KING OF THE CARNIVAL

That's the title Warner Bros. is using for its Technicolor two-reeler of the Royal American Shows, the world's largest midway. And the same tag is aptly applied to Carl J. Sedlmayr (inset), owner and general manager of Royal American, for Sedlmayr is a pioneer and one of outdoor showdom's top figures. Playing major American and Canadian State Fairs and Exhibitions, Royal American shows to millions of customers annually. Color photo is a section of the monster midway, taken during filming of the Warner pic at the 1947 Kansas Free State Fair at Topeka. Royal American maintains its own power plant, post office, electric shops, carpenter shops, blacksmith shop, neon shop, train crew, fire department and mechanical shop. Warner film will be released nationally April 4 and will show in some 14,000 theaters throughout the country.
Where there's Smoke! Smoke! Smoke! ... there's FIRE!

NOW—AVAILABLE FOR THE FIRST TIME TO FAIRS AND PARKS

TEX WILLIAMS
America's HOTTEST Record Personality AND THE WESTERN CARAVAN with AMERICA'S GREATEST WESTERN REVUE featuring Smoky Rogers and Deuce Spriggins

BOX OFFICE RECORD
3 RECORD BREAKING MONTHS OF PERSONAL APPEARANCES AT:
The Oriental—Chicago
The Orpheum—Omaha
The Palace—Cleveland
The National—Louisville

CAPITOL RECORDS HITS
"SMOKE! SMOKE! SMOKE!"
"That's What I Like About The West"
"Never Trust A Woman"
"Tell A Woman"
"Happy Birthday Polka"

Write, wire or telephone CLIFF CARLING, Mel Shauer Agency
9120 Sunset Blvd.
Hollywood 46, Calif.

Theater appearances booked by: Harry Romm
Press Representatives: Ted Loeff and Glenn Rose
G. Lombardo
Seeks $13,000
From Famous

Mentions 1929 Deal

NEW YORK, March 20.—Al tho two parties to the contract ended up in court and the matter is now under the jurisdiction of the New York State Labor Board, in which an agreement was reached in 1929 to help raise and popularize various songs, such agreement would not have been reached if the late Lombardo had not been at the helm of his band and music publishing company.

Lombardo, who was a leading figure in the American radio industry, had a successful career spanning several decades. He was known for his contributions to the music and entertainment industries, and his dedication to helping to raise and popularize various songs.

In 1929, Lombardo and a group of investors entered into an agreement with Famous Artists Agency, which was one of the leading talent agencies of the time. The agreement was designed to help raise and popularize various songs, and it was a major milestone in the development of the radio industry.

However, the agreement fell apart, and a lawsuit was filed in court. The matter was eventually settled, but the lawsuit has left a legacy of uncertainty about the future of the agreement. Despite this, Lombardo's legacy lives on, and his contributions to the music and entertainment industries continue to be remembered.

end
Hub Legit in Censor Doldrums

B. R.'s Loath To Risk Cops' Blue Pencils

Also, Good Shows Are Scarce

By Bill Bilek

BOSTON, March 20.—What with bad weather, poor shows, the lumber of the United Booking Office and the active efforts by Miss Buzi in the Hub is nearly on its uppers.

So far as business is concerned, there has been nothing radically wrong since mid-November, when the last survey of the territory was made, covering some of the shows and the poverty of the offerings. As any showman will tell you, "Give us good shows and we'll do business."

Since Boston, Streetcar Named Desire in November, not a single memorable show has come over the Hub. After a few revivals, notably Shaw's You Never Can Tell, plus a number of tired operas, but Boston has lost some good shows which might have come here had it not been for one thing—censorship.

It's Serious Now

The word is getting around now, and it is becoming serious. For many years, Boston has been rated No. 1 as a show city, but never have the authorities censored and ignored censorship in Boston. Even Bostonians ignored it, until the large productions showed up on the theater for a few vicarious thrills.

But if it no longer is a thing to laugh at, today, there is no logic whatever in Boston censorship. The authorities have no way bettered for their jobs, and the demands they make on theaters, managers, producers and writers are riders to their pieces, and they of the city censorship is based on whim, personal prejudice and ignorance. These are hard to fight. It's easier to engage in a battle, and to another city than try to combat the storms of censorship in Boston.

Hence, the Boston Lost Miser Book, A Front Line of People, and Mine Manhattan, among others, and will lose in the future in U. S. A., unless these are used and Boston has not gotten or will not get. There have been many others.

The problem has been discussed, and Ellmore Hughes, in a strong article in The Dudley Herald (February 15), went after the censors hammer and tongs. "Some Angry Notes on Local Censorship," is the title, and she spoke of the "narcissistic and unhelpful cuts" which the censors often demand. Ask the New York producers, ask the managers and they will tell you that the suggestions of the censors are not often in the province of the rewrite man than the guardian of morals. And they demand more.

This presumptuous business will stop only when producers make clear their reasons for refusing to bring their shows to Boston, whenever all forces concerned, newspapers, producers, managers and writers get together and force the censors out of business.

The rumors of the booking office have been on the increase lately, and Ellmore Hughes and Elliott Norton of The Boston Post for the scarcity of shows (See IF FEBRUARY SEASON on page 44).

U.S. Can't Order Brown-Outs In Coal Strike; Cities May

WASHINGTON, March 20.—Any brownouts necessitated by the soft coal situation will be limited to the local level rather than by a federal order such as the one put into effect last November, Senator James McWade, Republican spokesman revealed this week.

