahead. One full month of grace is allowed and some operators can remove their machines by the end of July.

The special federal tax problem as applied to machines in traveling arcades has been much discussed in trade circles and appeals have been made to Congress and to Treasury officials for some relief. The Arcade Owners' Association has this problem high on its decedent as something that needs to be remedied.

The outdoor business would suggest that there is not much hope for relief from Congress on the arcade tax problem this year. Congress is trying to adjourn before the end of July to get ready for a campaign year, and there are some mighty big issues still on the calendar. Hence, Congress can hardly be expected to bother with arcades. Report also says that Congress is not going to care too much about any tax issues during the present session. But at the next session, or in 1947, the whole field of federal taxes is expected to come up for review again.

Operators of moving arcades also ask at times about the payment of State or local taxes when they are in States now enjoying some relief from the tax authorities concerned. On the whole, operators seem to be able to take care of both federal, State and city taxes and still make traveling arcades a paying business.

In the trade, as in the spring and summer does not limit its benefits to arcades, nor to the outdoor show world alone. The big majority of operators of all types of coin machines expect to gain by summer travel and the great outdoor season. More than half of the States now cater to tourists in some way during the summer. It is reported that even in the crudest of summer resorts expecting a summer tourist trade, due to the many shifts in the habits of the people. In order to boost business, many States have important advertising funds to lure tourists and vacationers to their particular bounds.

Whatever encouragement there is for business for coin machines in that respect, the industry is interested in all that is included in the realms of tourist trade. The manufacturer, distributor and operator of coin machines must be happy about all the new developments, that the general people are more mobile and economical for them to travel. The years have demonstrated that people on the go spend much more for entertainment, luxuries, music and even for food.

Coin machines not only get a bigger share of the tourist dollar, but the most popular types of locations also get bigger crowds, and it is the crowds that pay and pay. When the coin machine trade thinks of what all that tourist trade will mean to operators all over the country, the nation as a whole is also thinking of the many lines of business that will gain.

Business reports already show that the summer of 1946 may set new records in travel. New coin machines will be lacking, but operators will get better play on machines still in use, and will be in a mood to get ready for the summers that are to follow. Spring fever is in the air, so operators may well be thankful for what it foretells in summer business.

News Digest

LEAD—Shortage of lead for rifle range bullets is hitting many operators just as the summer gallery season nears. Scarcely is blamed on black market, but most agree that the sharp drop in imports and heavy demand for building leads to painting, plumbing and metal work.

PLATTERS—Competition appears to be on the way back in the record industry as one forecast next production hitting 500,000,000 discs this year. Last year's output is estimated at 225,000,000, and most industry observers doubt if it will go beyond 250,000,000 in 1946, but the industry spokesmen are starting the competitive ball rolling with announcements of price cuts.

CIGARETTES—OPA officials told cigarette vendors and other news outlet men in New York that there probably will be an increase in cigarette wholesale prices soon, probably 25 or 50 cents per thousand. Question in vendor operators was how much the boost OPA would allow them to pass on to customers. Belief was that if the 50-cent hike was allowed, operators would be authorized to jump retail prices a penny.

VENDORS—Vendors of nuts, candy, gum and other refreshments, along with cigarette machines, too, took the spotlight at the New York convention of the National Association of Tobacco Distributors. One large vendor maker also announced that he plans to undertake the manufacture of a cigarette dispenser. Indications were that the covers of the shipping cases may begin branching into operation of other products as new locations open up.

FAIR TRADE—Spread of fair trade laws to 44 states was reported at the New York session of NATD. Survey by the association disclosed that 84 per cent of tobacco and cigarette dealers favor adoption and maintenance of such laws to prevent use of "less lenders" as lure for customers.

CANTLEES—Attendance at teen-age canteens among youngsters despite talk in some quarters of a decline set in March. Teen-agers now running weekly newspaper subsections especially in news of reports. Finances seem to be the chief trouble in few spots where canteens have folded, not lack of enthusiasm on part of youngsters. Need for canteens was again underscored as FBI released report that crime has increased 12 per cent, with teen-agers responsible for a "substantial part" of it.

BEER—Government channeling of grains from farms to other foods has been felt in a sharp reduction of beer deliveries. In Chicago and some other cities, good taverns are reported closing a few hours a day or a day or two a week in order to reduce supplies. Most taverns, however, are able to keep open on liquor and mixed drink sales because fear it will be some time before the situation eases.

EXPORTS—Foreign coin trade during 1945 took a setback even from the wartime volume, but most of the drop occurred in Mexico. It might be accounted for by the shortage of music machines, which have made up the great bulk of exports during November. Operators have reason to believe that the return of Sweden to the list of coin machine buyers and the trade with countries in Europe and South America has not yet opened up. Exporters forecast, however, that business should be reopening with Norway, Switzerland and England soon. It probably will be two to three months before France is back in the market in any strength.

CHEWING GUM—Gum makers say their product probably will continue scarce for the balance of the year, if not the future. Chief reason is scarcity of other gum materials such as chicle. The gum manufacturers report cycle supplies sufficient to use up all sugar they can get.

CORN—Black marked operations in the corn belt, especially in the rural areas, is reported as a factor in cutting down supplies of corn sugar and corn syrup which are used in candy and soft drink making. High prices for feed corn are said to be leading farmers to sell damp grain which is unsuitable for manufacture of sweeteners.

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CON EXPORTS AT $552,000

Sales Abroad In Sharp Dip

Decrease in shipments to accounts for most of '45 drop in coin exports trade

WASHINGTON, March 23—Figures compiled by the U.S. Department of Commerce show that the value of exports of coin machines and accessories amounted to $552,000 in 1945, compared with $799,411 in 1944. As expected, Canada and Mexico were the chief buyers of coin machines and accessories in 1945.

These statistics show that the coin machine export business during 1945 amounted to $580,346 in machines and accessories, and that the value of exports to Canada was $550,233. In 1945, Mexico bought 1,921 jukes valued at $385,233. In 1944, Mexico bought 1,921 jukes valued at $552,119, were shipped to 25 foreign countries during 1945.

During 1946, for example, 15,000 coin machines valued at $1,199,345 were shipped from this country to foreign buyers. The war, of course, had already made its impact, and the British armed forces began their march through Europe, and the Allied forces prepared to invade Europe. The war had brought about a drop in overseas trade.

Out of the export picture entirely was the British Commonwealth of Nations, and the United Kingdom may open its doors to U.S. coin machines. But the British do not have the dollars to purchase coin machines. The British have been shipping into the United Kingdom coin machines for years, and are represented among buyers of coin machines during 1940, while only 20 nations accounted for the total business.

In total dollar value, the coin machine export business took a marked drop in 1945. The British Commonwealth of Nations did not hold the same importance as it did in pre-war years. The total of that business is remarkable considering the difficulties involved in maintaining domestic coin machine business. The British do not have the dollars necessary to buy extensively in that country.

What U.S. dollars the British business men do possess are being spent on war materials to rebuild the country's depleted economic and industrial systems. On the other hand, British purchasing power is on an active campaign to encourage British manufacturers to sell their own goods abroad.

This program requires all British manufacturers to sell their manufactured products to countries outside the United Kingdom. This program has been carried out by coin machine manufacturers who are now beginning to exploit the European markets with British-built juke boxes and games.

Exports now are a matter of paying the veterans less than was done before the war, and prices of machines shipped abroad. Bulk of the machines went to Latin America, and the Philippine Islands territories, while only 25 foreign countries were represented in the 1945 export business. In 1944, 47 foreign countries were represented among buyers of coin machines during 1940, while only 20 nations accounted for the total business. In total dollar value, the coin machine export business took a marked drop in 1945.

Mexico's Biz Off

This, however, is not surprising. Mexico has not been in the coin machine business during 1946.

The Mexican dollar total amounted in machines and dollar value to approximately half of what the Mexican business amounted in the United Kingdom.

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COINMEN YOU KNOW

New York:

"BIP" GLASSGOLD, Arthur H., has ap-
pointed Joseph D. L. H. C. T. N. T. M. E.
son to be shifted to address members of
NATD at their Eastern con-
ference here. L. H. C. T. N. T. M. E. appears
as a member of his firm.... ROBERT Z.
GREENE, Rowe Manufacturing
Company, has resigned from the board of
G. B. Macio Corporation, Wash-
hington, D.C., and paid more than
a number of other vendors at the vending machine forum.

BEN YOLAND, Leonard Cullen, E. B. L. B. E.
Barber, Perhan, Aaron, and Howard Rose
were some of the hundred coins
booths at the Modern Merchandising
Fair on the 16th floor of the Hotel Pennsylvania. B. L. B. E. Seven vending machine firms were present. Five displayed models of new machines—Rowe, Eastern Electric, U-Need-A-Vendors, Asco Vending, and Jennings Silver.

AL DIEDRICH, sales manager for Na-
tional Vendors, was on hand with artist drawings of the new line... J. BREIT, U-Need-A-Vendors, reported "out action" at the affair. "BIP" GLASS-
GOLD, Arthur DuGrenier, commented on his strong interest in new ideas. H. L. W. M. H. B. H. R. B. K. A. Seven vending machine firms were present for execution plans of a new machine—Rowe, Eastern Electric, U-Need-A-Vendors, Asco Vending, and Jennings Silver.

MARTIN FREEDMAN, Ken and Bob
Johns and Leonard Pane, all music
machine manufacturers, were looking at the vending machines at the NATD show with interest. Could it be that the hardware of the mail order field with many other coin

JUNE MUNROE, brother of Mike, has returned from a Florida trip. MATTY SCHWARTZ has also returned from the sunny State, but has left for a business trip to Chicago, Detroit, and M. E. P. M. D. J. BREIT, U-Need-A-Vend-
er's states that he will be going to the West Coast shortly... HARRY PEARL, East Coast Sales, is back from his Florida
trip.... CHARLIE ARONSON, Rowe
Coin Machine Company, is back from a trip... MIKE RYAN's son, Bill L., leaves for his AFAC trip... GEORGE TRAD, Tradio Radio, announces that interest is so high in his new coin operated radio stations that arrangements have been made with an
other local firm to distribute the stations. Rumor has it that a New York radio
distributor is planning to convert station models to coin machines at present demand.

BARTNEY B. BERNSTEIN, executive
secretary of the NATD, has re-
ceived a ROA meeting March 23 will have many salesmen in attendance as
arcs going full swing now... JOE HIRSCH visited JOHN A. FITZGERALD.

BENJAMIN WOLFSON, Runyon Sales
Company, reported a busy week on coin machine row. Giant showing is planned for the firm's AMI machines. Good play is reported on its electric machine gun galleries.

BILL LIONS reports that coin-op-

ded washing machine bits is on the
upgrade. Already there are over 30
models in operation. His interest is being shown in coin-op-

erated refrigerators in rooming

A. DOLIN, president of Fio-
nier Music, Rehoboth, Mass., an-
nounced that special coin operated
machines in and around Boston
are showing signs of interest. M. B. E. "MARTIN FINK, Bost-
non joke up, claims that a new
operation in Boston recently has been
planned.

B. H. K. R. B. A. T. N. S. N. T. M. E. \[bold text]

Philadelphia:

LES RAYTNER, sales manager to Joe
Taffe, Quick Machines, formerly
of San Francisco, will mark her birthday May 11.

AMERICAN METALS Special-
ists Corporation is expanding its
headquarters by two persons, and is
also planning a new office in New
York City.

HERMAN K. K. E. S. T. S. A. T. N. M. E. \[bold text]

Los Angeles:

CHARLES J. WASHBURN, count-
ry manager for Peacock Lane, who
was in Mexico City confering with Eduardo Barriga, manager of the
Peacock Lane in Mexico City, has
recently announced that the larger firm will be operating under the name "Peacock Lane, Inc.", which will be in charge of all operations in Mexico.

E. H. RHODES, of Los Angeles
Manufacturers, announces completion of a new building on the
west side of the city. The building
will be a 10-story structure and will
house the headquarters of the firm.

ing service veteran Donald Bach get
started in the phonograph business.
... Bill Happel’s recent showing of

daytime programs from the Chicago

JUDGE SPALDING, former track

Budge Sales display rooms was a

the territory, Ray Tisdale, Glendale.

Operated Service, Ottumwa, bene-

the Washburn offices last week in-

Phoenix, Ariz... Dick Wright, recently

out of the air force after duty in the

business for himself in Los Angeles,

operators. Dick is the assistant of

Aubrey Stier, Music Operators.

PRESTON JARELL, Colomac Dis-

sues, says he’ll definitely have

two new ones and display rooms

cuped by the first week in April... Bill

Happel of Budge Sales, is about to

a few days with Eduardo Bache.

Manufacturing Arcadia; Torrez, Westmoreland; Art Weiss,

Titus, Scranton; and Dick Stone,

some of the boys dropping in at

Bill Leuenberger, back in town after a week

Washburn, of Coast and Peerless

of top-selling brands of

Bud Morrissey is back on

a share in Davis

Angeles area. He says his firm is getting increas-

David Ayevis has leased space

from Peerless to set up Automatic

service firm granted to give 24-hour

HERMAN GLASER has bought the

building which houses his music

company, and he’s rented and

oney and appliance store, and to help ease the

housing shortage, he is building an

A. M. I. sales manager, E. E. Daws, San Diego; C. R.

he’ll spend three years with the

final runoffs. Association’s trophy for

a gold eagle. He spent much of his

of South Los Angeles. As yet, vendors

form for his sales expansion set-up... Oil

is under the locomotive’s

manager, back operating again.

have a gorgeously shaped gal hand

J. R. Bacon, vice-president and

quarters. (See Coinmen You Know, page 141)

The Billboard

COIN MACHINES 135

10 WURLITZER COUNTER MODELS... $159.50

10 WURLITZER 412s... 150.00

10 WURLITZER 616’s... 225.00

CHANGE YOUR 12 OR 16-RECORD WURLITZER TONE ARM AS TO WORK ON TUBES AND ACCESSORIES

WE MANUFACTURE MANY NEW NECESSARY WURLITZER TUBES FOR THE COIN MACHINE INDUSTRY

AND MANY OTHER TUBES TOO NUMEROUS TO MENTION WE HAVE PRACTICALLY EVERY TUBE AVAILABLE

Deposit Required With A.S. Orders

TUBES and ACCESSORIES

Complete Line of Phonographs and Parts

10 WURLITZER COUNTER MODELS... $159.50

10 WURLITZER 412s... 150.00

10 WURLITZER 616’s... 225.00

CHANGE YOUR 12 OR 16-RECORD WURLITZER TONE ARM AS TO WORK ON TUBES AND ACCESSORIES

WE MANUFACTURE MANY NEW NECESSARY WURLITZER TUBES FOR THE COIN MACHINE INDUSTRY

10% DISCOUNT ON ORDERS OF $35.00 OR OVER!

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10% DISCOUNT ON ORDERS OF $35.00 OR OVER!
Eaton Urges All Coinmen To Join CMI in Effort To Improve Public Relations

Points Out Operators Also Have Important Stake in Plan

I cannot think of a single reason why any coin machine operator anywhere in America should hesitate for a single instant in joining Coin Machine Industries, Inc., the association of the coin machine industry. The greatest majority of coin machine operators whose sole business is the operation of coin machines on locations have already joined us in the drive for operator membership.

However, none of us is satisfied with only a partial participation by leading operators—we want every operator in every State of the Union to join this association.

Just imagine the situation where the further action could be legally made that 10,000 or more independent coin machine operators who have participated in a lifetime invested in coin machines and equipment which are one everyday service to the hundreds of thousands of public locations with their equipment alone sufficient to represent the entire industry. What stronger force could be presented to the American public than this.

Value Apparent

I have a hundred times seen, and year after year, the value of...
Dwindling Supply of Beer
Nicks Coin Play in Taverns

CHICAGO, March 23.—No beer, no juke play—that's the predicament of Chicago operators with darkening of many taverns one or two nights a week as a result of return on rationing. Similar reports from other cities indicate that the condition is nationwide.

A spokesman for the Chicago Tavern Owners' Association said this week that tavern men have not agreed on any general closing plan, but that individual owners were closing on their own initiative.

Thus coin play on juke boxes in these locations is taking a drop. Some taverns shut their doors for a full day, or two. Others are working on a schedule of noon to midnight, cutting several hours from normal operation.

Frank J. Wetzel, administrative secretary of the Illinois Brewers' Association, explained how rationing of malt supplies imposed by the Department of Agriculture is cutting deliveries to taverns.

"With the development of critical world grain shortage, he said, the department has instituted a rationing system to direct malt supplies to food industries. Quotas for brewing companies were cut 30 per cent below amounts normally used for the three-month period beginning March, 1945. The cuts are with the wartime 28 per cent cut for corresponding months in 1940. Only way out, then, is a proportionate reduction in tavern deliveries.

"The Los Angeles Chapter of the Illinois Brewers reveals that some are cutting down on draft beer, putting more of the available supplies into bottles. One brewer has cut key beer entirely. It still amounts roughly to a 30 per cent drop in tavern beer deliveries, taking into account the normal seasonal increase."

"There is no reason to hope for increased supplies until the end of May," said Wetzel. Meanwhile, he declared, brewers were generally agreed that the present policy of rationing production to maintain quality would prove fairer than if malt were stretched to make a larger volume of inferior grade.

Still Have Liquor

Hard coin play apparently appeared to be adequate in taverns, and trade sources indicate that owners might advantageously keep their shops open at full normal week even with smaller beer stocks. Thus, they would take advantage of high license fees payable, and continue to draw revenue from such sources as juke boxes and vending machines.

If closings are unavoidable, Wetzel suggested, a plan for darkening shops at midnight Monday thru Friday would be more helpful to owners than closing up shop for complete days.

Wetzel also confirmed reports that taverns in most other cities are bound to face similar shortages and coin headaches. It was pointed out that one bar where beer was rationed presented a bigger problem for tavernkeepers.