A separate federal board ordered in the last United Mine Workers (UMW) strike was issued by the National Power Administration (NPAA) under the Second War Powers Act. SPA officials said, however, that this authority expired June 30, 1947, and the agency was powerless to take any action.

Federal Power Commission (FPC) and Interior Department officials also stated that their agencies had no authority to order a dimming of lights to conserve coal.

"The threat to the nation's power courts was made by Senator McWade (Ky.) and Senator Mooson (Wyo.) at the time that the first brownout was ordered, 1940. Light companies utilizing soft coal are in somewhat better shape, SPA said, with stocks of most companies sufficient to last another month.
Laws, Unions Offset Pettrillo Green Light  
Whole Sitch a Jolly Mess  

NEW YORK, March 20.—Clearance of live music on television puts the industry on notice that American talent will no longer be denied great programming and expansion opportunities. The action is a blow to the label that American radio has been able to function under a blanket policy of virtual non-exclusivity.

The situation is not only curious but tragic, and many executives place the blame equally on both sides. The agreement that is the result of several months’ work is the result of a decision to cut down on the overuse of material which has been allowed to grow to such proportions that it is no longer considered to be valuable to television.

The talks were initiated by the American Federation of Radio Artists (AFRA) and the National Broadcasting Co. (NBC), both of which have been working on a new contract for some time. The agreement covers a period of three years.

The new contract will go into effect on May 1 and will expire on April 30, 1948. During this period, all television networks will be required to pay a minimum of $100 per week for the use of a performer, regardless of the length of the program. The minimum rate will be increased to $150 per week after the first year of the agreement.

The contract also provides for a minimum of 15 days’ air time per month for each performer. This is an increase of 50 per cent over the present rate of 10 days per month.

The agreement includes provisions for the use of material in both radio and television programs, and for the first time, this is being done in a way that is satisfactory to all parties concerned.

The new contract is being hailed as a great step forward in the development of television, and it is expected to bring about a greater degree of cooperation between radio and television stations.

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AFRA Nixes Webs' Proposal For Three-Year Pact Renewal

NEW YORK, March 22—Negotiations between the major networks and the American Federation of Radio Artists (AFRA) on a new three-year contract are about to be deadlocked because the union has refused to accept the 10.7 per cent wage raise offered by the networks. The union has demanded a 11.4 per cent raise, which would make the total increase 22.4 per cent.

AFRA has asked for a 10.7 per cent wage boost plus an additional 1 per cent increase for black and white actors. The networks have made the same offer, but the union has refused to accept it. The networks have also asked for a one-year renewal of the existing contract, while the union is seeking a three-year renewal.

The union said that it would not agree to the one-year renewal offered by the networks, as it would prefer to have the existing contract expired and then negotiate a new one.

AFRA spokespeople have said that they would be willing to meet with the networks to discuss the contract negotiations, but only if the networks agree to the union's demands.

Webs Seek Stable Labor

The position of the networks appears to be one their programs, which are working for stable labor relations over the next three years. They have already offered the one-year renewal to the AFRA, which has refused to accept it. They have also offered a 11.4 per cent raise over the three years, which is less than the union's demand.

CBS Sells Pkg. To Pic Outfit

NEW YORK, March 20—First sale of film rights to a Columbia Broadcasting System (CBS) to a package deal, which was canceled earlier this year, has been announced. The property is Crime Photographer, which was recently bought by Toni (home permanent wave) for a run on the web. Buyer is Baldwin & Malvern, an independent producer, which will distribute the film through Eagle Lion. Anchor hooking has been sponsored on the web.

Bosco Wants Out

Of 11:30 Sat. Spot

NEW YORK, March 20—Bosco, sponsor of Land of the Lost, is interest in the American Broadcasting Co. (ABC) this weekend, as he's planning to make a change from his 11:30 a.m. Saturday slot. The reason is believed to be a conflict of interest, as his show is to be made by Columbia Broadcasting System (CBS) by Lever Bros. for a high-profile spot. Bosco is interested in being offered the choice of several alternative slots, including the 2:30 p.m. slot, which draws a sizable kid audience. Bosco's contract is firm until July 20, with notification due by June 3.

Kapp - Cott Set "Strictly Talk" E. T. Library Service

NEW YORK, March 20—Production of a new kind of transcription library, consisting of only spoken selections instead of the usual musical numbers, has been started by Decca. The speaker is the Spoken Word Library of the Decca Record Company, and the distribution will be handled by the World Broadcasting System (WBS), Decca's transcription department. The library, tentatively being called "Strictly Talk," is being distributed on a weekly basis, with additional supplements to be issued. The library will be issued in 10,000 sets.

The original package will include a set of 100 selections, including famous poetry and verse, songs, light verse, epigrams, etc. Cuts will range from 30 seconds to five minutes, meaning the selection being used is either as a means of establishing bounds for the show or for shows of an advertising nature.

Orating for the platter is being done by Arnold Moss, Raymond Edward Johnson, and John H moss. The platter is being paid flat fees plus percentage, depending upon the deal. The deal is a straight percentage deal. The show will be sold with a contract outlining the use of the transcription sheets on platter shows, special events, religious and holiday broadcasts.

BMB's Combo Rule

For AM, FM, TV

NEW YORK, March 20—Broad Market Broadcasting (BMB) at meeting this week adopted a combination rule for AM, FM, and TV. The rule states that any station may be sold to an individual or group who is not also a subscriber to BMB for all stations. The rule would allow broadcasters to combine stations' total revenue. If such a group has a higher total than the total fees the station would receive, it could subscribe for each station separately for AM, FM, and TV stations, under the new rule. The rule also states that the group would have their audiences measured in a manner similar to that which applies to AM subscribers.
the question is:

"WHY SHOULD I BUY ‘THE ANSWER MAN’?

TO WIT: "The Answer Man" answers some 6,000 questions a week! Everybody from Board Chairman to baffled children tos queries at him. "The Answer Man" is really a big research organization with 10,000 volumes and a list of 20,000 authorities to consult. Everybody gets an answer (unless the question is unethical). The colorful questions go on the air, the rest are answered by mail. The service slices The Answer Man's bankroll but pays off in good will for you in extra promotion. YOU can cash in on that good will, by phoning LONGacre 4-8000 now.

answer:
1. During an average week, people in 1,070,612 homes listen avidly to the evening "Answer Man."
2. It's so effective, no sponsor has ever failed to renew it.
3. It has been on the air in New York for 11 years straight.
4. It's so popular, it now does noon-and-night duty on WOR.
5. It's been rared the second most popular 15-minute local daytime show.
6. It's a low-cost show that brings big-time returns.

heard by the most people where the most people are...
Cleveland TV Pic?

(Continued from page 2) geles (The Billboard, March 6, 13, 20). At the same time, the national headquarters of the American Democratic Action (ADA) revealed here that ADA is contemplating similar action to support the Cleveland TV station when it is before the FCC, which is expected to register before the Los Angeles local.

Cleveland TV Pic

In addition, possibility developed that if the matter is presented to the FCC for Cleveland TV station on 'slant' charge, and ADA be made to throw the KMPC issue into an FCC hearing now underway in Cleveland, the TV station might be given a chance to fight for a Cleveland television channel sought by G. A. Richards, owner of the Cleveland station, and WJR, Detroit. The Cleveland TV station is being heard in the same meeting that is being held Thursday (18) and is to be voted up Wednesday (24). The hearing involves Allen E. Croteau, manager of Trans-Torrid Broadcasting Company; WJW, Cleveland Broadcasting Company, Inc., in addition to WJW.

Natl. ADA Support

James Leod, national executive secretary of ADA, and Joseph Raich Jr., chairman of the national ADA board, have said here that the national organization is ready to contest the decision of the FCC on the Cleveland ADA case. The ADA would now enter a letter addressed to FCC chairman E. R. Farnsworth, stating that the organization has an interest in the matter of public interest, convenience and necessity in the case, as is the situation on the tape, in the current issue of the ADA News.

An American Jewish Congress (AJC) having already filed a petition seeking an inquiry, FCC spokesmen were reportedly said that they would be unable to decide whether a hearing would be started.

Mr. Raich, in commenting additionally on the KMPC case, stated that "some of the news you read in the newspapers and in the weekly radio periodicals are 'slanted' and added that while "usually the 'slanting' of a story is a subject that is covered. In the case of KMPC, we have only heard a few words about what is going on there, and we have no idea what is going on there now." He also said that the FCC is expected to make a decision on the case within a few weeks.

"Citizen" Jim Roosevelt Asks FCC To Move In

(Continued from page 3) lations published exclusively by The Billboard, purporting to show that G. A. Richards, proxy of Station KMPC, allegedly sold a slanting of news broadcasts on his 30,000-watt radio station to a Hollywood radio station, was reported by the group investigating the matter. Roosevelt told the FCC that Robert's television news service, which is not licensed, and that the service has been charged with the improper handling of news. The FCC has not yet decided whether to investigate the matter.

The FCC has not yet decided whether to investigate the matter.

I take the liberty of suggesting that you give this matter every consideration. Mr. Roosevelt's request was made at a time when the FCC was considering the matter. Roosevelt, as I understand it, has been asked to present his evidence to the FCC.

"Federal Communications Commission (FCC):

"Citizen" Roosevelt's letter, with the subject line "FCC APRIL 1948," was sent to the FCC. Roosevelt, a former politician and radio personality, has been a frequent critic of the FCC and has written many letters to the FCC and other government agencies. He has also been a frequent contributor to the press, and has written many articles and columns for various publications.

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**Laws and Unions Offset Petrillo's Green Light**

(Continued from page 5)

fused. Certainly this was one of the few instances of management asking for, and not getting, a pact.

**Other Troubles**

Other tribulations continue to come to light. Last week the Columbia Broadcasting System (CBS), Producer Martin Goech and Foote, Cone & Belding announced American Tobacco's intention to barroll a video show originating from Broadway theaters, and it was subsequently ascertained that the International Alliance of Theatrical Stage Employees (IATSE) has not granted permission to members of the International Brotherhood of Electrical Workers (IBEW)—with whom CBS has a get—to enter Broadway leg houses. Clearances of scripts for this show will be a tough problem, for it is Goech's intention to clear not thru the Author's League of Dramatists' Guild, but with individual authors.

Similarly with this show, actors' usage scales have been set by the Associated Actors and Artists of America (Four A's), the international affiliated with the American Federation of Labor covering all performers, but by Actors' Equity as an individual union.

There are numerous other headaches, chief of which may be the tangled state of music rights—a condition stemming from the fact that the Copyright Act of 1909 has not kept pace with new uses for music. It is believed that the green light given by Petrillo may prod the music publishing industry into hasty action to clarify its muddled video outlook, but at the present writing the exact status of publisher, composer and agent (ASCAP, BMI, SESAC, et al.) with respect to television is not clear. Also subject to clarification is the definition of what type of music rights will be used on video—whether small rights, grand rights or et al. Stations operate on a sort of stopgap, nominal license which can be recalled on 30 days' notice, but nobody knows what can replace it if it's recalled.