Here, the distributor with whom they deal is himself up against a shrunken supply system. Thus coin play on jukes and other coin-operated equipment will be more helpful to owners than closing up shop for complete days.

Coast Ops See
New Jukes at Badger Sales

LOS ANGELES, March 23.—William B. Hargel Jr., of Badger Sales Company, reported a large crowd in attendance at the recent first showing at the Century Theatre of the full normal week in the Los Angeles area.

Exhibit, held in the firm's display room on 110 West Pico Boulevard, drew music operators from the entire southern California area, according to Hargel. On hand for demonstration of machines was the entire Hargel family staff, including son, Billy, who is now assistant sales manager. Ed Gunstens, factory representative, assisted at the showing.

Hargel said that he is limiting operations to 10 machines for any one buyer. This is expected to assure fair distribution. It also will enable the firm to come a change in some new equipment at an early date.

Veteran columnist, with a background of nearly 18 years as operator and distributor, Hargel opened his Los Angeles distributing company last August and has since spent most of his time directing its activities.

A Minnesota operator, from whom he is widely known in the business, is being handled by his son, Carl.

British Ops Vote
 Changed Title for Trade Association

LONDON, March 23.—During the annual general meeting of BAMS (British Automatic Machine Operators' Society) at the Piccadilly Hotel, the issue of a new title was voted for by a name of their group. New title is the Amusement Trades Association.

At the meeting, big up top for discussion was the development of an active expert business association has set up a committee which will endeavor to handle problems of manufacturers who experienced difficulties in getting their products on the foreign market.

Despite an increase in membership dues in 1945, the association's records show more members were gained in 1946 than in any recent year.

Having just completed a shrewd of new machines, the association made plans for its 1947 showing. Some vendors stated that an earlier date might be wise.

Ravreby Will Hold
Movie Meh. Showing

NEW YORK, March 23.—Ed Ravreby, Associated Amusements, announced that the preview of the new 1947 model of Mills Panorama, showing many new changes, will take place soon in his showrooms.

Firm is also distributor for Mills Cigarette Machine in New England. Ravreby states that his Playland Arcade is doing "good" business.
WE ARE WISCONSIN DISTRIBUTORS FOR

Bally Products

IMMEDIATE DELIVERY

NEW MACHINES

VICTORY DERBY, AUTOMATIC PAYOUT, 1-BALL VICTORY SPECIAL, FREE PLAY

SURF QUEEN, 5 BALL FREE PLAY

WHITE

USED FREE PLAY

10 - Langar, $5.00.00
10 - '41 Derby, $3.30.00
5 - Pindico, $6.35.00
10 - Club Trophy, $3.00.00

WISCONSIN NOVELTY CO.

5033 6th Ave., Kenosha, Wis.

Phone 23865

BULLET SUPPLY

AT LOW LEVEL

- Labor disputes trim U.S. output of metal—foreign shipments also dwindling

- CHICAGO, March 23—Bullet supplies for arcade shooting galleries were swamped this week somewhere in the middle of a nationwide lead shortage induced by labor troubles, reduced imports and large demands of the high-priority housing industry.

Net effect is a lead shortage which cuts manufacture of cartridges to such an extent that columns who operate shooting galleries can obtain only insignificant supplies.

Remington Cartridge Company is reported to be the only manufacturer attempting to supply shooting galleries, and its output is on a quota basis with a maximum of 30 cases for large users. According to Ed Weidler, buyer in the gun department of Chicago's Von Lengerke & Antoine, this important firm can place no ammunition orders at all at the present time. Trouble, he continued, was the lead shortage.

Strikes in Mexico

- Strikes and impending labor disputes are one of the most important factors in the current shortage of shot- experts of important lead producers such as American Smelting & Refining Company, already are shut down, as are lead mines in Idaho and Utah. Additional stoppages are being anticipated by St. Joseph Lead Company in Missouri and Utah. Foreign supply prices are rising.

- Strikes in Mexican lead mines, recently settled, have made a mountain of drudgery in import requirements for 1946. Imports from Peru, another lead source, are low. These developments are summarized in National Lead Company's recent report, which also stressed the over-all import situation.

- The government's wartime metal purchasing agency, Metals Reserve Company, is now cutting foreign purchases by 50 per cent in order to assure a fair share of world supply to hard-pressed countries such as France, Belgium and The Netherlands, according to the report.

Tom Huddle, 402 New Briteln St.

POST-WAR MODEL of Dave Bond's Trimount Coin Machine Company, Boston, is shown above in exclusive picture taken at the firm's showrooms.

LOS ANGELES, March 23—A. S. (Bert) Beutler, well-known in Pacific Coast coin machine circles, has been named manager of the Seattle branch of the M. S. Wolf Distributing Company. Beutler, long associated with the industry, assumed his post this week.

Bill Wolf, who now has branches in San Diego, Calif.; San Francisco, Portland, Ore.; Seattle and Los Angeles, said that the Washington branch will handle the same lines as his local office. These lines include AMI, Bally, Chicago Coin, Genco, Mike Munves, Williams, Gottlieb and American Amusement Company products and the new extra bell cabinets.

IF YOU PLAN TO ORDER GAMES—PUT YOUR ORDER ON DISPLAY, ALL NEW MATERIALS, PRICE $150.00.

TOM HUNTER, W. 3020, Can. 3068

IN STOCK—ORDER NOW

Action ...$5.95
Bally ...$5.00
All American ...$5.00
Belle R ...$5.00
Bally H ...$5.00
Claw ...$5.00
Cross ...$5.00
Four Dice ...$5.00
Kings ...$5.00
One Armed Bandit ...$5.00
Star Attract ...$5.00
Hi Dive ...$5.00
Juke ...$5.00
Flyer ...$5.00
On Deck ...$5.00
Bill ...$5.00
David ...$5.00
Mills ...$5.00
Marlins ...$5.00
In ...$5.00
\$5 Deposit Balance C. D.

GENERAL AMUSEMENT COMPANY

912 N. SAGINAW ST.

FLINT 4, MICH.

Phone: J-4617

WE WANT TO BUY FOR SPOT CASH

1000 PIN GAMES

Send us your complete list. Machines need not be in working order as long as no parts are missing. We do not need the glass.

KRUSE & CONNOR

4556 N. Kenmore Ave., Chicago 40, Ill.

MECHANIC WANTED

Experienced Phonograph Service and Installation Men. Must be qualified to install and wire boxes.

BORDER NOVELTY COMPANY

2910 N. 21st St., Chicago, Ill.

FOR OUR NEW OFFICE

We wish to have on hand experienced phonograph mechanics and those mechanics familiar with all kind of electronics, reliable, dependable, fault of industry. Those mechanics and mechanics will be placed in the picture make the best service.

PHONOMATIC MUSIC CO.

100 New British Ave., Hartford, Conn.
Vogue Previews

Picture Record

DETOUR, March 23—Vogue Records has begun showing preview copies of its new picture disk record. The record, national distribution is slated to begin next month. Company is handling the record, according to a spokesmen for the company, the record, has been released in several states and is now being distributed nationally. The record features stories of various famous people, including astronauts and space explorers. It includes music and lyrics written by notable composers, and is available in limited quantities at select retail stores.

Coin Prospects for Gas Stations Bloom With Rise of Sales

WASHINGTON, March 23—Gradual rise in gasoline sales has caused a rise in coin-operated music box sales. According to the head of a major manufacturer, coin-operated music boxes have become increasingly popular among gas station owners as a way to increase their revenue. The company is now manufacturing new models with improved features and durability, aiming to meet the growing demand for these machines.

Trade Watches Bill To Build New Bus Terminal in N. Y.

ALBANY, N. Y., March 23—A bill that would authorize the Port of New York Authority to build a new bus terminal in Manhattan has been introduced in the New York State Legislature. The bill is expected to be discussed in committee, and if approved, would allow for the construction of a new terminal to accommodate the increasing demand for bus transportation in the city.

United for Better Buys

NEW RELEASES

EVANS TEN STRIKE—BALLY UNDERSEA RAIDER—MUSICALITE LITE LEAGUE—EVANS CUSTOM CONSOLES—CHICAGO GRANDE—BALLY TOTAL ROLL—BALLY SURF QUEEN—BALLY VICTORY DIGBY—BALLY VICTORY SPECIAL

PACKARD BOXES, SPEAKERS, AUXILIARY EQUIPMENT

ALSO THESE RECONDITIONED BUYS IN USED MACHINES

SLOTS

Arkady 20 Selecto Phone ... $120.00
Santa Ana, Wind B.P.O. ... 110.00
Sea Biscuit, Page B.P.O. ... 95.00
Kingpin, 500 Selecto ... 100.00
Dance King, 1 Ball P.O. ... 125.00
Elmwood, Used, A-1 ... 50.00

Phone...Write For List

Bowl a Ball ... $195.00
Bowl a Bomb ... 175.00
-or More Per Hour, All Taxes Included...

Bally Rapid Fin...$195.00
Keeney Submarine ... 128.00
Chicken Sant ... 140.00

Bally Surf Queen-Bally Victory Derby-Bally Victory Special

EVANS TEN STRIKE-BALLY UNDERSEA RAIDER-AMUSEMATIC LITE LEAGUE

YW-CY: 1.8210.50

BETTER BUYS

NOW DELIVERING

BANK BALL

NOW DELIVERING NEW EQUIPMENT

BANK BALL

NOW DELIVERING NEW EQUIPMENT

13 with order, bal. C. O. D. —ORDER TODAY

HERCULES SALES AND DISTRIBUTING CO.

451 FRIEDMANN AVENUE, NEWARK, N. J.

CABLE ADDRESS — HERDISCO

DAVE ENGLES

1563642

NOW DELIVERING NEW EQUIPMENT

18" Bally...$495.00
18" Williams...$595.00
24" Bally...$695.00
24" Williams...$795.00

Write for All Details

HERCULES SALES AND DISTRIBUTING CO.

451 FRIEDMANN AVENUE, NEWARK, N. J.

CABLE ADDRESS — HERDISCO

DAVE ENGLES

1563642
## Movie Machine Reviews

Assembled and released by Sound-Change Corporation of America, Inc. Release date February 18.

### Program 1227

**LARRY STEWART** sings the music of his favorite. It Had To Be You, to pretty dark-eyed LES JOYCE, who listens enchantingly and then dances sensuously. The scene is a garden. (Filmcraft)

I WANNA BE A FIREMAN, a rhyt- 

ting song-story with a catchy air is sung and played by CHIS CROSS and his band. The boys wear fire- 

toys and have water ladders and 

miniature ladders for props. Band set.

AIR LANE TRIO furnishes the music in an unusual number entitled Captain Kid. The feminine pirates (4) dance on the deck of an old wind-

tower for songstress LUCILLE 

REYNOLDS while LARRY 

McMAHON carries the verses. DORIS 

YOUNG does an eye -candy danceouting. The background is a barroom. (Filmcraft).

YOU'VE NEVER LIVED, a stand-


to sophisticated, dark-haired JANICE 

CULLEN. This one has a hugeme-

light ending. Garden scene. (Film-

craft).

PEEPY GAI MORAN sings Nellie 

Big, a fast-paced novelty number. Everything (4) dance while a goat -cost

ume design does a little fancy cut-

ting up. The background is a char-

stone, dressing room. (Coun-

country).  

SLEEPING IN SOUTH, an 

ale, is sung by JIMMY RODERICK. 

The background is a garden fea-

uring a dark-eyed Southern belle. (Film-

craft)

VIVACIOUS ISELITA sings a 

fairy musical number entitled Jumping Bean. Four girls in Mexican costumes twirl in the background. (Filmcraft)

WENDY BISHOP, a sweetly and 

pungently sung by glamorous WENDY 

BISHOP. (Filmcraft)

POPEL JOS REICHMAN and his 

band present a terrific arrange-

ment of the popular tune Lunges. LORI LANE sings the vocals. Band set. (Filmcraft)

Madeleine Quinehomme.

---

**Beer Lack Hits N.Y. Coin Trade**

NEW YORK, March 23.—Juke box operators in New York report that the recent cut in beer to taverns has started the selling of collections from their music routes.

"Many taverns in our route are empty 10 p.m., and tomorrow morning are stopping beer sales at midnight," one operator said. "This has cut deeply into juke box profits, as those sales are inserted in the evening and during the afternoons."

"The usual beer drinker," another states, "is the type that sits around all night drinking beer and inserting nickels and dimes into the juke box to pass the time. These are the sales that we are missing now."
COINMEN YOU KNOW

(Continued from page 135) production has not moved into high gear at Jennings, but the output of bell machines is moving closer to meeting demands. Mac McLaughlin, assistant sales manager of O. D. Jennings, has given up old King Nicotine and is having a fine time resisting the habit.

W. D. EDELMAN, range and rifle sport executive at the ART Manufacturing Corporation, is making an announcement to the lines on new range equipment to be released any day and is kept busy hours on and complaining plans. B. K. SMITH, parts manager at Berkley's Trading Post, has cleared a high of relief the past few years at his end.

WE ARE FACTORY DISTRIBUTORS FOR THE FOLLOWING COMPANIES:

- Williams Mg.
- A.B.T. Mg.
- Mills Novelty
- Genco
- B. Gottlieb
- Bally Mg.
- Chicago Cola
- Exhibit Supply
- Packard Mg. Co.
- New Machines on the Floor: SUSPENSE GOALEE STAGE DOOR CANTINE CLEAN UP CHEROKEE UNDERSEA RAIDER VEST POCKET BELLS BLACK CHERRY BELLS PLA-MOR BOXPLATES

3 Rapid Fire Guns, Ea. $125.00
1 Shoot Your Way to Tokyo Gun .... 125.00
1 Silver Dollar
2 Seeburg Rollaways, Wireless
Terms: 1/3 Certified Deposit, Bal. C.0.D.

STERLING NOVELTY CO.
695-697 S. Broadway, Lexington, Ky.

USED RECORDS
100,000 Used Records
From Juke Boxes
Popular, Race and Hillybilly
Hermitage Music Co.
423 BROAD STREET
NASHVILLE, TENN.

ORDER NOW!
PHONOGRAPH

- Wurlitzer P12 .................................. $115.00
- Western Electric P26 .......................... $195.00
- Reliance P20 ................................... $95.00
- Reliance 410 Record Reader ............... $75.00
- Reliance 415 Record Reader ............... $32.00
- Wurlitzer 225 Record Reader ............. $155.00
- Wurlitzer Diamond Model 571 ............ $140.00

WRITE - WIRE - PHONE
1/2 Deposit, Balance C. O. D., F. O. B. New York

HUB DISTRIBUTING CO.
615 TENTH AVE. NEW YORK 19

COINMEN YOU KNOW

WILL BUY FOR CASH

ALL MILLS ESCALATOR-TYPE SLOTS
ANY DENOMINATION, 2-4 or 3-5 Pay

WRITE, WIRE OR CALL

MAYFLOWER DISTRIBUTING CO.
2218 UNIVERSITY AVE.
ST. PAUL, MINN.

FOR SALE

1 Mills 25c Gold Chrome, 3/5 P.O., Completely Rebuilt ........................................... $95.00
1 Mills 10c Gold Chrome, 3/5 P.O., Completely Rebuilt ........................................... 175.00
1 Mills 25c Brown Front, 3/5 P.O., Serial 444955 ....................................................... 165.00
1 Mills 25c War Eagle, 2-5 P.O., Knee Action, Club Handle ........................................ 75.00

BRAND NEW PHONOGRAPH

Model 412, Complete Set, $119.60

WRITE, WIRE OR CALL

DELCA SALES COMPANY
106 HIGH AVE., N. W., CANTON 3, OHIO

ECONOMY SUPPLIES THE NATION!

PHONE TONE STRIPS, 55c PER 100 RACK-OLA CRYSTAL PICKUPS B2
WRITE FOR QUANTITY PRICE CARTRIDGE .................. $3.00 EA.

NEW GROETCHEN STANDARD COLUMBIAN ........ $132.50
RECONDITIONED STANDARD COLUMBIAN ........ 15.00

IMMEDIATE SHIPMENT - $25 deposit for each machine-C. O. D. for the balance

Phone during the noon hour - 4-1109, 4-1100

AUTOMATIC COIN MACHINE CORP.
336 Chehalis St.
Springfield, Mass.
Coimnen in Cabinet Finch
As Lumber IIs Continue

WASHINGTON, March 22.—With lumbermen at all levels—from for-
esters to lumber yards—churning an
unstilled plan for the lifting of all
CFA controls to revive production,
the situation in lumber was as knotty
as this week.

Finch in cabinet woods was being
felt more and more among manufac-
turers of coin-operated equipment.
According to trade sources, buying
of cabinet factories is being tried
as a means of assuring some suppl-
ymetals and plastics were
quired to provide only a par-
tial solution.

Thus, column testing to get post-
war models of juke boxes and
games rolling, are forced to look to
Washington where it is felt the un-
ringing of production bottlenecks
must originate.

Big Goal Set

Civilian Production Administration
has set a goal of 32,000,000,000 board
feet of lumber for 1946, but its for-
test products division indicated that"only the most favorable combina-
tions of factors" could accomplish this.

Calls for taking off OPA ceilings
for lumber were the unanimous an-
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the situation in lumber was as knotty
as ever this week.

VETERAN PRODUCTION MAN
With Sales

Wyatt said that both CPA and the
the administration side, na-

PROPOSAL

tional release date -March 23, 1946.

Lamour in Paramount's "Road
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Lamour in Paramount's "Road
March 30, 1916

The Billboard

AMUSEMENT MACHINES

INTERNATIONAL MUTOSCOPE CORPORATION
LONG ISLAND CITY 1, NEW YORK

Takes Pride in Announcing the Appointment of the Following Distributors
FOR—PHOTOMATIC—PHOTOFRAMES—CHEMICALS & SUPPLIES

IDEAL NOVELTY CO.
Carl Tripp
2823 LOCUST ST., ST. LOUIS, MISSOURI

LEADER
SALES & DISTRIBUTING CO.
4116 LIVE OAK STREET—DALLAS, TEXAS

SUPREME DIST. INC.
49 RIVERSIDE AVENUE—JACKSONVILLE, FLA.