In the case of films, clearances are either obtained or get (as in the case of The Late George Apley, which Prexy Nikes Tammal, of the National Broadcasting Company (NBC) had to clear personally with Spyros Skouras, of 20th Century-Fox) or in a state of uncertainty. On old films, for instance, video producers, to make certain of adequate clearance, have obtained permission from the film's producer, director and even the actors who appeared in it. To protect themselves, telecasters now take at least two steps. First, they won't even consider any film unless the person offering it can show absolute control of the rights, with clearances right back to the producer. But because even this sometimes has proved insufficient, they also insist upon warrants of indemnification by the distributor against liabilities or damages arising out of showing of material in case a hidden property owner should pop up with a writ in hand.

Other questions of rights have developed from literary properties, including screen plays, books and magazine articles. Screen writers under contract to studios are seeking to determine how much of an equity they have in their products should the scripts or films be adapted for video. The Dramatists' Guild, in its new minimum basic contracts, permits producers of legit shows to share up to 40 per cent of the playwright's proceeds from video adaptation, but no clear line has yet been drawn as to what is minimum title price or extent of limitation of license. The same problems must be met by the Authors' League generally, which also seems to have been left behind by the rush of tele in its dealings with book and magazine publishers. A new contract, just signed with Random House, calls only for the publishers to get 10 per cent of tele income if the publisher sells the book for videocasts.

Out of this muddle one point is astonishingly clear: a producer or network packaging a television program today does not know what it will cost tomorrow. Jerry Fairbanks, who produces for NBC and Martin Goech, who has his deal cooking for American Tobacco, as well as other producers, have indicated this. These obstacles and uncertainties have always existed—but they now assume a frightening shape inasmuch as the industry, spurred by NBC, is primed for the big push programmewise, salgewise and audiencewise. As one executive remarked, when an agency asks a web, "How much will this cost?" it's kind of tough for the salesman to have to say, "Well, it's like this . . ."

**AFRA BANS DUPLICASH**

(Continued from page 5)

synchronously on AM and tele, will show only musicians. Annunciators, to be as Ben Grauer on the NBC Symphony, will not be telecast and will do their spelling in locations other than the actual pick-up studio. Television Authority was created to amalgamate the various actor's unions claiming some sort of territory jurisdiction. Included in TA are the legit, radio, vaudeville, screen and musical actor unions.

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**Highlights of TV Music Clearance**

(Continued from page 5)

Producers. Another will be an intensive advertising campaign designed to sell recovers. Both drives will be predicated on the angle that full-scale video programming is practically a reality.

The National Broadcasting Company and to a lesser extent the Columbia Broadcasting System have already blueprinted plans for adaptation of AM shows over video.

With full-scale tele production close at hand, ad agencies have already started scouring for services of top musical contractors and orchestra names. Top talent agencies, the Music Corporation of America and the William Morris, report an unprecedented number of calls from web and bankrollers checking availabilities.

In talent circles, indications were that the ulcer quotient had risen. Non-telegenic performers wondered if they'd be caught in a situation paralleling the days of the switchover from silent films to talkies.

The live music clearance and the imminent negotiations between the Television Authority and telecasters relative to performer scales, by contrast, pointed up the mass of legal entanglements still to be hurdles by TV operators. These include the matter of music rights (ASCAP et al): jurisdictional disputes either potential or real, as between IATSE and IBEW, and the clearance of literary rights.
**FOCUS**

Radio, Tele Set; Now IMC Calls Waxes

**MUSIC**

**TO DISK BAN**

Music on TV

Full coverage of the many ramifications of the American Federation of Musicians' decision to permit the use of live music on television will be found in the Radio Department this issue. Possible effects on publishers, performers, talent agencies, etc., are all detailed.

**Mr. P's Radio Peace Stirs Speculation Re Disk Ban**

NEW YORK, March 20.—A remarkably quiescent Jimmy Petrillo came to terms with radio and television ban problem within a few months. Such a conclusion is still pure deductive guesswork but those who follow the history of record Bans 1 and 2 feel that enough clues are shaping up to warrant the prediction.

Petrillo, for one thing, now emerges as a steady practitioner of good public relations. At the video-network hearings he touted a trumpet, posed for newsreel and paper's photos. He was completing all the way with the will of his newly appointed flack counselors, Leyshon Associates, who have plied him with handwritten letters to the censors, to take the sting out of the old "dictator" stigma. Editing reaction from the daily press has already proved the value of this approach. Scribes are congratulating Petrillo in the near future, "true collective bargaining," etc.

What's It Mean?

All of this is admirable but what does it mean? Did Petrillo back down before the radio-video interest? Or is the result a public relations ploy? That's not Jimmy Petrillo and there must be other explanations. These probably lie in the present state of the industry but they may soon apply to the present recording conflict.

That there's a softening Petrillo seems clearer and clearer. He started last year at his own musicians' convention and blasted the recording industry. He was strong and uncompromising. When he later officially said, "We will never record again." Later this changed to "hardly ever," but not at the 80 per cent of the players that go into the home; we want to protect the musicians. He has been able to get many censures which have brought some back on his livelihood provided by the commercial uses of records.

**Who's Planning Runners?**

Lately there has developed a flurry of rumors volunteering the tip that a settlement is in store. What are some of these suspiciously multiplying reports? From the recording companies? Doubtful! Every leading recording manufacturer now has a few "teasers" that perhaps Petrillo will take. Secret record, not to talk about until late in the day. With Petrillo directly or indirectly, exclusive agreements, is emphasized and denied and denied. More and more protection for the musicians. Perhaps the union itself is tossing out a few "teasers." Perhaps Petrillo has a better idea. Perhaps Petrillo wants to talk record peace with honor, all this prophesies further "maybes." Williams has been in a quandary for some time. That Petrillo sees no hope of Congress helping him get to recording. In the wake of his defeat here, he clings to the union's royalty take and welfare fund through less legislative action. An election year has turned the伦理 into a movement that would not delay another year or more and may, as a result, have less effect on the industry than the one, which only grab off the big benefits than the musicians' union itself.

**SUMMER'S A-COMIN'**

Coupled with the congressional uncertainty is the knowledge that the warm weather programs will traditionally lower the record business and the future would be most anxious to recapture the rights to use AFM instrumentalists. Perhaps Petrillo realizes that the record firms are staying in business this year and undoubtedly next year without the union's support. It would have been a mistake to know his all along but counted on a long, hard battle to finally bring the players on his side of the table. Perhaps the growing habit of decades and e.firms to go through record programs, or the developing non-union string bands, will make the ban have affected AFM planning. Perhaps the last touch of Joe Prelton is to see the possibility that the ban may be temporary. It is not enough to see secondary boycotts weakened the "work-stoppage" position of the disk industry. Printing-off of one major disk against another hasn't materialized.

On the record manufacturers' side there's also room for "perhaps." Notice the advertising has been quiet. This might mean a wasted volume. The sober disk exec fully expects to see a burst of sales later on when Petrillo's strike is over but when his sales curve drops in summer or beyond, he may be caught off his set element terms. The record companies are waiting for a chance of participating in the market.

**New Pleats**

**Victor Preps "Card" Ditty's All-Voice Wax**

**AFM Frowns on Harris**

HOLLYWOOD, March 29.— RCA Victor has committed itself to the Mr. P's recording ban and is now preparing for release an a cappella Philharmonic Society "Deck of Cards." In almost three months of the disk ban, this is only second or third known case of a major label resorting to an all-voice recording to cash in on an hit-potential tune (Columbia used some treatment with Buddy Clark's "Now Is the Hour"). This also marks the second time in recent weeks that Victor has side-stepped the platter ban to release a tune that had not recorded prior to December 1st. The first case was when Elie Oeberstein, discjockey's artist, and repertory chief, imported British discs of Petronio and Frenswelce (See Victor Preps "Card," page 28)

**Wonder Box**

**NEW YORK, March 29.—The** J. Scanberg Company has unveiled a new music-machine marvel shortly that is expected to pique serious competition to the t. companies and wired-music firms. The wonder box allegedly sells 200 sides at a clip and will be marketed at a "remarkably low price." For full details see the first page of the Music Magazine Department in the back of the book.

**Ban Skirt**

H'llwood Firms Go to Mexico To Cut Disks

**Use XEMO's Studios**

TIJUANA, Mexico, March 29.—Two Hollywood recording firms, Black & White and Black & White Productions, have stepped across the border to enjoy the tax-free sanctuary of Taxhina. Escaping from Mr. P's recording ban, it was learned here. Both firms used the recording facilities of the border's XEMO. This was confirmed by Eugene Carracas, XEMO's general manager, who told the reporters that XEMO had numerous inquiries from other recording companies. Carracas refused to divulge the names of the others until deals are set. According to Carracas, Teleways recorded "several" spot announcements for Wines, and in addition, has set up a recording studio to record other radio spots for others (See H'wood Waxes, page 38).

**Mus-Art Adds Noble**

**Morand to Band List**

NEW YORK, March 20.—Mus-Art Agency this week continued to build its talent list with the addition of two more orchestras, Leighton Noble and Jose Morand. Noble obtained his release from the Music Corporation of America early this week to go with the Mus-Art outfit. Morand, leader of a Latin-American orchestra, was set by his new agency for the Pelham Heath Inn, Brentwood, N. Y., beginning April 5, for eight weeks with orchestra.

**Folks Set to Dish Ban**

WASHINGTON, March 29.—Spurred by James C. Petrillo's agreement this week on a network radio contract, the Industry Music Committee (IMC) is planning to meet in New York March 24 to see to open the way for settlement of differences between Petrillo and the record and transcription industries. IMC spokesmen voiced optimism for the time in weeks over prospects for ending the impasse between the American Federation of Musicians (AFM) and the record-transcription industries, but there was no indication that Petrillo was ready to talk over the issues.

The IMC session will be aimed not only to survey the current situation-Petrillo stalemate, but also to give network members of the committee a chance to bring record-transcription industry members up to date on network dealings with Petrillo including the announced settlement between AFM and television interests.

**Stage for Confab Set**

The stage for the meeting was set here, Thursday (18), at a closed-door (See Radio, Tele Set, page 35)
Creditors Okay Signature Plan; Await Court Decis

NEW YORK, March 20—Signature records' newest arrangement plan, although not yet approved by Judge William N. T. Wood, will be put into effect April 3 if the court approves the plan. The plan, according to the court, will be filed with the court." The court will hold a hearing on the plan on April 6.

Decca Goes Over 32 Million

Net Sales Are Highest Yet; Earnings Dip

Operating Costs Zoom

NEW YORK, March 20—Annual stockholders' report of Decca Records, Inc., was released this week and showed a net sales figure of $32,908,718 in 1947, which set an all-time annual high for the diskery's dollar volume biz. It topped the diskery's net sales for 1946 by $3,333,377.