LEONARD NOVELTY CO.

KANSAS AND MISSOURI

LEWIS H. LONDON AND MRS. CHAS. SNYDER
for TEXAS

BRANCH OFFICE: MIAMI, FLA.
for FLORIDA

In cooperation with H & L DISTRIBUTORS, INC.
708 SPRING ST., N. W., ATLANTA, GA.
Varied Venders Viewed in East

NATD Meet Draws Mchs.

Cig, stamp, candy and nut dispensers catch trade eye of tobacco men in N. Y.

NEW YORK, March 23.—Most varied display of vending machines since pre-war days was assembled March 17-21 at the Eastern NATD Modern Merchandising Fair in the Hotel Pennsylvania's Salle Moderne and Penn Top Room. Exhibits were not limited to the cigarette vending machines, as candy, peanut, and postage stamp machines were also shown by manufacturers and distributors.

In the Salle Moderne, L. H. Cantor, Inc., representative for National Vendors, displayed artist pictures of new machines which will be displayed in about 90 days, according to A. L. North. On hand to talk over features of the machines, besides North and L. H. Cantor, were Al Diedrich, sales manager for National Vendors, and Tom Dronsho, factory man. Walter Strauss, of the Boston office of L. H. Cantor, also put in an appearance.

North further stated that his company would open a New York or New Jersey office soon.

New Stamp Vender

Al Cohn, Asco Vending Machine Exchange, Newark, N. J., was on hand in the Salle Moderne with models of his 5-cent roasted nut vending machine and two models of one-cent peanut machines. A new type folder postage stamp vending machine with a 2-cent slot and a 1-cent slot and a Penny stamp, and a 1-cent slot for the 5-cent mail and 3-cent stamp were also shown.

Delivery Now
On New 74-Bar
Candy Vender

MADISON, Wis., March 23.—J. W. Coran, president of Coan-Sletteland Co., Inc., manufacturer of U.-Coan candy dispensers, reported that the firm now is making deliveries on its 74-bar vender. Machine is made in the company's factory here.

"We will have three models," Coran declared. "Our 74-bar machine now in full production and is being delivered. Our next model, which will be available as soon as materials can be had, is our 110-bar machine, and then we will bring production of our large de luxe model. It will hold 500 bars at a time, and will be fully selective. It can be had with or without an air-conditioning attachment.

Coran estimated that there are nearly 40,000 of his company's vending machines throughout the United States, retailing approximately $50,000 worth of candy a year, even in the face of present shortages.

The manufacturer pointed out that his firm has long stressed the need for proper cleanliness in the vending of candy. In line with this policy, the machine cabinets are finished in baked white enamel and operations are supplied with baked white service trays. They also are urged to direct their distribution agents to control freshers in white uniforms and to insist that candy be handled in the same careful manner that should be used with other foodstuffs.

Riddell Vender
Firm Enlarges

PARADISE, Calif., March 23.—Arch Riddell, well-known vending machine distributor on the West Coast, is building an addition to the Riddell Company warehouse here which will double present space.

Construction is part of Riddell's long-range plan for the future, and is building an addition to the firm's warehouse at North Fair Oaks Avenue. At same time he selected a vacant property of room for parking space and new building such as is now in progress.

Retail warehouse is to be completed by mid-April.

Peanut Growers
Plant Big Crop

FORT WORTH, March 23.—Peanut crop in the Southwestern States for 1946 with equal or exceed pre-war planting, according to State delegate at a recent meeting of the Southwestern Peanut Association.

Texas representatives said that current plantings of 1,500,000 acres would produce a crop roughly equivalent to the 1946 output. Oklahoma predicted a 25 per cent increase.

William J. McAshey Jr., Dallas peanut broker, told delegates that peanut prices had jumped from 25 cents to around $2.50 a bushel since the war, with the government committed to support the 1946 crop until July 1.

Meeting elected three representatives to sit on a scheduled peanut session of the Community Credit Corporation in Washington.

Says Gum To Be
Scarce Despite
Sugar Increase

CHICAGO, March 23.—Despite recent upsurge in industrial sugar quotas, storagings of raw materials continue to restrict the William Wrigley Jr. Company's chewing gum output, according to Philip F. Wrigley.

There is no immediate prospect, said Wrigley this week, that other pre-war favors will be added to the Spotskin line now in production. Firm cannot manufacture enough Spearmint to meet demands, he said.

This information followed release of the company's annual report, which also emphasized that return to peacetime operations has brought little improvement in the supply of materials, and that gum productions must continue limited.

Net earnings of $3,913,619, or $3.01 a share, were reported for 1945. This included a tax credit of $702,125. Comparative figures for 1944 showed earnings of $3,074,835, or $3.18 a share.

Canada Hikes Sugar
Allotment 10% for
Candy, Soft Drinks

TORONTO, March 23.—Canadian soft drink, ice cream and candy makers will get an additional 10 per cent quota of sugar effective April 1. This will allow candy makers to increase their allotment 10 per cent. Canners and bottlers said they were left about 10 per cent of their allotment of sugar. They are now to receive 10 per cent of their allotment during the following year. Canada also is to receive an increase in the supply of householders during the summer buying season.

Like a similar increase in the U. S., this should bring more candy and soft drinks onto the market as the summer buying season opens. Canadian confectioners and bottlers point out that they have suffered more than householders during the war, with prices rising sharply. They also are urged to support the 1946 crop until July 1, as was done last year.
These Features Make The
Du GRENIER Challenger
AMERICA'S FOREMOST CIGARETTE MERCHANDISER

Centralized match delivery unit. Every regular and auxiliary column will accommodate king-size packages.

Single Coin Insert. Spandy Coin Drop.

Entire unit and mechanism readily accessible. Operating unit moves forward in cabinet in two positions by use of operating handle.

Mechanism operates on nickels, dimes (and quarters—optional), Separate slug rejectors for nickel, dime (and quarter—optional).

Delivery mechanism operates on moveable steel racks and stationary shaft mounted on ball bearings.

Ejector handles are formed steel sections. Revolutionary-type ejector eliminates all package load on delivery mechanism. Positive empty column lockout device.

ARTHUR H. DuGRENIER, INC.
America's Foremost Manufacturer of Automatic Merchandisers
15 HALE STREET, HAVERHILL, MASS.
East Views Varied Venders; NADT Meet Draws Machines

(Continued from page 141)

Several new coin-operated cigarette machines were displayed in the Penn Top Room, U-Need-A-Vender, of Lawrence, Mass., displayed a line of cigarette vending machines. J. Jireddi, Bill Basker; Andrew Bonner, service manager; O. H. Fineberg, Detroit; Al Price; Abe Fineberg, Eminent; Lester Paul, F. L. Corrison, Felix Mata, Herman Lester and Joseph Palermo, were on tap to answer questions of the hundreds of operators who attended the show.

Electric Machine Shown

"Pipe" Glassgold, of Arthur H. DuGreiner, was on hand with two models of a new cigarette vending machine and a candy machine that has just been added to its line. Also on hand for DuGreiner were Ralph Listband, Robert Kline and Julius Levy. "Unusually heavy" coin machine was a feature of the traffic report was made by Glassgold.

Hal R. Meeks, sales manager for Electric Vending Machine Corporation, was present to explain the two models of the new electrically operated cigarette vending machines that the firm displayed. Local operators of the town, crowded with curious operators made it almost impossible for everyone to view the machines that make up a pack of cigarettes by means of an electric impulse. Joseph P. Marcote, president of the firm, and Jack Golden, Charles J. Markert, George Holloway, J. di Pons and M. E. Starr were also present to answer questions.

Meeks said, "Delivery on the backlog orders will be started in April, and regular delivery of the electric cigarette vending machine will begin in May. Work on electrically operated vending machines for other fields will also be started soon by the firm, Meeks added.

Plan Cigar Vender

Robert Green, president of Rowe Manufacturing Company, was on hand with Jack Mill, John Moran, George Seedman, Arthur Gluck, Dick Gluck and Charles Brinkman to discuss the firm's new line of cigarette vending machines, four of which were displayed in the Penn Top Room.

Arcade Session

New York, March 28—Barnett R. Berkman, executive secretary of the Arcade Owners’ Association of America, announced that the next meeting of the organization Thursday (28) at 9 p.m., in the Park Central Hotel here will feature the formal installation of newly elected officers of AOAA.

Refreshments will be served after the meeting. Al Blendoy, International Mutoscope, is president of the organization.

Unveil 1,000

Drink Vender by Challenge

Chicago, March 22—Challenge Industries, Inc., of Chicago, unveiled a soft-drink vender, for which it claims a capacity of 1,000 drinks, at an annual headquarters meeting of the Field Exchange.

Machine, which weighs about 700 pounds and is about the standard size of cup venders for theater lobbies and other locations, will serve a minimum capacity of drinks without reserving, according to Richard Cole, president of Challenge. It is an automatic register, which insures cup drop, Cole declared. It also carbonates the drink. Syrup, cups and carbonation unit all may be reached from the front door.

Nehi Profit Drop

SHOWS SUGAR PINCH

New York, March 28—Effect of the shortage of sugar upon the soft-drink industry was further evidenced this week as Nehi Corporation announced a drop of 10 per cent in its profits during 1945.

Firm reported that its net earnings amounted to 60 cents a share on its 1,000,000 shares of common stock, compared with 90 cents per share in 1944.

Report indicated, however, that company officials expect an increase in sugar allotment during the last half of 1946 in addition to the 10 per cent points increase just granted.

Plans also were outlined for expanding the company's marketing and for its Royal Crown, Nehi and Par-T-Pak beverages in the "not too distant future." It was indicated that expansion plans include more intensive development of the home areas of distribution as well as extension of operations into new territory.

Soft Drink Course

At Oregon College

Corvallis, Ore., March 29—Now comes a college size-water cooler.

Food and technology department at Oregon State College, in co-operating with the American Bottlers of Carbonated Beverages, is offering a short course in beverage production and distribution.

It is one of three to be given throughout the nation this year.

WANTED

Need ten 5-gallon capacity Syrup Bottles for 100 Dr. Pepper Dispensers,

REVEREAGE DISPENSING COMPANY
1771 Chester Avenue Cleveland 14, O.

"SPECIAL"

100 1/2-gal. Coca-Cola Bottles, $5.00 each 250 1/2-gal. Bottles, $2.75 each

50 Single-Door Bottles, 3,000 each 50 Single-Door Bottles, 1,000 each

50 1/2-gal. Bottles, 2,000 each 50 1/2-gal. Bottles, 1,000 each

100 1-gal. Bottles, $1.25 each

1-Pt. Water Bottles, Brand New $1.00 each

CANON VENDING
342 W. 42d, 18, N. Y.

HUGO W. AHLIN (right) and his son, of Stockholm, both of whom were in uniform during the war. Before the end of 1945 Ahrin Sr., ar

SOL KRISBERG, former coin ma

H. SMITH, TRADER, 74 Spring St., New York City, is married to Marlene Goldstein in Atlanta March 15.
Progressive Operators are now ordering

The New ALL ELECTRIC
CIGARETTE VENDING
MACHINE

"As Modern as Tomorrow"

From all over the country and even from some foreign countries, orders and inquiries have been pouring in from progressive operators for Eastern's new All Electric Cigarette Vending Machine. Operators who want to keep abreast of the times realize that here is the finest cigarette vending machine yet produced—a machine whose positive silent operation and sleek modern beauty is truly "as modern as tomorrow."

SIX REASONS WHY OPERATORS PREFER THIS MACHINE

1. Delivery several times faster than other machines.
2. Silent, safe, smooth and positive operation.
3. Precision-made interchangeable parts.
4. Illuminated showcase displaying actual size of packages.
5. Built-in instantaneous price changing control on each column.
6. This machine has been given a working test equivalent to six years of normal operation.

PRICE $159 F. O. B. FACTORY

Remember orders are being filled in the order received. Join the March of Progress in the trade and place your order today!

Exclusive Sales Distributors

EASTERN ELECTRIC VENDING MACHINE CORPORATION

General Motors Bldg., 1775 Broadway, New York, N. Y.

Tel. Circle 5-7851

J. P. MARCELLE, Pres., MARIO CARUSO, Sec.
& Treas. HAL R. MECKS, Sales Manager

Manufactured by C-UIGHT LABORATORIES

Newark, New Jersey
BRAND NEW PROMPT DELIVERY!

Forecast Early Price Hike
By OPA on Cigarette Ceilings

NEW YORK, March 22.—Cigarette ceiling prices may be lifted within the next two or three weeks, with increases ranging from 25 to 50 cents a thousand.

Geoffrey Baker, deputy price administrator, forecast the price rise this week at the Eastern convention of the National Association of Tobacco Distributors. Specific figures are cited as possibilities by industry spokesmen.

How much of the price adjustment OPA will allow vending machine operators to pass on to consumers is a current subject for discussion. For an increase of 50 cents per thousand, it would be possible to raise the retail price one cent per package, according to trade sources, but a 25-cent-per-thousand rise probably would have to be absorbed elsewhere. When a decision is reached, it will be merely a matter of decreasing the number of packages inserted in packages for change.

Seek More Smokers

Eaker, who characterized the price increase as "a strong consideration," said that the move was being considered because of the rise in raw materials costs. Wartime high-volume sales did much to offset rising costs, he said, but this condition no longer exists.

Meanwhile, manufacturers are seeking ways to absorb the astronomical output they achieved during the war at the expense of 11,600,000,000 cigarettes monthly. According to tobacco consultant Harry M. Wooten, cigarette makers may be expected to set an annual U. S. consumption of 600 billion as their goal. This would be 70 billion in excess of last year's level.

Because of foreign countries virtually curb American tobacco products for export, intention is to exploit untapped markets in this country. According to Wooten, the widespread use of vending machines will figure largely in domestic expansion. Convenience and efficiency of vendors are cited as highways to bigger sales totals.

With expected price relief, it is expected also that manufacturers will launch even heavier advertising and promotional campaigns than they have used.

Soft Drink Tax
Off 47% in La.

Baton Rouge, La., March 28—Louisiana soft-drink dealers, including vendor operators, have been hit by the sugar shortage, disclosed this week when Roland Cochrane, State revenue collector, reported that Income from the State levy on soft drinks was off 47 per cent.

Collections of the tax totalized only $35,978 for February, Cochrane said. This was 71 per cent less than in February of 1945. For the eight-month fiscal period ending February 28, collections of the levy totaled $698,807 compared with $811,920 during the corresponding period of last year.

At the same time sharp rises in tobacco taxes and the sales tax in the State are being considered by the welcoming state of general business. The levy on tobacco products increased 24.4 per cent to a total of $6,424,138 for the fiscal period with collections of $439,461 in February. The total sales tax brought in $1,030,062 in February, an increase of 31 per cent. This brought collections for the eight months to $8,125,104. Gasoline tax revenue rose 11 per cent, with tobacco collections amounting to $1,798,170. This pushed the total for the fiscal period to $14,211,107.

Collins Named Presy
Of N. Y. Exec's Assn.

NEW YORK, March 22.—John T. Collins, president of the New York Automatic Coin Corporation, was recently elected president of the Executives' Association of Greater New York.

Association seeks to encourage business expansion and opportunities among members. In addition to his post with Automatic Coin Corporation, Collins heads Canteen Distributors, Inc., a national organization of distributors.
Vender's Value in Getting Sales Usually Lost Given Emphasis at NATD Session

Coin Machine Industry Figures Lead Forum of Gig Men

NEW YORK, March 23—"Automatic merchandisers are designed to supplement personal selling, not to replace it," said Aaron Goldman, manager of the C. B. Rowe Corporation, Washington, D.C., at the Wednesday afternoon forum on vending machines of the National Association of Vending Distributors here.

"Essentially, automatic merchandisers provide a necessary or convenient service where that service cannot be supplied as profitably by another method," he added.

Besides Goldman, Robert Greene, president of Rowe Manufacturing Company, and "Bip" Glassgold, of Arthur H. DuGrenier & Company, Inc., were asked to give short talks on the many phases of the vending machine business. Glassgold was taken ill the morning of the affair and his speech was read by a member of his firm to the tobacco and vending machine men who had gathered to hear the three speakers.

Goldman pointed out that during the war factories found it was to the advantage of faster production to have vending machines installed throughout the plants, as it was better for a worker to go 10 feet to get a bar of candy than 300 or 400 yards to a plant cafeteria — and waste that much time.

"Sales increased over 50 per cent during the war," according to Greene, and no new machines were introduced. He went on to add that manufacturers of vended products are realizing that vending machines are an accepted fact. For example, he brought up the case of Old Gold cigarettes, which he stated, is advertising over the radio to buy Old Gold in vending machines over retail counters.

Operators, Greene further stated, used to be satisfied with 10 packs a day. Now they get over 20 packs a day. Vending machines get lost sales, he added, sales that usually would not have been made in the past.

In conclusion, Greene urged each NATD member present to set up an automatic merchandiser department in his own firm. He stated they could then reap the wholesaler's and the retailer's profit for their products' "cash for delivery every time."

New Machines

Frozen food vending by coin machines, Goldsman predicted, will be a profitable operation for coin machine operators in the future. He also cited other new machines, such as hot dog venders, as having profit potential depending on how well the engineering is in the machines. Operators noted the opinion that soldiers who have seen coin machines in army camps will be used to them now. They also believed that increased sales may be expected because of the addition of machines in small towns that did not use them before the war.

National...alone will offer...

The finest features, which are necessary for efficient operation. You will recognize them instantly because of their importance to YOU. Operating experience is TOPS. We are aware of your merchandising requirements... and the New NATIONAL is the answer. It's New! It's Revolutionary! It's Tops!
**NEW YORK, March 23.—**With record production rising steadily, competition seems to be returning back into the disk business, and juke box operators across the nation are welcoming it.

Most other industry sources, however, felt that this prediction was far too early, especially when compared with average production over the past few years of about 125,000,000 disks a year. The OPA had lifted the ceiling on disk production to 55.

**Unveil Jukes At Buffalo's Alfred Sales**

BUFFALO, March 23.—Showing of the Atclon phonograph by Alfred Sales, Inc., attracted more than 350 coin machine operators, including some from Canada, Alfred Bergman, president of the distributing company, responded. Alfred Sales said the company will distribute the jukes to Western New York State.

Altogether, a total of 300 persons, including the simply curious, turned out for the preview.

For the display the company had a special stage built and served a sandwich lunch with a book of future operators. Many operators brought along their servicemen for inspection of the machine, Bergman said.

On hand to greet the visitors were Ed Jacob and Nicotra, veterans.

Some disks still are quite prevalent, they have recently added several juke owners to their listing.

**Indie Outlook**

One phonograph owner declared: "We have found we can get by nearly 60 per cent to buy records from friends (dentists) ship records, you receive the same orders over and over again." Another said he had been an independent for several years and reported that deliveries from distributors have dropped sharply in the last few weeks. He said he was buying only a small percentage of his disks from retailers now.

Complaints about the quality of some disks still are prevalent, but they have simmered down considerably from the boiling point at which some operators were just before the end of the year.

**Indies Plan Price Cuts**

**Show New Juke At H. G. Payne In Nashville**

NASHVILLE, March 23.—Phonograph operators in this territory were on hand for the preview of the new Rock-Ola machine by the H. G. Payne Company in its showroom at 312-14 Broadway.

H. G. Payne, company head, reported that juke box owners were interested for the introduction of this model and Mr. and Mrs. Freeman Brown, Roy McMinnville, Ray Ashby, Knoxville, Tennessee; and Forrest P. Crowell, Carl Pepe, Roane Music Company, Harriman; J. Lester Colman, Jr., and Robert Wood, H. G. Stephens, Shelbyville; Mr. and Mrs. E. L. Smyne and Mrs. M. E. Smiley, Lebanon.

**Disk Firm Into Buffalo Office**

BUFFALO, March 23.—Capital Records, the new label that has completed remodeling of its Buffalo branch office at 1088 Main Street, has moved to 1170 Main Street, Murray Siedman, district manager, reported.

**New Home Set For Boston Co.**

BOSTON, March 23.—W. P. Hamel, head of Hamel Distributing Company, said that the firm's new headquarters will be ready for occupation by July 1.

**Crime Rise Points To Teen Club Need**

WASHINGTON, March 23.—Underlining the need for more recreation centers and other recreational facilities for youth, the Department of Justice's Bureau of Investigation reported that crime increased 12.4 per cent last year over 1944 figures.

Teen-agers, according to FBI, were responsible for a "substantial portion" of the greatest upturn in crime since 1939.

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Yes, that’s right! This system is not a loud irritating type of operation that is heard by EVERYONE in the location when any ONE person inserts a coin.

Think of the many advantages of this system to a location owner who wants the revenue from a coin-operated system and yet wants to avoid endangering loss of trade by patrons who would be disturbed by loud music.

**ACT QUICKLY**

Shipments are now being made

---

**ADVANTAGES TO YOU MR. OPERATOR**

Each individual *Measured Music* box has a potential earning power of fifty cents per hour.

For example, a location with twenty *Measured Music* boxes has a potential earning power of $10.00 PER HOUR!

Compare this with the best possible "TAKE" with your present system.

---

**PERSONAL MUSIC CORPORATION**

P. O. BOX 720, U. S. HIGHWAY No. 1 • NEWARK, NEW JERSEY

Tel. Bigelow 8-2200
AMERICAN FOLK TUNES
Cowboy and Hillbilly Tunes and Tonesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

West Coast News
Dale Evans is now a regular member of the Davy Crockett air show for the remainder of the current season.

New Columbia Pacific Network air show will spotlight the Pickards, Western singing and instrumental group.

Elton Britt has cut a Victor release of a Western ballad, Make Room in Your Heart for a Friend. Spade Cooley and his band have been linked for a series of overnighters, starting at the Melody Ball, Bakersfield, Calif.

Tex Ritter is back in Hollywood from the Houston exposition for a Cordial recording session.

Cottonseed Clark is set for Hollywood Barn Dance, Republic picture. Roy Willing signed a seven-year pact with Republic Pictures.

Rusty Wind and His Ariana Winds waxed two new tunes for Globo Records; I Used to Work in Chicago, and I'm All thru Trusting You.

Roy Loughman and His Texas Gunmen cut four sides for Spotlight Records.

Cal Shrum back in Hollywood to line up p.u., tour in connection with his new Paramount pic, Swing, Cowboy, Swing. Ford-O-days p.u. swing will include Baca, Nee, San Francisco, Oakland, Calif., and Portland, Ore.

Fox Hunters
The Missouri Fox Hunters' Deluxe Song Folks No. 2, was recently published by Peer International. Marty Liebkeider, business manager of the Fox Hunters, are heard over WLS National Barn Dance, Chicago, and radio stations in two of the songs, You'll Come Back and What Are You Doing in Honour of Your Letters To You, and wrote the words and melody to Down By the Missouri River. The book contains many popular folk songs, such as When My Blue Moon Turns to Gold Again, Alouette, Born to Love, Columbia Stockade Blues, I Told You So, I Have My Head and Cried, and many others.

The song at present consists of Marty Liebkeider, on guitar and vocals; Buell Liebkeider, Marty's brother, on vocals, and fiddle and vocals; Andy Hill, viola; Eddie Allen, accordion, and Larry Liebkeider, son of Marty. Another member of the Fox Hunters was Pete Laddie (Hoppo) Kold, who was with them until his induction into the army in February, 1945.

Blaine Smith, who started his own program over WKS, New Castle, Pa., in January of this year, plans on retiring from radio for a rest. Blaine has just had his last songbook published by Blue Bell's Country Music. It contains many songs that are popular with folk artists. Included are such songs as There's a Little Pine Log Cabin, The Judge's Daughter, Nobody Blues, and Darling, Don't You Love Me Any More?

Phil Pate Joe, Joe Tyman (Bobbeled Harmonica Joe), Salt and Peanuts, Bax and Carson, and other artists are recording their shows and are planning to issue them in the p.u.s. Salt and Pepper, for example, are at present working on a recording of their shows, and are planning to issue them in the p.u.s.

Fred Kirby, the manager of the Fox Hunters, is at present working on a series of 16 new songs, and will issue them in the p.u.s.

March 30, 1946

PUBLISHING NEWS
Hit Parade of Cowboy Songs is the title of a new Western folksongs publication by Chart Music. Chart Music has accepted four new songs by Margarette Clark, two are titled 'I'm Hiding Down the Country Road' and A Lonely Cowboy. Charter has been bought by Republic Pictures for the first starring role for Gene Autry in 1946. Carl Soule and Kim Bishop, Junior Dager's latest lyrics are for Texas Moos. Song will be recorded by Billie Jo Spears. Bob Carleton wrote the music.

Sue City Sue, written and recorded for National Records by Dick Thomas, has been bought by Republic Pictures for the first starring role for Gene Autry in 1946. Carl Soule and Kim Bishop, Junior Dager's latest lyrics are for Texas Moos. Song will be recorded by Billie Jo Spears. Bob Carleton wrote the music.

McDaniel Music has accepted a new song, "Stella With Her Umbrella" by Billy Hayes, has been bought by Republic Pictures for the first starring role for Gene Autry in 1946. Carl Soule and Kim Bishop, Junior Dager's latest lyrics are for Texas Moos. Song will be recorded by Billie Jo Spears. Bob Carleton wrote the music.

American folksongs have been accepted by Arscilla Valley Music. Lee Thomas, guitarist and songwriter in the Sherry-Lee band, published in the Floy Case, "Jimmie Davis Tune, I'm Beginning to Forget You, with the musical arrangement by one of the popular writers of the day. The tune, published by Southern Music, was waxed for Decca by Ernest Tubbs.

"Hillbilly Tunes," Sonora's new album, released (15), features Fred Kirby, the nation's "Hillbilly" today, has returned to the WLS National Barn Dance for the second time in the season. A rare 16-room, 12-room, 8-room, and 6-room model has been accepted by Arscilla Valley Music. Lee Thomas, guitarist and songwriter in the Sherry-Lee band, published in the Floy Case, "Jimmie Davis Tune, I'm Beginning to Forget You, with the musical arrangement by one of the popular writers of the day. The tune, published by Southern Music, was waxed for Decca by Ernest Tubbs.

Two Little Girls shown here are Marlis Ann (left) and Charlel Julie Wicker. They are granddaughters of Jules H. Peres, New Orleans distributor for American Folk Tunes. The girls are daughters of N. Charles Wicker, manager of the company. Photo was taken during a recent showing.
Teen-Agers’ Interest in Canteens Still Runs High; Publish Weekly Newspaper

New York, March 23.—There has been no lack of interest in teen-age canteens, according to New York teen-agers. In fact, interest has been so high that The American High News, a weekly teen-age newspaper, is now in its fourth issue and going strong.

New clubs, such as the High Jinks Club, Brooklyn; Teen-Age Club, McGill Street, New York; Teen Town, Coney Island, New York; Newark (N. J.) Teen-Agers, Toronto Guild and Manhattan Circle, are springing up all over the country.

Not only are the guys and gals swinging it in their teen-age clubs, but they are expressing themselves on the type records they like. According to Robert D. Kempner’s New York City, the government will be run by the Junior Canteens as one means of giving junior crime wave.

Teen Gazette Picks List of Favorite Disks on Jukes

Most of the clubs are run along the lines of the McGill Street Teen-Age Club, where members are from 14 to 17 and pay 10 cents registration and a nightly fee of 10 cents. A soft drink bar is arranged at regular cost, and on party nights a sponsor organization, in this case the Zeta Club, provides refreshments. Music is provided by a phonograph, except for party nights when efforts are made to secure a teen-age orchestra.

Officers of the organizations, when asked if they plan to get on a profit basis by some means in the future so that they could be independent of a sponsoring organization and be able to do away with the nightly fee, state that they have tried to secure juke boxes, not so much for the profit, but because they believe that the music provided from them is, in most cases, superior. But they have had little success. It was hoped by the majority questioned that they would be able to get new jukes soon.

Want Vendors

As to non-competitive soft-drink vending machines, the answer was the same: “Where can we get them?” Some of the clubs have managed to secure some of these, however.

Pepsi-Cola has been successful here in the East in teen-age clubs. The company has organized Pepsi-Cola Junior Canteens as one means of giving their drink an added plug and building good will.

Not only are clubs springing up, but many folks are being given in support of them by civic leaders. William Lawson, Knox College student, was a recent guest of the Home and School Meeting here. His subject was Youth Canteens in Dubuque.

The High Jinks Club is now in the last stages of organization. Committee composed of Diana H. Rubenstein, Franklin K. Lane, Ellen Marks, Seymour Amend, Rhoda Hammerstein, and Pearl Kaplan announces that the club is expected to open sometime in late March. Plans are in progress to hold a gala membership dance. It is the hope of the committee that a juke box can be secured before long.

“I anyway, I hope,” Martin Siegel, operator here, reports that during the recent record shortage they have installed Sophie Tucker and Danny Kaye records from their personal albums with “great success.” While the prices are a little higher on these recordings ($2.50 and $2.75) they claim, also has been accepted in several of the finer cocktail lounges. Disks of this type also run much higher in price, but in a great many spots it has proved itself and been a means of keeping good pay locations happy.

Teen Comic Strip Features Juke Box

CHICAGO, March 23.—Juke box was back in the comic strips this week in Harold Teen drawn by Carl Ed, with one of the best plugs for phonographs yet to appear.

Strip featured the main character, Harold Teen, singing with the phonograph in its chief locale, Pa Jenk’s Sugar Bowl soda fountain. Episode begins with Teen flipping another character a nickel and telling him to “Shug the jive and give out with notes.” He and Jinks comment “not bad” as Teen sings.

The startling new engineering developments—new revolutionary styling—new easy-to-service automatic phonograph in work at Mills is truly today’s prelude to tomorrow’s profit! Its eye-catching simplicity, fidelity of tone, steady performance spell more plays, more profits. That’s why leading dealers everywhere recognize that it’s worth waiting for.

Irving Sandler Buys Omaha Co.

DES MOINES, March 23.—Irving Sandler, operator of Sandler Distributing Company here, announced that he has purchased the Howard Sales Company of Omaha.

He said the Howard company will be located at 1256 Farnam Street in quarters that were recently remodeled at a cost of $20,000. All Merchants will be in charge of the Omaha office, Sandler said. Purchases also included the Howard firm’s routes and the service staff will be increased from three to six men to handle all service business, he reported. Both Aireen and Ex-Kritik machines will be distributed there.

Danny Kaye, Sophie Tucker Albums Get Play on N. Y. Jukes

NEW YORK, March 23.—Two juke operators here report that during the recent record shortage they have installed Sophie Tucker and Danny Kaye records from their personal albums with “great success.” While the prices are a little higher on these recordings ($2.50 and $2.75) they claim, also has been accepted in several of the finer cocktail lounges. Disks of this type also run much higher in price, but in a great many spots it has proved itself and been a means of keeping good pay locations happy.

The Billboard

MILLS INDUSTRIES, INCORPORATED 4100 Fullerton Avenue, Chicago 39, Illinois
Both-Sides-Same-Tune Disks Please Ops, Distribs Report

CHICAGO, March 23—Coin photographers in Chicago have expressed their approval of the new disks with the same tune on each side by buying 41,000 of the platters in the past four months, distributors have reported.

ECA-Victor reported that it has sold Chicago territory were Star Dust, Beer Barrel Polka, and Boogie Woogie, each of which chalked sales of 4,900. Fourth place went to Josephine with a 3,500 sale.

Kosmo Records; Inc., California distributor, which waxed five tunes the same way, has tallied sales of 12,900 on these joke box specials, according to James H. Satur, distributor for them. Their titles are Loop De Loop, No Time For Hants, Patience, and Fortitude and The Ghost of Barrel House Joe. No figures were available from the sales staff in among these platters.

In the Victor pressings, stress was placed on building as well as tunes making most of their releases of recordings that had already won popularity on the Jukes, such as Tommy Dorsey doing Boogie Woogie. Idea was made on that NBM with a full-dress announcement to the trade, accompanied by appropriate personal appearance from the artists. It was greeted with huahs from the phonograph operators since they fully understood the idea for several years, without response from the diskers.

Julie Nagel

Unchallenged, Victor had made at least one preliminary test along the same line with a double-sided pressing of All The Things You Are. On that platter, however, different bands recorded the number on each side.

Tricks on the disks were the same as regular issues with exception of Victoria's Donkey and Serenaders, recorded by Allan Jones. All other Victor numbers have been group presentations.

Ordering of the disks began in November with a request for joke operators through the country to indicate how many of each number they would buy in order to gauge pressing at Victor's Camden, N. J., plant. According to Frank Harsh, sales manager, the joke box record division, response surpassed expectations. Incidentally, he said, Victor's sales department saidGeorge C. Rsten, head of the company's Chicago office, that the joke box trade is ready to handle repair calls at all times.

To the public, the concern announced the new disk pressings, which service has now been put on a working schedule. It points out that it is in their routine to keep in close touch with the latest survey of hit tunes to provide locations with platters which will keep "tops in variety and popularity." Adds that the maximum wide and seven inch deep.

The company operates mainly in the Midwestern states, and the firm plans to extend its operations to the Maritime provinces and one of the coin machine trade of the Canadian maritime provinces and one of the first by a joke box operator addressed directly to the public.

Another firm has taken space in Halifax daily to acquaint joke customers as well as operators with the company's service and advertising activities. Reporting that the company's service personnel has augmented from the armed forces, the firm announced that service now in available 24 hours a day. Operators are now asked to phone to the Coney Island showroom, warehouse or service department when they are ready to handle repair calls at all times.

TO THE PUBLIC

This means that the joke box operators are ready to handle repair calls at all times. The company operates mainly in the Midwestern states, and the firm plans to extend its operations to the Maritime provinces and one of the coin machine trade of the Canadian maritime provinces and one of the first by a joke box operator addressed directly to the public.

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Sell YOUR MUSIC!
DON'T JUST Offer IT!

- These auxiliary wall speakers—plus No. 1000 on the preceding page—complete a line unmatched in excellence—and in irresistible music salesmanship.

Shown here—in natural color—are the Dahlia (16-inch hexagon—8-inch p-m speaker); the Daisy (20 by 21 inches—8-inch p-m speaker—indirectly lighted) and the Rose (24 by 28 inches—12-inch p-m speaker—indirectly lighted top and bottom). They're beautiful. They're decorative.

In tone, there's nothing better. It's the band in person. Packard adds nothing—takes away nothing. It's the true voice of the instruments—just as recorded—just as the listener wants it. Such reproduction means each beautiful melody calls for another. Packard sells your music—doesn't just deliver it!

Pla-Mor Speakers operate with any phonograph—floor or hideaway. Add Pla-Mor Selective Remote Control Wall Boxes and you have the Packard Pla-Mor Music System—tops in quality—fairest in cost—surest in bringing extra profit.

PACKARD MANUFACTURING CORP.

HOMER E. CAPEHART, Chairman of the Board
Exotic! Right out of fairyland like a make-believe bubble-bath in enchanted pink champagne!

Shimmering * Sparkling * Scintillating * Spectacular

For sheer, sparkling, scintillating, effervescent beauty, nothing can approach the 1000-Packard's proudest presentation. For tone—liquid melody floating in the air—no ceiling speaker can touch it. It's more than beautiful. It's truly "out-of-this-world"—like a bit of enchanted fairyland—like a make-believe bubble-bath in pink champagne.

It rotates — operates with any phonograph — it's terrific
Jules H. Peres Opens Building With Juke Show

"NEW ORLEANS, March 23—Recent grand opening of a newly constructed home for his distributing company highlights the growth of Jules H. Peres's coin machine enterprise here.