Southern Suit Ends; Santly-Joy, Disney Settled

Royalty Percentage Fixed

NEW YORK, March 20—Southern Music Company's suit against Walt Disney and the Santly-Joy pubhery, involving publishing rights to three songs written by Ray Gilbert for the Disney Song of the South pelc, was discontinued and settled according to agreements filed this week in U.S. District Court by Southern's attorney, Arthur L. Kapp.

Under terms of the settlement Southern will receive an undisclosed percentage of the royalty money due Disney for a fixed period of time, while Santly will retain the publishing rights. The two sides involved—Donna Dee Doh, Sonner and Later and Everybody Has a Laughing Place—were said to be quite happy with the agreement.

(See Southern vs. E. T., page 38)
WHERE'S THE MUSIC MART?

Survey for AMC Puts Finger On Local Tastes: Analysis By Areas, Cities and Sticks

Guide to Pubbers, Waxers, Instrument Makers

NEW YORK, March 20.—One of the most sweeping market-research surveys ever conducted in the field of music has been completed for the American Music Conference (AMC) by the A. S. Bennett Associates organization working under the direction of Dr. Albert Haring, marketing consultant to the AMC. (Located in Chicago, AMC is a representative group of music merchants, piano and instrument manufacturers, standard music publishers, etc., which was formed in existence last year as part of an effort by the National Association of Music Merchants to discover the "why" of musical interest in America and the "how" of applying business stimuli.)

The results of the study (including 3,750 personal surveys representing a cross-section of American families in 74 cities, towns and rural areas, validated by checks against census figures, radio surveys, etc.) cover the musical preferences, attitudes and activities of 12,813 individuals. The sampling technique and survey methods follow precision methods which represent a costly, unprecedented study of American musical tastes and habits. Results presumably afford a fair insight into music-business potential than publishers and record companies (as well as music merchants and instrument makers) have ever gained singly or in groups.

Instrument Players

According to the survey, the music publisher and instrument maker can assume the following: One out of every eight individuals in the United States now plays a musical instrument (present players), while the same ratio applies to "former players." By AMC definition, "former players" is one who played an instrument at least six times during the year. About 8.9 per cent of the population are piano players; about 8.2 per cent are former players. Among girls, older players in other than bowed-string players constitute 1.90 per cent of the population; frotted-string players, 1.4 per cent; wind instrument players, 1.5 per cent, and other instrument players, 0.9 per cent.

Breaking it down for men, women and children: 8.4 per cent of male adults now play an instrument (12.5 per cent formerly played) while 13.3 per cent of female adults now play (22.5 per cent formerly played). Among grown-ups, then, the female interest in musical instruments is definitely

From the AMC Survey

(See Adjoining Story)

Question: Types of Music Preferred?

(Cross-tabulated by geographic West)

The Answers:

<table>
<thead>
<tr>
<th>Number answering</th>
<th>Total</th>
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<th>Midwest</th>
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<td>None</td>
<td>6,597</td>
<td>941</td>
<td>1,620</td>
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<td>Church music</td>
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<td>643</td>
<td>1,455</td>
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<tr>
<td>Popular classical</td>
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<td>Old favorites</td>
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<td>Popular dance</td>
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<tr>
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<tr>
<td>Cowboy or hillbilly</td>
<td>6,973</td>
<td>643</td>
<td>1,455</td>
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<td>1,493</td>
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<tr>
<td>Country</td>
<td>6,973</td>
<td>643</td>
<td>1,455</td>
<td>1,485</td>
<td>1,493</td>
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<tr>
<td>Boogy-woogy, jive</td>
<td>6,973</td>
<td>643</td>
<td>1,455</td>
<td>1,485</td>
<td>1,493</td>
</tr>
<tr>
<td>All other</td>
<td>6,973</td>
<td>643</td>
<td>1,455</td>
<td>1,485</td>
<td>1,493</td>
</tr>
</tbody>
</table>

Total: 312.5% 200.0% 200.0% 200.0% 200.0%

Survey Points Up Need

For Music Schooling

NEW YORK, March 20.—Results of the AMC—Bennett survey (see adjoining story) virtually prove that the business potential of the music market can be remarkably enlarged if a school music training program is implemented, according to representatives of Harry Coleman & Company, Chicago public relations firm which conducted the American Music Conference.

According to Coleman spokesmen, a five per cent effective increase in the music instruction in the schools (instrument instruction, etc.) would increase the total music market (which includes instrument sales, standard sheet music, etc.—about 27 per cent over a reasonable period of time). An increase of 18.5 per cent effectiveness in school music training would shoot the market potential up 59 per cent. These conclusions are based on the survey's interviewing of families of musical interest in America as well as other basic questions.

The survey shows that the American public is overwhelmingly (85 per cent) in favor of instruction in music in the public schools. About 75 per cent of the individuals surveyed was asked if they would pay for out of tax-supported school funds.

As far as the "real reason behind learning to play an instrument," nearly 75 per cent of the survey respondents said it was for the personal enjoyment and enjoyment they hoped to get out of music. Other significant results: One out of two persons who plays an instrument plays in an orchestra, band or other musical group. Of those who have an instrument, 45 per cent, "What can be done to improve the teaching of music?" 35 per cent answere...
March 27, 1948

The Billboard

MUSIC 17

AND HIS MUSICAL DEPRECIATION REVUE

HITS THE JACKPOT

His Musical Depreciation Revue racked up TOP GROSSES on every one-nighter across the nation!