Opened during New Orleans's Mardi Gras festival, the opening was in conjunction with the first showing of a new Alcoa juke boxes, for which J. H. Peres Distributing Company is distributor in Louisiana and Southern Mississippi.

Firm also distributes products of J. D. Jennings & Company, Williams Manufacturing Corporation, Eagle quartics and Eldeen Needles. Another Peres company, New Orleans Coin Machine Exchange, Inc., is in the operating field where Peres rates as one of the city's largest music men.

New Office

Located at 2636 Canal Street, the new distributing headquarters is now in a modern two-story structure, reportedly built at a cost of more than $50,000.

Display room and office are on the first floor, with the second given over to service department and stock room. Coin Machine Exchange remains at 622 Prytania Street.

Peres, who began as a coin machine operator some 20 years ago, now employs eight people in his distributing set-up alone.

Mrs. Peres acts as office manager, in charge of the Peres company's records and books.

Roland Gilliste recently joined the firm. He is handling distribution of juke boxes. Mrs. Peres acts as office manager. Servicemen include Philip Catanzaro, H. J. Peres, Oscar Catanzaro, and Samuel Pennicoff.

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New Chi Store For Wurlitzer

CHICAGO, March 23—R. C. Rolling, president of the Rudolph Wurlitzer Company, announced that his company will spend $150,000 in a new Chicago retail store, just next door from its present location on South Wabash.

Store will occupy five floors. The record department, on the street level, will have 30 soundproof listening booths. Layout is scheduled to be completed early next year.

Rolling said the work is part of the firm's $1,000,000 program to expand its factories and stores, including the plant at North Tonawanda, N. Y.

Attention, Music Operators

In Middle and Eastern Tennessee, Southern Kentucky, Northern Alabama and Northern Georgia.

Rock-Ola's 'Phonograph of Tomorrow'

Now on Display at Our Office

An Operator's Dream!

See It! Play It! Buy It!

H. G. Payne Company

312-14 Broadway

Nashville 3, Tennessee

Records

Bel-Tone
Juke Box
Mercury
Musicraft
Regis
Sterling

In Stock and Shipped Out of Atlanta Same Day Order Received

Friedman Amusement Co.

441 Edgewood Ave., S. E.
Atlanta, Ga.
MOASC Talks Up CMI Plan On Publicity

Photo Fecs Discussed

LOS ANGELES, March 23—Further discussion of organization plans and principles was held at a recent meeting of the Music Operators Association of Southern California. Richard Gallagher, president of Santa Ana, presided over the activities.

Aberley Steiner presented the list of new members, and Secretary-Treasurer Walley reported on the activities at the last meeting and gave a treasurer's report. Communication was read by Movers and Stutts, including a letter from James Gilmore, secretary of Coin Machine Industries, Inc., regarding the public relations program for the establishment of CMI throughout the state. Gilmore's plans, as presented, met with hearty approval from the membership, and several subscriptions were pledged.

A committee report was given by Sam Bicklin on the license to operate. Nicklin recently appeared before the Board of County Supervisors, and it was informed that there will be a fee of $1 per machine, plus $1 per sticker on each box, to be paid the fee to Russell S. Ackerman, superintendent of the bureau of licenses, weights and measures.

TO BE HEADED

CHICAGO, March 23—Al Sebring, executive head of Ball Products Company here, announced that he will soon head a new record manufacturing company. Plans of the new concern were not announced.

Declaring that practically the full production of the company will be channeled to juke operators, Sebring said that several bands and artists already have been signed to the new firm.

"The new records will be pressed in Chicago and Hollywood, with most of the masters being cut in Hollywood." Sebring said. "Each record will bear the label: For Use in Coin-Operated Instruments, Exclusive.

Associated with Sebring and the new record firm will be M. T. Styne. They are going into business for starting production as soon as possible and also for greatly enlarging the activities of the firm. Arrangements are being made to include talent and to give complete record service to music operators in the trade. According to Sebring, the firm will always have as its one objective that of furnishing the best records to operators of juke boxes.

A committee report was given in music circles here that M. T. Styne is a brother of Julie Styne, writer of such popular show tunes as "Long Time and I Walk Alone.

Plan New Coin Radio in L. A.

LOS ANGELES, March 23—H. A. Held and M. L. Cohn, of the Radiomobile Co., have laid plans for the building of a coin-operated radio.

The unit will consist of a five-tube chassis mounted in a fireproof cabinet, and is expected to play 30 minutes for a dime. It is designed to provide for each new production as soon as possible and thereby allowing hotels and such locations to provide for the maximum output.

New Radiomobile cabinet will be 38 inches high, 16 inches deep and 12 inches wide. Delivery of the units is slotted for May. Company has announced that the first cabinet has been made to a San Francisco hotel.

In the hands of Strahl's band leader, "Skip," Young Strahl, who is directing his own orchestra at the age of 16, is now out of the army with a new department. In between 400 and 500 music operators throughout the city are expected to inspect the new machine.

Mpls. Juke Levy In Law Tangle

MINNEAPOLIS, March 22.—Both juke box operators and city officials were present yesterday at the meeting of the Minneapolis juke box ordinance. When the new law was enacted February 2, placing a $10 license on every music machine, no date was set for the ordinance to go into effect. At this meeting, not one operator paid the fee to Russell S. Ackerman, director, of the bureau of licenses, weights and measures.

Operators of the 900 to 1,000 machines in the city were given the city code "do not pay" for payment. Operators indicated the language of the ordinance was new and, in the first that the city charter requires that licenses be renewed yearly, that for the first year at least, operators would pay two $10 fees on their juke boxes.

To complicate the situation the city council recently reinstated a license provision calling for a 10 per cent royalty, up to 20 per cent for late fillings.

To offset this, the city council has had a new record firm will be M. T. Styne. They are going into business for starting production as soon as possible and also for greatly enlarging the activities of the firm. Arrangements are being made to include talent and to give complete record service to music operators in the trade. According to Sebring, the firm will always have as its one objective that of furnishing the best records to operators of juke boxes.

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The unit will consist of a five-tube chassis mounted in a fireproof cabinet, and is expected to play 30 minutes for a dime. It is designed to provide for each new production as soon as possible and thereby allowing hotels and such locations to provide for the maximum output.

New Radiomobile cabinet will be 38 inches high, 16 inches deep and 12 inches wide. Delivery of the units is slotted for May. Company has announced that the first cabinet has been made to a San Francisco hotel.

In the hands of Strahl's band leader, "Skip," Young Strahl, who is directing his own orchestra at the age of 16, is now out of the army with a new department. In between 400 and 500 music operators throughout the city are expected to inspect the new machine.

Mpls. Juke Levy In Law Tangle

MINNEAPOLIS, March 22.—Both juke box operators and city officials were present yesterday at the meeting of the Minneapolis juke box ordinance. When the new law was enacted February 2, placing a $10 license on every music machine, no date was set for the ordinance to go into effect. At this meeting, not one operator paid the fee to Russell S. Ackerman, director, of the bureau of licenses, weights and measures.

Operators of the 900 to 1,000 machines in the city were given the city code "do not pay" for payment. Operators indicated the language of the ordinance was new and, in the first that the city charter requires that licenses be renewed yearly, that for the first year at least, operators would pay two $10 fees on their juke boxes.

To complicate the situation the city council recently reinstated a license provision calling for a 10 per cent royalty, up to 20 per cent for late fillings.

Set Pittsburgh Phono Showing

PITTSBURGH, March 23.—Inauguration of the new AMI juke box here was made this week when the Urban Room of the William Penn Hotel was given for April 14, according to Suit, president of the American Coin-Up-Music Company. List of celebrities and juke artists who will attend the showing is lengthy. Music for the evening is
Two more

OFFICIAL DISTRIBUTORS OF MILLS MUSIC
who will bring you satisfaction, service, and profit
with the fresh, new Mills Automatic Phonograph.
This phonograph—embodying a new conception
of musical enjoyment—reproduces a tonal
smoothness, introduces a style of beauty, never
before realized.

serving you with mills music

It's worth waiting for

MILLS MUSIC

We are proud as a Peacock

... to be chosen exclusive Northwest distributor for Mills Industries.

Our appointment by Mills Industries is recognition of our
20 years of honest conscientious service to the Northwest
operators.

The quality of the product and the integrity of the distributor is an unbeatable combination.

Watch for our ads
appearing
in The Billboard
every week
BOBBY HACKETT (Melrose 1401)

fine piano fingering in both the classical and popular school, is the Steinerway's own adaptation of an eight-ball frame for the Rama-Korecky descriptive tale of the elusive bumble bee, which comes out takes this spin over the top. From a well-knit sax section, this initial spinning brings forward a band that is still well in the rough. However, Maestro Ray does manage to impress, and notably, for a fine and spirited design for Patience and Fortitude. Counting on his own playing with the blended harmonies of the gang, maestro Ray, Mc Kinley captures the mood of the song in a lively clip. It is a swing spiritual. Little to recommend in the band's earliest splashes of the oldie, You're Got the Change Again, which puts Peggy Martin's chirping to a disadvantage.

DINAH WASHINGTON (Apollo 368)

soothing alto sax weave the melody patterns against the counterfeit melody of the band, Boys Sherlock and his band with blues with the musical bank bringing in an eddy sax solo and tenor sax shot. Fourth side spins with brightness, a wonder of three dandified cornetists. Not set designed for the music boxes.

MILDRED BAILEY WITH RED NORVO AND HIS MUSIC (Grunwalt Bros.)

The rhythm harmonization of the Satisfiers, led by Helen Carroll, with Ray Casay's full-bodied band on the support, turns in a canvassing splatter for Love Is So Terrific, a rhythm for which his singing alone serves. Filling is pleasant, but devoid of any distinguishing characters or a style that might turn out to be a established style. Lack of platter personality is even more pronounced in Personified, release side of recent release. It's expecting too much to expect the platter sides.

DICK THOMAS (National 5011)

Mizzin' in the Mandolin, Groovin' in the Krustist Blues-FT; V.

Dick Thomas spins as a blues magnate and jazzer's Owen's for the Blues side, and for outdoor circles he brings to it some measure of interest. Neither is it so bad for Too Soon to Tucson. A small jazz band provides bright rhythmic support, with Johnny Ford as a guest, for Too Soon to Tucson. It's a rhythm in which his singing alone serves. Filling is pleasant, but devoid of any distinguishing characters or a style that might turn out to be a established style. Lack of platter personality is even more pronounced in Personified.

Too Soon to Tucson will extract the phone play, oh! there is strong staked appeal in the Blues side as a novelty necessity.

PHIL MOORE FOUR (Oscar 5353 and 15857)

Oe Man River-FT; V.

In September Song-FT; V.

Bud Freeman-FT; V.

The Harlemese twist to the tune, as applied by Phil Moore in his characteristic商量, telling the story of the oldie jingle, I've Got Sixpence for the oldie jingle, I've Got Sixpence for which his four-man team vector is more limitative among those who delight in his delight, his live singing for Oe Man River. It may not be too hard to tell, however, his efforts are entirely far-fetched, as a bit of unbridled trump, guitar and rhythm instruments, evoke no greater sound than their own.

The phone appeal very limited, oh! the tune title may bring some interest in Oe Man River.

DAVID ROSEN

335 NORTH BROAD STREET, PHILADELPHIA 23, PA.

PHONE: STEVENSON 2258-2259

160 MUSIC MACHINES

The Billboard

Record Reviews

(Continued from page 33)

BUDD FREEMAN (Majestic 1231)

The Atomic Era-FT.

Just For You-FT.

To most people it will sound like so much noise, but not all. Some, particularly those who worship a tenor sax, they'll be able to pick out the musical message they're processing through hot sides— as Bud Freeman, according to our formula, has done with his etude at the cornet tone and brings, gives out for The Atomic Era. Beyond the catalog of the label, the music is little meaning and less interest. Mated is a false impression of the jazz, the kind of the Chicago scene of jazz, as if we could be a little busy with that. Nothing in this making that needs for real cools.

DUKE HENDERSON (Apollo 387)

That's a Boogie-FT; V.

Wiggle Wiggle Woogie-FT; V.

It's a fine brand of jazz that's hard to find here, particularly for Happy Meaders. Henderson's own band does tops off a spin session with Earl Warren on alto, Hank Jones at the piano, Allen Stewart baying the bass and "Big Sid" Catlett, bawling the drums. Page's rhythmic-swinging serves expressively for his characteristic style of I've Got the World as a String.

Spinning is strictly for the hot jazz fans.

ALFREDO MENDEZ (Recordamedia-FT; V.

Come To Taos Sombrero-FT; V.

Highly palatable Latin Rhythms with Bolero beats are placed here with a short bit of河西 receiving good baritone voice in Spanish for selections of his own composition. This side pleasingly serves an attractive melody for Rivera's romping swing, with a more spiritual style for his Cono Te Sonora.

Where the south-of-the-border selections are favored, both of these sides register for phone play.

DIANA WASHINGTON (Apollo 358)

You've Got No Boot-FT; V.

It's crystal-clear chipping on the part of Diana Washington with plenty of sympathy understanding for the race-blue form that makes use here. Sings it body and soul for Wise Women Blues, a song about quitting her love for her unfaithful lover and no more worrying her mind because she becomes the little feet of Nevada No Voot No Boot is typical Harlemese guttural spinning at a lively clip as she prances, not to give it away. If she can't get what she wants. Lucky Thompson's small horn provides the proper musical spirit for Miss Dinah's song.

Of the race-blue spin-ups, this one stands out for the race spots for spinning No Voot No Boot.

JACK SMITH (Majestic 7157)

Let's Put Out the Lights-FT; V.

It calls for the post piping to the chromatic flavor, packed in the words and music of a blues and a waltz, developed by the old chanson. And Jack Smith, in good voice but not devoted to gushing, brings out little of the hidden charms of the chant. Nor is the oldie Let's Put Out the Lights-FT; V. any better suited to his singing talents.

Little here to hold the interest of the race crowds.
DANA HARMONIZERS

Barber, 1801, 1802, 1803

The pipe organists that were Sweet and Naught are not these barber shop vocalists selected by the Jana Harmonizers for six sides serving as the nucleus for a record album. Harmonizers are a conventional male quartet with piano accompaniment, and, while showing schooled voices in their harmonizing, capture neither the spirit of the songs nor the times as they spin for six sides running the gamut from 'Coney Island Baby' to 'My Sister Mary'.

DANA HARMONIZERS (Cosmo 472)

GE GAILLARD, entering a highly polish and velvety tenor, captures in 'For the music ops.' 'My Sister Mary' the spotlight. 'Sweet Six Cents' is now center of the New York phonograph trade.

DANA HARMONIZERS (Cosmo 472)

GE GAILLARD (Cosmo 472)

For You Every Day FT; V.

Yith You Every Day should mean much in the band's playing and in Nancy Reed's vocal. The New York phonograph trade.

Love Me sweepstakes among the old-timers at the tap and tavern located in the New York phonograph trade.

Barber Shop Melodies-Sweet Six Cents FT.

BRET SIX CENTS-FT; V.

Bret Six Cents is now center of the New York phonograph trade.

Coast's popularity is now center of the New York phonograph trade.

SCHOON's piano and the hard hit of the New York phonograph trade.

Now, the song makes the impression better than ever. The New York phonograph trade.

A Coast nickel, awarded with Six Cents the better Left for national publicity, if it ever publicity

The New AMI Phonograph is outstanding in style and design.

The New AMI Phonograph is outstanding in style and design. You've seen the rest now see the best.

NYM 40 SELECTION PHONOGRAPH

ON DISPLAY IN OUR SHOWROOM - March 27 to April 5

The New AMI Phonograph is outstanding in style and design.

You've seen the rest now see the best.

At The PREMIER SHOWING OF THE NEW AMI 40 SELECTION PHONOGRAPH

NEW YORK, NEW JERSEY AND CONNECTICUT OPERATORS

You've seen the rest now see the best.

编程助手：将文本转换为自然语言。

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NEW YORK, NEW JERSEY AND CONNECTICUT OPERATORS

You've seen the rest now see the best.
Trailer Show Points Way To More Coin Locations

CHICAGO, March 23—National Trailer Show at the Coliseum this week showed a degree of refinement in trailer facilities and possibilities for trailer cities to be noted in location-conscious communities. A model trailer town on exhibit presents graphically what already is being done in many trailer cities to create independent, livable communities for the nation's growing trailer population.

Included are launderettes, filling stations, communally entertained stores and stores—all of which are admirably employed in trailer equipment. Launderettes, vending machines and joke boxes in such places, it has been pointed out, by trade leaders, would be the ideal means of creating a transient patronage.

With more than 100 models exhibited by 22 manufacturers, trailers are designed with an eye to selling prospective buyers on this latter-day solution to the housing problem. All of these feature comfortable and complete kitchens with table, sinks, refrigerators and gas ranges. Many have complete bathrooms with shower, air conditioning and automatic oil heat assure year-round utility.

Novelty of the show is a two-story trailer at $15,000 with second floor telescoping down when en route. In addition to the total appointments, sports a wood-burning fireplace. More utility-type models are priced at $2,500 to $5,000.

Jennings Names 16 Concerns To Sell Machines

CHICAGO, March 23—O. D. Jennings & Company released the following list of 16 newly appointed distributors:

Fred Anderson, 2352 East 79th Street, Chicago.


John Bath, Salt湖城, Ind.

Leo Bely, Richmond Amusement Company, 251 West Broad Street, Richmond, Va.

H. M. Benson Distributing Company, 512 Second Street, Louisiana, Ill.

F. Burgesson, Barrington, Ill.

P. L. Burgesson, 504 East 50th Street, Minneapolis.

Garfield Novelty Company, 1154 Park Avenue, Columbia, O.

Heath Distributing Company, 217 Third Street, Avondale.

For Salesboard Operators.

A No F's, AndS OR BUTS Rental Plan

Every Machine Guaranteed!