PITTSBURGH
$222,843.00
CAPACITY

ROCHESTER
$447,100.00
CAPACITY

SPIKES, TOWN and "UGGA BOO BOO BOO UGGA"
with DOROTHY SHAY
SPOTLIGHT REVUE
FRIDAYS 10:30 PM EST
CBS Coast to Coast

Personal Management
ARENA STARS, INC., Ralph Wonders, Pres.
MUSIC CORPORATION OF AMERICA
www.americanradiohistory.com
**Music—as Written**

**New York:**

Capital diskery Eastern exec, Walter Rivers, off for a couple of weeks of fishing off the Coast of Georgia. . . Music Corporation of America exec, Larry Barnett, who has been recuperating from his illness in California, is expected to return to the East sometime this week. It is certain that he will remain in his capacity as coordinator of all RCA offices, but some tradepeople conjecture that Johnny Dungan will remain in eastern operations. Decca Records artist relations man, Mike Conner, getting a Florida sun tan.

With Columbia Records on the market with its $1.50 permanent graphite phone needle, the Duotone people are due out with a 99-cent graphite permanent point.

Paul Gayton and Annie Laurie into Powellten Cafe, Philly, April 10-21. . . Del Rose diskery last week added George Conroy, of Kinston, N. C., as distributor for North and South Carolina, and the Bogeys Supply Company, in Portland, Ore., as distributor in the Portland area. Diskery will release first week in May, Midge Williams, Mountain Style and Sam and Sue April 1 . . . Dizzy Gillespie back from France, into Town Hall for jazz concert Saturday (20).

Vaughn Monroe booked into the RKO-Boston for the week of November 25 at some date he had last November, when he took off 175 for himself. It's his first time theater booker. Don Friend has signed an offer for his advance.

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**MUSIC Execs to Prague**

**New York,** March 26.—John Hammond and David Hall, the diskery's longhair artist and rep director, will fly to Prague at the end of the month to determine what effect the Communist coup in that country may have on their client's sales. Here's a deal, according to Hammond, not only will he determine what effect the Communist coup in that country may have on their client's sales. Here's a deal, according to Hammond, not only will he determine what effect the Communist coup in that country may have on their client's sales. Here's a deal, according to Hammond, not only will he determine what effect the Communist coup in that country may have on their client's sales. Here's a deal, according to Hammond, not only will he determine what effect the Communist coup in that country may have on their client's sales.
NEW YORK SCENE. . . . Famed old 252d Street, by Sunday midnight (29), will have been stripped of its two disk jockey airers. WHOM's Symphonie, under Ray Carroll, who "opened" the Onyx Club last Saturday (24), closed down their midnight-to-4 a.m. hot jazz show from the spot Wednesday (17) after proving of no aid to the sagging Onyx box office.
The St. Clair, Jerry Roberts' Celebrity Corner, 12-30 to 2:30 a.m. every night. Rob's program is evolved from the old Onyx jockey-singer. Each Saturday night, he will have a special program, "The Bill" Roberts program reportedly being sought by a couple of other clubs here, but no deal has been set.

Art Ford embarks on his annual plane trip to London next week, with John Dale set to take over Jock's midnight-to-6 spin stint on WNEW until he returns. Ford will guest on NBC. the English network, during his trip and will also be on his own spin program over London's W1CY's "Juke Box Jamboree" on the night of his arrival in London.

The spinner, meanwhile, says he is writing a book titled "The Big Disk Jockey," with Martin Block returning to New York from London, April 21, with big shake-ups rumored brewing on his current show. . . . Sophie Gimbel sketched to discuss Easter parade finery with Paul Whiteman's ABC show. . . . Ford's April Fool's Day guest will be Columnist Ed Sullivan.

KIDISK WXFEST. . . In Boston, disk jockey-singer Ray Dorey will share his 4 a.m. slot Saturday with his 7 year-old daughter, Carol, via WBZ and WBZA. Carol will review kidisks on her old man's show while Dorey will continue to present wax for the teen-ager's ears. . . . Hartford, Conn. spinner Joe Girand began a five times weekly half-hour children's show on WCCC. Mondays thru Fridays from 9 to 9:30 a.m. Girand will spin kidisks and will narrate tales for tiny tots. . . . Stamford, Conn., WFSM's "Kid's Talk" has been inaugurated a Saturday morning series of kid airers. Tabbed The Half Pint Hit Parade, the program each week features a different Hartford youngster to spin the records and ad lib with house announcer Don Rustuci.

MOUNTAIN TIME. . . Out Denver way yet sagebrush entertainers Dusty and Pammy Walker last week kicked off the latest in the Mr. and Mrs. spinner airers on KOA. Known as Mr. and Mrs. Western Music, they will intersperse Western ballads with their own songs and patter. . . . Pendleton, Ore. ABC spinner Ed Warmoth submits that he represents the typical in a small independent station set-up: Warmoth writes that he is not only a morning spinner but he also is program director, music librarian and production manager and even mows the front lawn in the summer.