Use any machine as long as you wish.

Want 5 Ball Pin Ball Machines. Send list and price wanted.

For Sale: 3 Pinball Machines at $125.00 Each.

One-Third Deposit, Balance C. O. D.

R. D. BARRY

1604 SWIFTLAND ST.

SCRANTON 4, PA.

WANTED TO BUY

BALLY QUEEN

UNDERSEA RAIDERS

VICTORY SPECIAL

WANTED TO BUY

WILL PAY FOLLOWING PRICES

Wurlitzer 611 $90.00

Wurlitzer 711 $100.00

Wurlitzer 616 Light Up $100.00

(All Counter Models Must Have Stands)

Want 5 Ball Pin Ball Machines. Send list and price wanted.

FOR SALE 3 Pinball Machines at $125.00 Each.

One-Third Deposit, Balance C. O. D.

R. D. BARRY

1604 SWIFTLAND ST.

SCRANTON 4, PA.

WANT TO BUY

WILL EQUIPPED-OPERATING

SALESBOARD MANUFACTURING CO.

FINANCIALLY RESPONSIBLE

Dealers Required to

DAVID J. ZIMMER

115 B, LAFAYETTE ST.

CHICAGO 6, ILL.
THE NEWEST SENSATION!
A TESTED WINNER!
SKEE BARREL ROLL

The only Skee Alley Game that offers real skilled competition because player can increase his score by rolling ball into the center of the field, and the upper hand is scored by the player who makes the most points in a given time, resulting in a beautiful, designed logo game.
- 10" x 6" long (two sections)
- A table & a tested winner on location
- Matching barrel supplies. Home screen competition
- Exquisitely finished with chrome trim
Almost 10% sold in operation

Distributors, Write for Quantity Prices!

PREMIER COIN MACHINE
MANUFACTURING CORP.
577 Tenth Ave. NEW YORK 18, N. Y.
Phone: Lorraine 5-6525

A NEW MARVEL REVAMP!

CATALINA
FIVE BALL FREE PLAY GAME

Operators and Distributors West
Overboard for HOLLYWOOD, Waite
Until You See CATALINA... Our
LATEST Revamp!

Don't Delay—
ORDER TODAY!
PRICE $249.50

F. O. B. Chicago

Order from your Distributor
or get in touch with us

MARVEL MANUFACTURING CO.
2124 Milwaukee Ave. Chicago 47, III.

UNITED DISTRIBUTORS

621 W. Douglas
(Wichita, Kan.

Triple Plant Size Revealed
By Gay Games

MUNCIE, Ind., March 23—Guy E. Noel, president of Gay Games, Inc., announced this week that the firm has tripled its manufacturing facilities here with the acquisition of 50,000 additional feet of floor space for its ticket game sales and manufacturing plant. At the same time, the firm doubled its manufacturing plant to accommodate the expanded production facilities. The new plant is located on W. Douglas Ave.

Two Buildings

New plant space includes two brick structures located near the original factory. They have been undergoing remodeling for several months. Production departments are now being moved into larger quarters, according to Noel, but the general office will remain at the old site for the present.

Part of the expansion program is the introduction of new machinery units needed to reach scheduled output of the firm's Kan-of-Koin and Spin'n'Win ticket games.

Operators and distributors for the game and ticket merchandise combination will be selected on an exclusive territory basis, said company officials.

Adams To Join Weiler's Firm

KANSAS CITY, March 23—Mr. G. M. Adams, who was discharged from the army March 15, will join the Consolidated Distributing Company as a traveling representative, Irvin Weiler, general manager, announced.

Weiler said Adams, who was a photo reconnaissance flier in the European theater for 16 months, will make his home by plane. Weiler, who was one of the first coin machine distributors to use airplanes in his business, owns one plane and has another one ordered. Adams formerly was associated with him in a distributing firm at Lincoln, Neb.

Consolidated distributes Rock-Ola Williams, Jennings and Evans machines in Western Missouri and Kansas.

IMMEDIATE SHIPMENT

EXHIBIT'S BIG HIT

A Proven Money Maker
We Will Accept Trade-Ins

OPERATORS, JOBBERs
Wire or Write
for Quantity Shipment

United Distributors

621 W. Douglas
(Ph 4-6111)

Wichita, Kan.

DIRECT Positive Paper
CAMERAS—EQUIPMENT

Filing orders count as fast. No delay. Plenty of Eastman Direct Positive Paper. New Low Prices. 2x2 size 1/2 to 2/2 — $5.50. 2x2.5 to 3x2 — $6.55. 3x2 to 4x2 — $7.00. 1.5x4 — $5.50. 2 for $10. Fast death of other types. Check a new line of Cameras, Enlargers, Lenses, Filters, Accessories, etc. Fastest shipment anywhere. New catalog has blank lists everything sent free.

Memphis Photo Supply Company
P. O. Box 1950 MEMPHIS 1, TENN.

EXPORT AND FOREIGN CONNECTIONS

Will arrange shipping and finance purchase for export over reasonable period on all types of coin-operated machines. Inquiries from foreign firms welcome. Need not be in working condition. F. P. & K. DISTRIBUTING CO.

377 Tenth Avenue
New York 18, N. Y.
Longacre 5-6225

FOR SALE

"Better Us" 8 months old, complete ready to go. $3,000.00. Can be seen operating at PLAYLAND, 166 Sunnyside St., Charlotte, N. C.

ROUTE FOR SALE
WESTERN WISCONSIN
19 Mills, 10 Colos, 1 Parliament. Ideal for location in small city, town, village. Easy to operate. Many others available. Each $1,500.00 or better. For more information write for complete list. Price $8,500.00.

F. P. & K. DISTRIBUTING CO.

BOX 100, THE BILLBOARD
CINCINNATI 1, OHIO

FOR SALE

WANTED TO BUY

CHICAGO COIN GAMES
Any Kind—Don't Have To Work—All Parts Must Be Thoro. Class Not Necessary.

F. P. & K.
DISTRIBUTING CO.

377 Tenth Avenue
New York 18, N. Y.
Longacre 5-6225

FOR QUICK SALE
$10,000.00

JOHNSON LTD HOME RANGE, COMPLI-
MENT: 1 GAME. WENDROSENIUS COMPLI-
MENT: 1 GAME. A. C. OAKLEY COMPLI-
MENT: 1 GAME. ALL THREE GAMES

REDHOUND PLAYLAND

Baltimore, Md.

FOR SALE

10 Pins completely automatic Rock-Ola Bowling Alley, 60 foot long, 22 foot wide. Can be in an air condition building, lake, beach, or any other location. Made 1935. Price $2,500.00. Would like to sell to a person who is in the businesse and can do most of the work. Price for 10 Alleys $2,300.00. For sale for $1,500.00.

A. R. DIAZ

114 W. Giralda St. SAN ANTONIO, TEXAS Phone: Kancamagus 4801

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BALLY SURF QUEEN
SENSATIONAL 5-Ball Free Play

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AUTOMATIC AMUSEMENT CO.
Indianapolis, Ind.
Serving Central Indiana
**Automatic Coin**

NOW ACCEPTING ORDERS FOR ALL NEW RELEASES!

BRAND NEW

1c ABT CHALLENGER

$50.00

WRITE FOR NEW PRICE BULLETIN ON OTHER NEW RELEASES! COMPLETE STOCK OF RECONDITIONED EQUIPMENT!

Order Your PARTS From Our Gigantic Stock!

Main Clock Gears, Gears

Mech. Gears

Cash Boxes

Cash Doors

Player's Pocket Gears

WE ARE AUTHORIZED DISTRIBUTORS FOR MILLS PRODUCTS IN ILLINOIS AND IOWA

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**Flash!**

NOW TAKING ORDERS FOR NEW ABT "CHALLENGERS"

DON'T DELAY—FIRST COME, FIRST SERVED

WE PROMISE TO MAKE FASTEST DELIVERY IN THE COUNTRY

NOW SHOWING

LITE LEAGUE--$425.00

NEW AMUSEMENT MACHINES

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**Write—Get on our Mailing List!**

**PHONOGRAPH**

**WALL BOXES**

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**Automatic Coin Machines & Supply Co.**

4135-41 Armitage Ave. (Phone CAPitol 2454-45) Chicago 29, Ill.

---

**West Side Distributing Company**

612 Tenth Ave. (Phone CIRCLE G.7533) New York 16, N.Y.

---

**Apoologies, Moe Fine!**

Through an oversight the name of MAFCO CORPORATION, Ltd. was omitted from the list of Aireon Distributors announced recently in Billboard.

---

**Buy “Fair Play” Ticket Games**

YOU buy “Fair Play” Ticket Games and you buy the best. We are the largest manufacturer of Toy Tickets...sold exclusively by distributors and operators. Easy to handle for faster play...make you the most profit. Made for Jobs or Bars and use on any “Challenging Ticket” Vendor. Illustrations and instructions.

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**Superior Products**

14 N. Peoria St., Chicago, 7, Ill.
$125.00 COMPLETE

WE ARE DETERMINED TO MAKE THE BEST AND SELL FOR THE LEAST

ALL NEW

TRANSFORMER

TICKER

COIN CHUTE

SOCKETS

BULBS

WIRE, ETC.

SUPERVISED BY AN ACCREDITED ELECTRICAL ENGINEER

Write, Call or Visit

PERFECT GAMES COMPANY

3094-6 W. 2nd St. (Phone Cleveland Island 6-2312)

Brooklyn, N. Y.

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SAM GARBER

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March 30, 1946

The Billboard

AMUSEMENT MACHINES

BALLY’S "VICTORY SPECIAL"
1 BALL MULTIPLE F. P.

Also Delivering
BALLY’S "VICTORY DERBY"
1 BALL CASH PAYOUT

TRI-STATE SALES CO., INC. • PIONEER DISTRIBUTING CO., INC.
585 TENTH AVENUE, NEW YORK 18, N. Y. CHELSEA 2-4648

PEACHES from GEORGIA
EVERY MACHINE A PEACH OF A BUY
If any machine is unsatisfactory notify us within 48 hours after receipt of machine and full refund will be given. No argument whatsoever.

MUSIC MACHINES

Wurlitzer 26-A .......................... $105.00
2 Wurlitzer 26 Victory .................. 205.00
J2 Wurlitzer 26 .......................... 165.00
J2 Wurlitzer 26R .................................. 170.00
J2 Wurlitzer 26 .......................... 180.00

ARCade MACHINES

Shoot the Chutes .................. $110.00

PIN BAllS

Every machine thoroughly reconditioned, rails scraped and guaranteed ready for location

JENNINGS IS BUSY ON SOMETHING BIG!

HEATH DISTRIBUTING COMPANY
217 THIRD ST.
PHONES 2061 and 1611
MACON, GA.
BUY THE BEST AND LATEST
K-80
ASTROLOGY SCALE
Expertly rebuilt
$169.50
Includes 18,000
8 Sets) ASTROLOGY TICKETS
1c Coin Chute

BLACK CHERRY BELL CABINETS
BRAND NEW $43.00 Each
GOLD, SILVER, COPPER, CHROME CABINETS...
BRAND NEW
NEW BLACK CHERRY BELLS FOR SALE!
Brand New—Prompt Delivery
5c Play, 10c Play, 25c Play, 50c Play
Write for Prices

CENTRAL MANUFACTURING CO.
652 W. Walnut • Tel. DEarborn 2034 • Chicago 6, Ill.

ARIES
MARCH 21-APRIL 19
LIOCATE INTERNET No. 1. Puts you on a cross country immigration of your personal and professional stars and planets. Will enable you to understand your personal and professional fields of thought and action. You will be able to interpret the meaning of the stars and planets as they apply to your personal and professional life.

Tickets for ASTROLOGY SCALE $5.00 for Set of 3,000
1/3 Deposit With Order

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U.S.A.

More Profits—More Fun
With Our Patented

AUTOMATIC BINGO

• Made for continuous play.
• No taxes necessary once held in stock.
• Self-contained transport markers slide bottom and top at the flick of a finger.

Write for samples
REGAL MANUFACTURING CO.
9714 Irving Park Chicago 18, Ill.

JAR TICKET MFRS.

Master Arcade Mechanic
"People want excitement. All types, model, soda, novelty, pinball. Every Fourth Unit. Nothing else! Address: BILL FINL

PHILIP FABER

STANLEY GERSH

NOW—ROTATION—READY

Very fascinating new electrical group game
AMMCO DISTRIBUTORS
2513 MILWAUKEE AVE. (Capitol 1111), CHICAGO 47, ILL.

Rauland VISITRON Phototube having high value on applications for double track sound systems or wherever dual cell operation is required and space is a factor.

Available with caesium surface, either in gas filled or in vacuum for high stability.

To be sure...specify VISITRON!
ACME UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

NEW MACHINES - NOW SHIPPING

UNITED AMUSEMENT CO.
3410-18 MAIN ST.
KANSAS CITY 2, MO.

WURLITZER MODELS

| 24 Top Centers | 7.50 |
| 24 Lower Elbow | 4.25 |
| 24 Top Elbow | 7.50 |
| 24 Top Center | 6.75 |
| 24 Top Outer | 7.50 |

ROCK-O-LA MODELS

| 20 Top Outer | 7.75 |
| 20 Top Center | 7.75 |
| 20 Top Inner | 7.75 |
| 20 Top Elbow | 7.75 |

MILLS

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SFBURG MODELS

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<tr>
<td>Top Outer</td>
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ACME SALES CO.
50 W. Water 2nd Fl.
New York 7, N. Y.
CONSOLIDATE 2-1723

A NEW REVAMP — Immediate Delivery!

MARVEL'S CATALINA

IMMEDIATE DELIVERY!

HOLLYWOOD LITE LEAGUE
STAGEDOOR CANTER
IDAHO STREAMLINER

Many other FREE PLAYS and CONSOLES. Write, wire or phone.

DEAL WITH US
SAVE MONEY AND TIME

GET OUR LIST AT ONCE

MID-STATE CO.
2548 ROOSEVELT ROAD
SACRAMENTO 2691
CHICAGO 12, ILL

WOO-WOO

it's a wow-wow!

Modern, streamlined design with beautiful multi-color top. Dist. not, stand-out figure given top "Hue!:" Two-step. Thd. 1008 holes! 5c.

TAKES IN ......... $50.40
PAYS (Aver.) .... 22.23
PROFIT (Aver.) $28.77

READY SOON! New, illustrated descriptive circular for other MODERN GLOBE "profit-makers." Write for copy — FREE!

GLOBE PRINTING CO.
1023-25-27 RACE ST.
PHILA. 7, PA.
Bill Wolf announces
PREMIERE SHOWING of
THE NEW AMI PHONOGRAPH

- SAN FRANCISCO: APRIL 3 AND 4, 1946
- SEATTLE: APRIL 10 AND 11, 1946

AT OUR SHOWROOMS
- 1175 FOLSOM STREET, SAN FRANCISCO
- 2313 THIRD AVENUE, SEATTLE

M.S. WOLF DISTRIBUTING COMPANY
(Formerly California Amusement Co.)
Other Offices: Los Angeles, San Diego, Portland

**Hit the Profit BULL'S-EYE!**

**SOMETHING NEW for them**

To shoot at... and a sure hit for you in increased slot machine profits!
Every BULL'S-EYE hit sounds a
gong; attracts attention... everyone
wants to try BULL'S-EYE! Color-
ful, illuminated score board creates
added interest. BULL'S-EYE does its
own selling. Location tests prove
double and triple present income.
Don't pass up this sure hit!

**BULL'S-EYE fits ABT ranges— one at each side. Quickly installed; no drilling. Payor resets own score by pressing button. Requires little attention. $189.50 F. O. B. Toledo. 25% deposit, balance C. O. D. Write today for this money maker.**

**URBAN INDUSTRIES**
616 Adams St.
Toledo 4, Ohio
Genuine 'CAMEL' Cigarette Lighter

Two Fuel Tanks • Special Design Wick Holder

Liner CLEANTreated Flame • Mirror Bright

Finish • One Hand Operation • Precision Made

Genuine • Individually Boxed • Counter Display Card With Each Dozen

Sample Lighter .......................................................... $2.00

Gross Lots ................................................................. $212.40

WE FURNISHE:

AS SALES BOARD DEAL

AS FOLLOWS:

400 Holes @ $e—Takes In $40.00

20 Plays Cigarettes @ $6e—Pay Out............... $5.00

Not Too Many Left—$50.00

QUALITY PREMIUM DEALS

BOB ERATH CO. Manufacturers Agents

HOLIDAY BLDG. ALABAMA & OHIO STS. INDIANAPOLIS 4, INDIANA

WANT TO BUY!

SUPER BALL COMB.

Hi Hands—Club Balls

Three Balls—Four Balls

F. P. — J. P.

WRITE—PHONE TODAY!

Call us for New Mills Vest Pockets!

H. ROSENBERG CO.

625 10th Avenue, New York 19, N. Y.

LONGACRE 3-2479

FOR SALE

AMUSEMENT DEVICES

2 KING PINS. Each........................................ $175.00

3 SHOOT THE CHUTES, Ea........................... $75.00

H. ROSENBERG CO.

2459 Grand River Ave., Detroit 1, Michigan

Want To Buy!

Mills Black Cherry Bells

Specials For Sale

120, 120, 120, etc.

Earnhardt Novelty

46.00

Jewel Novelty

20.60

Gallop Novelty

61.60

Fun Novelty

18.00

Victory Novelty

50.00

Wanted—Music Route

IN OR AROUND RICHMOND, VA.

All Information Strictly Confidential. Cash Sale.

The Billboard

EDELMAN

Box D-157

Cincinnati 1, Ohio

NEW EQUIPMENT ★ ★ IMMEDIATE DELIVERY

Bakers PACERS

Jennings "BRONZE CHIEFS"

Jennings "CLUB CHIEF"

Marvel "CATALINA"

Bally "VICTORY DERBY"

SHAFFER MUSIC CO.

605 South High St., Columbus 15, Ohio

6227 McCorkle Ave., Glendale, W. Va.

EXCLUSIVE SEEGBURG DISTRIBUTORS

WANTED—MUSIC ROUTE

AN OR AROUND RICHMOND, VA.

All Information Strictly Confidential. Cash Sale.

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EXCLUSIVE SEEGBURG DISTRIBUTORS

WANTED—MUSIC ROUTE

AN OR AROUND RICHMOND, VA.

All Information Strictly Confidential. Cash Sale.
March 30, 1916

**NEW SCALES SOON**

We Can Rebuild Your Old Scales and Make Them Look Like New

Get your Scales rebuilt now and have them ready for your big season.

**WATLING MFG. CO.**

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889 — Tel. COlumbus 2770
Cable Address "WATLINGITE," Chicago

**MILLS NEW POST-WAR MACHINES**

**ORDER TODAY**
**IMMEDIATE SHIPMENT**

**BLACK CHERRY BELL**

This wonderful new Bell is now ready for delivery in its 3 Rail and 6 Play type. Will be distributed and started with minimum discharge of Scales. Write for complete details.

Write for Details

**NEW VEST POCKET BELL**

The Vest Pocket is a complete Bell, containing all parts of the Bell. Paying mechanism. Operating roll, operating system is secure by bay frame. Action can also be instantly altered, automatically raising the random dials from 500 up to 500. Write for details.

Write for Details

**FOR SALE—READY FOR LOCATION**

**BANISTER & BANISTER DISTRIBUTING CO.**

**GUARANTEED TO SATISFY OR YOUR MONEY BACK!**

**NEW RELEASES—NOW DELIVERING!**

**SUSPENSE**

March 30, 1916

**CATALINA**

**FARMOUSTOOK**

**JACK HAMMER**

**RIVIERA**

**BELL PRODUCTS CO.**

**BELL PRODUCTS CO.**

2000 N. Oakley
CHICAGO, ILL.

(Phone 3027)

1065 Mountview Blvd.
SAN FRANCISCO, CALIF.

(Douglas 4475)

WRITE FOR COMPLETE LIST

**Write for Information**

**SICKING, INC.**

**WHILE THEY LAST!**

**DOMINO JR.**

A Complete Casino Game in Deluxe Junior Size—Top Attraction for Big Play or Louder Locations!

**The Billboard**

**Est. 1889**

**Write for Information**

**BANISTER DISTRIBUTING CO.**

4444 MICH. AVE.

RILEY 4187

INDIANAPOLIS A, IND.
CENTRAL OHIO COIN QUALITY BUYS

"There Is No Substitute for Quality"

PIN BALLS

- Knockouts: $100.00
- Big Parades: $80.00
- New Olympics: $60.00
- Precision: $40.00
- Zig Zag: $40.00
- Cyclone: $40.00
- Sea Lances: $30.00
- Ten Spots: $30.00
- Varieties: $30.00
- Shoot the Bartender: $30.00
-_Playball: $30.00
- Legionnaire: $30.00

CONSOLES

- Superkell, F. & P. Co.: $325.00
- Superkell, R. & P. Co.: $325.00
- Bally Club Bells, C. P. & F. P.: $325.00
- Buckley Track-Odds, S. W.: $325.00
- Triple Entry, S. Coin: $325.00
- Central Ohio Coin Machine Exchange

ARCHAIC EQUIPMENT

- Model A - E. $100.00
- Mule: $100.00
- Rolex: $100.00
- Band Recorder: $100.00
- Periscope: $100.00
- Roll: $100.00
- Exquisite Big Hit, E. D., 4 Color Model

NEW MACHINES - PROMPT DELIVERY

- Mills New West Pachinko: $60.00
- Gittler's Space Door Ganter: $60.00
- Mills Olympic Weight Bell: $60.00
- Olympic: $1,500.00
- Bally Victory Special: $1,500.00
- Bally Olympic: $1,500.00
- Supreme: $1,500.00
- Superkell, E. D. : $1,500.00

MOVING ANNOUNCEMENT NEW ADDRESS

WE ARE NOW SITUATED IN OUR NEW OFFICES AND SHOW ROOMS, ALL ORDERS PROMPTLY FILLED.

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

CENTRAL OHIO COIN MACHINE EXCHANGE

185-189 E. TOWN ST., COLUMBUS 15, O. Phone AD 7949, AD 7993

Z New MERCURY CONVERTED RAY GUNS

Shoot the Bartender

Maid 'n' Monster

CONVERTED FROM
Seeburg, Chicken Sam
Jap or Convict

- Biggest Money Maker in Ray Guns
- Entire Mechanism Rebuilt From A to Z by Mechanics Who Have Spent Years in the Business. Looks and Operates Like a New Machine.
- Cabinet Completely Refinished and Repainted
- Conversion in Four Lustrous Colors.

FOR SALE!

ONE PRICE FOR EITHER MACHINE

$155.00

F.O.B. CHICAGO

Send 10c Remit.

SHOOT THE BARTENDER • MAID 'N' MONSTER

CONVERSIONS

- Installed on Location in 20 minutes.
- Original Price Includes a Doll Hand-Painted by a Well-Known Chicago Artist.
- Conversion Background in Four Colors.

ANT TYPE OF AMPLIFIER REPAIR—24 HOUR SERVICE

Mercury Coin Machine Company

661 N. CLARK ST.
CHICAGO 26 ILL.

TELEPHONE BRIAGATE 3115
acclaimed

the best!

"SUSPENSE"

- "SCHEMATIC" PANEL
- VISUAL BALL LIFT

ORDER FROM YOUR JOBBER OR A WILLIAMS REGIONAL DISTRIBUTOR

Williams
MANUFACTURING COMPANY

141 W. HURON ST.
CHICAGO 10, ILLINOIS
TESTED Empire Coin MACHINES

NEW! MARVEL'S LATEST

UNSTUCKER RAIDER, GUIN 5370.00
MUNCHER RAIDER 505.00
SILVER RAIDER 5275.00
GOLDEN RAIDER 5250.00
UNDERSEA RAIDER, GUI 5287.50
AMUSOMATIC LITE-LEAGUE 5250.00
F. K. K. R. D. R. ROLL 5125.00
VICTOR Y-V-NUC & CUM VINDY 550.00
TCHOTCHOKENIA, SEP 5210.00
EVANS TEE-TURF 5399.00 FREE PLAY
EVANS 5C RANITAS & CALLING DOMINOS 530.00
EVANS 5C RANITAS & CALLING DOMINOS, CASH PAY, 10-Day Delivery 516.00

SPECIAL! WIN TIL 7:1 COMPLETE WITH STAND 5239.00
SPECIAL! A.B.T. CHALLENGER!! NEW! DELIVERY IN 2 WEEKS 549.00

CONSOL $1 SUPER BELL, COMB. $374.00
5-WAY SUPER BELL, 5-45 $489.00
NEW SATELLITE, C.O.P. & P.O. 5330.00
MILLS JUNIOR, C.O.P. 5229.00
$2 SILVER MOON, PAY OUT 5192.00
WATERING BIG WIN, COMB. 5192.00
RALLY BIG TOP, P.O. 5229.00
$2 JENN, FAST TIME 5192.00
$2 JENN, FAST TIME 5192.00
DAILY CLUB BELLS, COMB. 5239.00

ONE BALLS

CONTEST, 1 OR BALL, F.P.O. 5635.00
FAIRGROUND BELL, 1 OR BALL 559.00
PACIFIC BELL, 1 OR BALL 5289.00
KENTUCKY 5289.00
CURIO BELL, 1 OR BALL 5635.00
TURF KING 5285.00
LONG SHOT 5289.00
RUSH Hour, 1 Ball, P.O. 5192.00
RECORDING TIME, F.P. 5192.00
LONGSHORES 5289.00

WANTED!

5% FIVE LEADER, ZOMBIE, STAR, BANG-BANG, DOUBLE PLAY, OUR DREAM BULLY, SKY BLAZER & WEST WIND EQUIPMENT, SEND YOUR LIST. WE NEED F.P. CONSOLLES!!

NEW REVAMPS

RIVIERA 2275.00
RIVIERA 2275.00
AMUSOMATIC LITE-LEAGUE 2275.00
A.B.G. DOWLER 2275.00
BELL BOP 2275.00
TEXAS MUSTANG 2275.00
TEXAS MUSTANG 2275.00
TEXAS MUSTANG 2275.00
TEXAS MUSTANG 2275.00
TEXAS MUSTANG 2275.00
TEXAS MUSTANG 2275.00
TEXAS MUSTANG 2275.00

USED PIN GAMES

NORDOPE 68.00
HOTSPURS 68.00
PERSUADER 68.00
HOTSPURS 68.00
CRACKERS 68.00
TEXAS MUSTANG 68.00
TEXAS MUSTANG 68.00
TEXAS MUSTANG 68.00
TEXAS MUSTANG 68.00
TEXAS MUSTANG 68.00

SLOTS

CAMERON 68.00
GROETCHEN COLUMBIA, Fruits 68.00
GROETCHEN COLUMBIA, 68.00
540 JENN. SKY CHIEF, SPECIAL 554.00
540 JENN. SKY CHIEF, SPECIAL 554.00
540 JENN. SKY CHIEF, SPECIAL 554.00
540 JENN. SKY CHIEF, SPECIAL 554.00
540 JENN. SKY CHIEF, SPECIAL 554.00
540 JENN. SKY CHIEF, SPECIAL 554.00
540 JENN. SKY CHIEF, SPECIAL 554.00
540 JENN. SKY CHIEF, SPECIAL 554.00

ANNOUNCEMENT

The Billboards Telegram Company of Philadelphia, Pennsylvania, has purchased from the everybody's Superior Company of North America, Ltd., the business of manufacturing and selling the "Billboards," "Philly"-coined as well as the trade mark, "Billboards," and "Philly," and is now the owner of the patents and registered trade marks relating to said business.

The manufacture and sale of "Billboards" and "Philly" amusement devices, wherever and by whomsoever made, will be conducted exclusively by the Philadelphia Telegraph Company.

The new "Philly-Board" device will be thoroughly tested and will contain improvements to the current "Philly" and the "Billboards" amusement device.

Due to the necessity of manufacturing an amusement device, the "Billboards" device will be published in the near future together with the "Philly" and "Billboards" device.
March 30, 1946

**AMUSEMENT MACHINES 179**

**IT'S NEW IT'S TERRIFIC**

**LOCATION TESTED AND PROVED**

**COINEX SHOOT THE BEAR RAYGUN WITH FREE PLAY UNIT**

CONVERTED FROM CHICKEN SAM AND JAP

Cabinets are completely refinished and repainted. Entire mechanism rebuilt from top to bottom. Looks like a brand-new machine-operates like a brand-new machine. Has top player-appeal and is a consistent year-round money-maker. Free play unit has never been used with ray gun before. Gets terrific play. Be the first in your territory. Order your unit now. Immediate shipment.

**MONEY-BACK GUARANTEE**

All Coinex Equipment is sold on a money-back guarantee. We take the chance.

**FREE PLAY COINEX UNIT FOR SEEBURG CHICKEN SAM, Jailbird, JAP, AND SIMILAR CONVERSIONS INSTALLED IN 5 MINUTES ON LOCATIONS**

**NO SOLDERING — NO FUSSING**

**JUST PLUG IN IT'S READY TO OPERATE**

**$1175 SOLD ON MONEY BACK GUARANTEE**

**A NEW REVERSING BEAR TARGET FOR YOUR COINEX RIFLE RANGE RAY GUN ESPECIALLY MADE FOR THIS MACHINE AND IS ALSO ADAPTABLE FOR CHICKEN SAM AND JAPs INSTALLED ON LOCATIONS $4.75 IN LESS THAN 5 MINUTES COMPLETE**

**$14.75 COMPLETE conversion ready for installation.**

**WANTED SEEBURG CHICKEN SAM AND JAILBIRD MUST BE COMPLETE WITH ALL PARTS. NOT NECESSARY IN GOOD WORKING ORDER. WILL PAY $50.00**

---

**WONDERFUL OPPORTUNITY FOR COIN MACHINE ENGENEER-DESIGNER**

We want a top notch man who is experienced in the Coin Machine Business and has the creative engineering ability to design "QUICK TO CLICK" games and amusement devices. We'll Pay Top Money—for a Top Man Only!

Write in Confidence for Interview

**AMUSEMENT ENTERPRISES CO. 2 COLUMBUS CIRCLE (Phone Circle 6-6631) NEW YORK 19, N.Y.**
**AMUSEMENT MACHINES**

**Tire Billboard**

March 30, 1946

**24 hour ARCADE OPERATION CHECK-UP'S**

**SHOW AMUSEOMATIC**

**Lite League**

**TOPS THE WHOLE FIELD IN INCOME**

*Reasons:*

- **UNUSUAL PLAYER APPEAL**—Exciting, fast game.
- **MORE GAMES PER HOUR**—Machine controlled tempo—can't be changed by player.
- **ABSENCE OF PINS - BALLS - PLUNGERS - OTHER TROUBLESOME GADGETS**—assures maximum in continuous, uninterrupted operation.

**THIS MACHINE**

LEGAL IN MOST STATES

$425

1/2 DEPOSIT, BALANCE C.O.D.

**AMUSEOMATIC CORP.**

4556 N. KENMORE AVE. Phone ARDmore 7910
CHICAGO 40, ILL.

---

**MIKE MUNVES**

is now delivering

**THE COMPLETE LINE OF**

**"EXHIBIT"**

BRAND NEW ARCADE EQUIPMENT

- **Ideal Card Vender (1000 Cards Free)** ........ $29.50
- **Blue Bird (2000 Cards Free)** .................. $295.00
- **Air Mail Letter (2000 Cards Free)** .......... $295.00
- **Wishing Wall (2000 Cards Free)** ............. $295.00
- **Merry-Go-Round of Love** ....................... $295.00
- **Pop-o-Meter** ..................................... $295.00
- **Magnetic Thermometer** ......................... $295.00
- **Love Tester** ..................................... $295.00
- **Kiss-o-Meter** ..................................... $295.00
- **Screen Test (2000 Cards Free)** ............... $335.00
- **Mystic Eye (2000 Cards Free)** ................. $335.00
- **Radiogram (2000 Cards Free)** ................. $335.00
- **Magicheart** ...................................... $335.00
- **Streamline Card Venders (1000 Cards Free)** $72.50
- **Three Blind Mice (Set of 3, complete with Base and Sign)** $218.00
- **The Three Wise Owls (Set of 3, complete with Base and Sign)** $218.00
- **Three Wheels of Love (Set of 3, complete with Base and Sign)** $218.00
- **Three Little Meters (Set of 3, complete with Base and Sign)** $218.00
- **Cock-Eye Circus Machines, Ea.** ............... $89.50
- **Knotty View Machines, Ea.** ................... $89.50
- **4-Way Card Vender (5000 Cards Free)** .......... $275.00
- **Vitalizer** ...................................... $225.00
- **Fist Striker** ................................... $225.00

All machines are on display in our showrooms—come in and see them today! Immediate delivery!

NOW IN STOCK—The complete Exhibit Line of Post Cards, Accessories and Display Signs.

Get set for spring and summer—place your orders for this new "Exhibit" equipment NOW

**MIKE MUNVES**

Exclusive Distributor of "Exhibit" Arcade Equipment

510 WEST 34th STREET • NEW YORK 1, N. Y. • BRYANT 9-6677
ATTENTION

METAL TYPER OPERATORS

The exclusive manufacturing and sales rights for the METAL TYPER NAME PLATE MACHINE has been purchased by us from the Groetchen Tool Co.

QUALITY ALUMINUM DISCS THAT WORK RIGHT Made With Original Groetchen Dies

Beware of inferior quality discs which are harmful to all Letter Dies in your Metal Typer Machines.

ALL OPERATORS INTERESTED IN SECURING METAL TYPER MACHINES, PARTS AND HIGHEST QUALITY DISCS

WRITE DIRECT TO THE

STANDARD SCALE CO.

"Manufacturers of the New Groetchen Metal Typers"

715 N. KINGSHIGHWAY

ST. LOUIS 8, MO.

WE CAN BE UNDERSOLD
BUT WE CANNOT BE BEAT FOR QUALITY

BLACK CHERRY CABINET SETS

INCLUDES WOOD CABINET COMPLETELY ASSEMBLED, READY TO USE

NO FILING OR FITTING

CASTINGS IN BEAUTIFUL HAMMERLOID FINISH WITH BRIGHT CHERRY ORNAMENTS—POLISHED, ETCHED AWARD PLATE—CLUB HANDLE—DRILL PROOF PLATES—CABINET RAILS AND POLISHED MONEY CUP. COMPLETE ...

GOLD CHROME CABINET SETS

Beautiful Gold Chrome Finish. Set includes Cabinet $44.75
Fitted and All Parts as Listed Above. Complete ...

SILVER CHROME CABINET SETS

Set Includes Cabinet Fitted and All Parts as Listed $34.75
Above. Complete ...

Why Use Inferior Sets When the Best Costs No More?

BAKER QUALITY SAVES MECHANICS' TIME

When ordering specify NICKEL, DIME or QUARTER plays. Also specify 3/5 Mystery, 2/5 or 3/5 One-Cherry payoff.

BAKER NOVELTY COMPANY

1700 W. WASHINGTON BLVD.

CHICAGO 12, ILLINOIS
"SMILEY"

MAKES ITS DEBUT SOON!

LIST OF DISTRIBUTORS TO BE ANNOUNCED

Watch "THE BILLBOARD"

"SMILEY" the brand NEW Game with "real appeal"

Manufactured by

PIONEER COIN MACHINE CO.
2634 N. Laramie Avenue Chicago 39, Illinois

PIONEER 2727

"Pioneer" Will Pioneer

ATLAS
headquarters for
NEW EQUIPMENT

PIN GAMES
NEW!
DELIVERING NOW:
STAGE DOOR CANTEEN $249.50
EXHIBIT BIG HIT (Single Coin Play) $298.50
REVAMPS: IDAHO, OKLAHOMA, GRAND CANYON, CATALINA, STREAMLINER, EA. $249.50

ARCADE EQUIPMENT
NEW!
DELIVERING NOW:
GOALIE $525.00
TOTAL ROLL $525.00
TEN STRIKE (F.P.) $435.00

SLOTS
NEW!
Jennings Bronze Chief, 5c $249.50
Jennings Bronze Chief, 10c 259.50
Jennings Bronze Chief, 25c 269.50
Jennings Stand'd Chief, 5c 249.50
Jennings Stand'd Chief, 10c 259.50
Jennings Stand'd Chief, 25c 269.50
Jennings Super Deluxe Life-Up Chief, 5c $274.50
Jennings Super Deluxe Life-Up Chief, 10c 284.50
Jennings Super Deluxe Life-Up Chief, 25c 294.50
50c Pace Deluxe Bell 500.00
$1.00 Pace Deluxe Bell 600.00
Groethen Columbia Jackpot Bell 132.50

GUSHER
DAVAL'S NEW COUNTER GAME SENSATION
(Write for Particulars)

CONSOLES
NEW!
DELIVERING NOW:
BAKER PACERS, 5c $475.00
BAKER PACERS, 5c DAILY DOUBLE JACKPOT $525.00
EVANS BANLIGHT, 5c JACKPOT P.O. 596.50
COMING SOON:
EVANS CHALLENGER (TWIN COIN) $295.00
EVANS 25c BANGTAILS, JACKPOT OR COMB. FREE PLAY & PAYOUT

USED EQUIPMENT

SLOTS

Vest Pockets, Bl. & Gold $ 46.50
Columbia, J.P. 82.50
Columbia, Gold Award 72.50
Jone, 5c Victory Chief 124.50
Jone, 5c Club Delux 149.50
Jone, 5c Silver Moon Club 149.50
Jone, 5c Silver Club 149.50

ARCADE

Shoot the Chutes $120.50
Sky Fighter 275.00
Hockey 209.50
Air Raider 179.50
Ace-Bomber 275.00
Western Major Leagues 149.50

PAYTABLES

Sport Kings $215.00
Turf Kings 235.00
Kentucky 275.00
Jockey Club 289.00

NOVELTY COMPANY
2200 N. WESTERN AVE., PHONo ARMitage 2505, CHICAGO 47

"AMUSEMENT MACHINES" The Billboard March 30, 1946
PERFORMANCE MAKES

CHICAGO COIN'S

GOALIE

THE Game Sensation of '46

ONE OR TWO NICKEL PLAY

HAS SUCH A TREMENDOUS EARNING POWER OPERATORS CAN'T STOP PRASING

CHICAGO COIN MACHINE CO.

1725 DIVERSEY BOULEVARD + CHICAGO 14, ILLINOIS

PRODUCTION IS STILL LIMITED..SO ORDER TODAY FOR EARLIEST DELIVERY

JACKPOT BELLS

5c — 10c — 25c

GENUINE CHROME

COPPER CHROME

GOLD CHROME

BROWN FRONTS—BLUE FRONTS

30 DAYS' MONEY-BACK GUARANTEE

WATLING 5c ROLATOPS

Rebuilt and Refinished

Look and Operate Like New, $95.00

BUCKLEY DAILY DOUBLE

TRACK ODDS

REBUILT—LOOK AND OPERATE LIKE NEW

PACES SR. REELS (Brand New) $196.50

MILLS FOUR BELLS

Excellent Condition

Write for Complete List of Replacement Parts

BUCKLEY TRADING POST

1225 W. IRVINE ST. CHICAGO 22, ILL. Ph. Vo. Buren 6636

BADGE'S BARGAINS

"OFTEN A FEW DOLLARS LESS—SOMETIMES A PENNY MORE"

MILWAUKEE

See CARL HAPPEL

LOS ANGELES

See BILL HAPPEL

KEENEY RECONDITIONED SUPER BELLS

COMPLETELY REBUILT AND REFINISHED LIKE NEW

RECONDITIONED CONSOLES

Write for Complete List of Replacement Parts

BUCKLEY NOVELTY COMPANY

Exclusive Distributors for

J. H. KEENEY & COMPANY

ROCK-OLA MFG. CORPORATION

COMPAS DISTRIBUTORS

Southern California, State of Arizona and Southern Nevada.

1513 W. FICO BLVD.

LOS ANGELES 15, CALIF.

All Phones: DRE 6126

Badger Sales Company

409 Adams St.

J. H. KEENEY & COMPANY

ROCK-OLA MFG. CORPORATION

COMPAS DISTRIBUTORS

Northwestern Corporation

State of Wisconsin and Northern Michigan.

2546 North 30th Street

MILWAUKEE 10, WIS.

All Phones: KI 3030.
"There is no substitute for Quality" ...

STAGE DOOR CANTEEN

PROVES IT WITH PROFITS!

ORDER FROM YOUR DISTRIBUTOR NOW

D. GOTTLIEB & CO.
“First with the Finest!”
1140 N. Kostner Ave. Chicago 51, Illinois

Here’s the sensational money-maker you want
GENUINE U. S. NAVY
ELECTRIC MACHINE GUN

REAL—NOVEL—BRAND NEW—SHOOTS PELLETS
Set up a battery of four guns and our attractive
target background and start scooping up the dollars!

The ELECTRIC MACHINE GUN was specially developed for the Navy and
used in the Air Technical Training Command for marksmanship training.

These guns are BRAND NEW (not used), are easily operated and actually
hit a moving target at 25 feet. No plumbing or compressors are necessary—
just plug in to operate. Guns are portable and easy to assemble. They shoot
with real machine gun sound effects. SET UP NOW FOR SPRING AND
SUMMER BUSINESS. IMMEDIATE DELIVERY GUARANTEED!
WRITE FOR COMPLETE DETAILS! LIMITED QUANTITY!

RUNYON SALES COMPANY OF N. Y. 593 10TH AVENUE
NEW YORK 18, N. Y.
LONGACRE 3-4820.
BANK BALL is "QUICK to CLICK"

IT HAS ALL THESE ESSENTIAL FEATURES:

QUALITY of materials
SIMPLICITY in operation
BEAUTY in design
TROUBLE FREE mechanism
TESTED on location
OPERATOR approval

And these features always will be incorporated in AMUSEMENT ENTERPRISES CO. PRODUCTS to make them "QUICK to CLICK"
We Are Proud To Announce the Appointment of

DAVE SIMON,

215 WEST 64TH ST. NEW YORK 23, N. Y.

AS

EASTERN FACTORY SALES REPRESENTATIVE

Extensive plans to serve operators of this territory with EXHIBIT'S games are now under way. Distributors in the territory will be announced as they are appointed.

EXHIBIT SUPPLY CO.,

4222 W. LAKE ST.
CHICAGO 24, ILL.
The clean-cut military appearance of a Mills Black Cherry Bell on Safe Stand as shown here, makes a tremendous impression on players, wins hearty approval of the locations. This stand has been designed to fit and become a part of the Black Cherry—*it actually makes it a floor model*.

The Mills Safe Stand, of heavy gauge metal, painted a pebbled textured black, is rich looking and sturdy in appearance, and the attractive Mills Owl insignia appears on front. These Safe Stands can be loaded with sand or any other heavy material to give it a firm foundation and act as a sound insulator.

When you come upon a battery of Mills Coin Machines uniformly lined up for play on these Safe Stands, you are immediately impressed by their good looks, and you will find that the play is better when coin machines are so equipped. Both Mills Black Cherry Bells and Mills Safe Stands are ready for delivery, so when you order your machines, also specify safe stands. Your locations will agree that they are more attractive in their—*Right Dress!*
SILVER CHROME CABINETS

COMPLETE ONLY

specify 5c, 10c or
25c play; 2/5 or 3/5
pays

$39.50

These Brand New Features Included

- LIGHT, DURABLE WOOD CABINET
- DRILL PROOF LINING
- METAL REWARD PLATE
- DENOMINATOR

GOLD CHROME CABINETS

COMPLETE ONLY

specify 5c, 10c or
25c play; 2/5 or 3/5
pays

$29.50

- KNEE ACTION
- UNBREAKABLE JACKPOT GLASS
- CLUB HANDLE
- CASTINGS (Gold or Silver)

REBUILDING

COMPLETE ONLY

of ANY
MILLS ESCALATOR TYPE MACHINES
$69.50

and placed in

A BRAND NEW CHROME CABINET

choice of
SILVER • GOLD • BLACK CHROME

WILL LOOK AND OPERATE LIKE NEW!!!

- COMPLETELY REBUILT
- COMPLETELY REFINISHED
- COMPLETELY REJUVENATED

WE WILL NOT BE UNDERSOLD!!!

Here is the opportunity you've been looking for to make any of your MILLS ESCALATOR TYPE MACHINES look and operate as good as new. We will completely rebuild your machines under the supervision of factory trained mechanics. ALL OUR WORK GUARANTEED. SEND YOUR MACHINES AT ONCE. VERY PROMPT DELIVERY!!! The cabinets furnished include all the features above.

American Amusement Co

4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS • CAPITAL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"
Here it is! A SENSATIONAL NEW

COIN COUNTER

1. LIGHT AS A FEATHER
2. SMALLER THAN EVER
3. LESS THAN 7 POUNDS!
4. ALL NEW DESIGN
5. COUNTS 1c, 5c, 10c, 25c

$139.50 COMPLETE
With Carrying Case and Money Tubes
One-Year Guarantee

NOW 5 WAYS BETTER THAN ANY
COIN COUNTER EVER MADE!

The operator's requirements were the prime consideration in the designing and engineering of this counter.
Weighs less than 7 pounds, 50% lighter than any other coin counter.
Exact size is 6½"x6½"x4". So small, light and efficient that servicemen are enabled
to increase their "stops" by 21% or more.
Automatic operation resets counter and adjusts itself for coins being counted.
Nothing else on the market like it.
Complete with carrying case and two tubes which handle all size coins.
SIMPLE — COMPACT — COMPLETE — EFFICIENT

ONE-THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.

ACE COIN COUNTING MACHINE CO.
3715 NO. SOUTHPORT AVE. BITtersweet 4453
CHICAGO 13, ILL.
Unsurpassed is the record of the CHALLENGER '47. From a position of challenger to the field, it has reached the pinnacle—the top phonograph in the industry.

People cannot refrain from talking—particularly when they discover something exceptional! That is why the CHALLENGER is the most talked about phonograph in the music industry. This growing demand for the CHALLENGER is not an accident. It is the result of a long-standing ideal to produce nothing but an extra quality product—the winner over all. The trade has seen, and now demands, the champion—the CHALLENGER '47.

1000 Drink Capacity

"Temp" refrigeration—Assures low temperature drink

"Angle Flow" valve mixing mechanism

Dispenses cold drink immediately—no idle cooling period

Positive spiral release cup drop

Stainless steel, hermetically sealed tanks

Sanitation improved with filters and ultra-violet rays

Removable cabinet panels on structural chassis of steel

Safety interlock rejector and slug protector

Telephone type, collection-proof coin box

Accurate, electrically operated automatic register

Front door accessibility—easily and quickly serviced

Challenger Automatic Music and Challenger Drink Dispenser on Permanent Display Chicago Showrooms
WHEN 3 IS NOT A CROWD

Jennings three sensational "honeys" don't care to crowd one another out of the picture... each having its own ample abundance of beauty to offer operators as to fit his taste. These "three musketeers" can be seen at your distributor or dealer, or write to factory for further particulars.

Super De Luxe
CLUB CHIEF

BRONZE CHIEF

O. D. JENNINGS & COMPANY
4307-39 WEST LAKE STREET CHICAGO 24, I1L.

STANDARD CHIEF
THE NEW AMI MODEL "A"

PHONOGRAPH

Will Be Shown for the First Time at These Four Gigantic Premieres

LOS ANGELES, March 27 and 28
M. S. WOLF DISTRIBUTING COMPANY
1348 Venice Boulevard Los Angeles, California

NEW YORK, March 27 and 28
RUNYON SALES COMPANY OF NEW YORK
593 Tenth Avenue New York, New York

CHICAGO, April 10 and 11
AUTOMATIC INSTRUMENT COMPANY
Tropical Room, Hotel Continental
505 North Michigan Avenue Chicago, Illinois

PITTSBURGH, April 14
AMERICAN COIN-A-MATIC MACHINE CO.
William Penn Hotel Pittsburgh, Pennsylvania

Everybody Invited! Operators! Distributors!
All manufacturers in the Coin Machine Industry!

AUTOMATIC INSTRUMENT COMPANY
679 NORTH WELLS STREET CHICAGO 10, ILLINOIS
What a dazzling and glamorous beauty the new Seeburg is . . . with its out-of-this-world cabinet of fine walnut, chrome, plastic and lights! But Seeburg beauty is more than skin deep . . . a full, true-to-life tone, new type lightweight PN crystal pick-up head, and easy-to-get-to coin chute and slug rejector, and the fact that coins can't clog . . . are among the hidden Seeburg features that are really "beautiful" any way you look at them . . . because they perform so beautifully!
SEEBURG
SYMPHONOLA "1-46"
WIRELESS WALLOMATIC
3-WIRE WALLOMATIC

SEE IT—
HEAR IT!

SEESEBURG
SCIENTIFIC SOUND
DISTRIBUTION

Exclusive Factory Distributors
J. P. SEEBURG CORP.
EXHIBIT SUPPLY CO.
D. GOTTLIEB & CO.
J. H. KEENEY CO.

SOUTHERN AUTOMATIC MUSIC COMPANY
1542 S. 2nd St., LOUISVILLE 2, KY.
228 W. 7th St., CINCINNATI 2, OHIO
325 N. ILLINOIS, INDIANAPOLIS 4, IND.
425 BROAD ST., NASHVILLE 3, TENN.

211 E. 10th St., CHATTANOOGA 3, TENN.
242 N. JEFFERSON, LEXINGTON, KY.
603 LINDEN AVE., DAYTON 3, OHIO
1329 S. CALHOUN ST., FT. WAYNE, IND.

ABOUT APRIL 15th SOUTHERN WILL BE OPEN IN EVANSVILLE, IND., 710 N. W. 2nd St.
March 30, 1946

The Billboard

AMUSEMENT MACHINES

only Aireon has...

Liquititone

The Ultimate in Electronic Tone Quality

AUTOMATIC VOLUME CONTROL
No blast or mumble, volume controlled by changing noise level in room, from pre-set normal.

NEW TONAL ARCH
Reproduces true tone, regardless of shape or size of room, or nature of walls and ceilings.

PARABOLIC SOUND DISTRIBUTION
Adjustable speaker setting “tailors” sound to shape and size of room, eliminates all dead spots.

RIAA DRIVE TURNTABLE
Eliminates gear noises and motor hum.

MAGNESIUM PICK-UP HEAD
Minimizes record wear, improves tone.

MATCHING FREQUENCY
For range of today’s records, eliminates extra sounds, scratches, etc.

SPECIAL SPEAKER
Aireon designed and built, 15-inch 17,000 cycle, carries maximum range of harmonics and tone.

What one feature of any coin-operated phonograph brings in the most nickels—pays off the biggest profits? It’s the tone-quality, of course—because the folks who pay are buying music—and the music that pleases most is the music that pays best.

Only Aireon can give you Liquititone, that ultimate perfection in tone quality—because only Aireon, the Electronic phonograph, has the features which automatically eliminate all blast or mumble, needle scratch and gear noises, “dead spots” and distortion—and sends through a specially designed speaker only the pure, liquid tones that were put on the record in recording.

For your best locations—where the customers want their music good and often, where you pick the best records for the biggest play, there’s only one phonograph, from now on...

Aireon

MANUFACTURING CORPORATION

General Offices:
1401 Fairfax Trafficway, Kansas City, Kans.

General Sales Offices:
1235 Grand Avenue, Kansas City 6, Mo.

Plants and Laboratories: Slater, Mo. • Los Gatos, Calif. • Oklahoma City
Mexico, D.F. • Kansas City • Greenwich, Conn. • Pasadena, Calif.
Packed with all the profit-proved features of Bally's famous pre-war multiple games, VICTORY DERBY also introduces new play-stimulating ideas that are pushing profits to a new all-time high. Order today for early delivery.

Bally's big beautiful VICTORY SPECIAL is your post-war profit insurance in replay territory. Quickly convertible to one or five ball play... and a fast money-maker either way. For top profits in replay spots order VICTORY SPECIAL today.

Designed by a successful operator known for his ability to pick winners, SURF QUEENS is packed with all the time-tested features of a money-making game, plus new angles that will bring the slowest spots back to life in a hurry. Location tests definitely prove SURF QUEENS a winner in a class with Bumper, Bally Reserve and other famous Bally hits. Be first in your territory with SURF QUEENS—order today from your Bally distributor.
Take a Peek at Seeburg Model 1-46

Last one peek at the new streamlined SEEBURG Symphonola 1-46 and you will know why it has been acclaimed from coast to coast as the number one phonograph of 1946.

1939—SEEBURG was first to introduce complete remote control music system . . .

1946—SEEBURG again leads the way to better music and a more efficient music stem by introducing for the first time scientific Sound Distribution.
During 1946, Wurlitzer's national magazine and coast to coast billboard advertising will register close to **two billion impressions** on the American public. Everybody everywhere will be told over and over again that Wurlitzer Music is "America's Favorite Nickel's Worth of Fun" ... that you can enjoy Wurlitzer Phonograph Music wherever you see the **Sign of the Musical Note**.

Already there has been a tremendous response. Results will be intensified as time goes on. More and better locations for Wurlitzer Factory-Approved Music Merchants. More and better patronage and profits for Wurlitzer location owners. More and more location owners who will be satisfied with nothing but Wurlitzer Phonograph Music. The Rudolph Wurlitzer* Company, North Tonawanda, New York.

*The Name That Means Music to Millions