SPINNER SPATTER . . . Jungle Fantasy Day hit Philadelphia last Saturday (18), with the Rainbow diskery district there lining up 21 spots for the Eyem Magazine coloring of Jungle Fantasy Day the day. . . . Former WHAT spinner Bill Smith is now handling the Jumping at the Record Shop aircast midnight through noon on WPEG in Philly. . . . Johnny Lang throw a spinner party for Philly spinners on his opening night at the Click Monday (15) prior to his making the in-person rounds . . . Arthur (Street Singer) Tracy in Philadelphia for spinner shots to help his London Records' album . . . Hartford, Conn., WCCC's general manager's wife, Mrs. Henry LeBrun, is a new addition to spinner ranks conducting a 7 a.m. full hour airer offering wax works, city links and running localized contests and gimmicks. . . . Doc Seltzer, Hartford WONS spinner, dishes out daily recipes between spins on his daily shows on WONS, N. Y., WLCY's whole on a Bob Chester Bluebird cookie of We Met Each Other in a Dream is causing some small talk about the tune in Upper New York State. . . . Washington spinner Eddie Gallaher broadcast the show of Igor Stravinsky's last pop plug tune, "The Nightingale," Friday (12) eve via the Jerry Wald Commodore waxing; Commodore diskery's topper, Mil Gabler, guested on the show to fill in background on the tune.

GABBETT GAINS. . . In New York, Station WMCA has signed a 26-week contract with the Hoffman Beverage Company for 45 spot announcements on the Ben Wein-Alane Baruch and Ted Stein shows. Placed thru Warwick & Legler Agency, . . . Chicago's Eddie Hubbard (WIND) takes over one of the Market Basket Quiz, ABC network shows, 9 a.m. Saturday. . . . Also in Chi, Jim Gray, WATI jockey, is now handling club date and radio department for General Artists Corporation's local branch. . . . King Records is sending out Jack Roseborough, former Texas disk salesmen and Stan Berkeley, ex-Washington platter piper, to contact disk jocks. . . . Jimmy Murphy also jock-promoting for Universal disks. . . . Out in Detroit, Vernon J. Bunting (known as M.J.B. on Station WJZ) gets a place in the final elections for office of city safety commission. . . . A three-man jock show highlights initial programming of the new FM station WMFY, in Greensboro, N. C., with Jack Houck, Dick Benson and P. D. (Ted) Austin alternating on the daily 55-minute Muscada show . . . Five hundred kids from the nation are getting a National Laugh Week script to use on the air beginning March 29, thru tie-up between the National Laugh Week Foundation and the Mills Music firm. Script entitled Discontent, features a plug for When You're Smiling, Mills tune. . . . Fourth monthly meeting of Midwest disk jockeys, arranged by Graeme Zimmerman, of Chicago and Midwestern disk jockeys, is set for Saturday (27). Set to attend are Jim Loubeau, WHAS; Bill Nimm, WLW; Bob Pruett, WRE; Paul Roberts, WFRM; Easy Gwynn, WIBC; Gene Sheppard, WCKY, and Paul Buchanan, WSHA.

PLUG FOR PLUG . . . Al Millet, New York disk jock, has rigged up a unique jockey tie-up with Van Fox of the WINS program department to plug Parachute Records. Girl Frenchy, with the Walter Solik orchestra. For one week station is guaranteeing diskery at the Jockey's, day and night day over the Jack Land and Johnny Clark jock shows. In return, Harmonia, with the assistance of Comic Distributing Company here, has promised to paper pette record stores with Julayda streamers giving the Jockey-singer and spinner name credit. Harmonia also is taking daily ads in personal columns of The New York Times and Journal-American giving My (See Vox Jox on page 27)

**VOICE JOCO**

A National Accounting of Disk Jockey Activities

**BRAND NEW RELEASES OF A GREAT OLDIE!**

**"BLUE PRELUDE"**

By GORDON JENKINS and JOE BISHOP

Woody Herman . . . . Columbia 37858
Lena Horne . . . . . . . . . . . . Black & White (to be released)
Mr. & Mrs. Harmonica . . . MGM 10145
Paul Gayton Trio . . . . Deluxe (to be released)
Al Russell Trio . . . . . . . . . . . . . . . . 20th Century 22-20
Boyd Raeburn . . . . . Muscraft 490

**ADDITONAL RECORDINGS**

WOODY HERMAN . . . Decca 3017
JIMMIE LUNCEFORD . . . . Decca 3892
SHEP FIELDS . . . . . Bluebird 1312

**THE ORIGINAL RECORDING**

**PAPLA # 109**

backed by Kelly and Harrigan

a Smash 3-Minute Novelty

**by the FERKO STRING BAND**

is smashing all records for Disk Jockey and Operator plays across the nation

Order NOW From Your Nearest Distributor

**PAPLA RECORD CO.**

8406 LYONS AVE. PHILADELPHIA 42, PA.
TELEPHONE - SARATOGA 9-4137
The Nation's Top Tunes

The title "HONOR ROLL OF HITS" is a registered trademark, and the listing of the hits has been copyrighted by The Billboard. Use of list may not be made without The Billboard's consent.

This Week

1. **I'M LOOKING OVER A FOUR LEAF CLOVER**
   By Mart Dixon and Harry Wood
   Published by Remick (ASCAP)
   Records available: Ray Bick Orch, Signature 15177; Frankie Laine, Mercury 9101; Art Mooty, MGM 10114; Russ Morgan-Milt Herre. Dec 24218; Shirley Ryan, Capitol 43644; Benny Goodman, Columbia 21044; Best Benny Bing Band; Bob Arthur, Columbia, MGM 10151; Margaret Whiting, Capitol 10034; Charlie Byrd, Victor 20-6664; Buddy Clark-The Charlestonians, Columbia 31677; Jerry West Oak, Commodore C4168; Bob Carroll-Dick McKinley Harmony Hawaiian, Decca, 24793.

2. **MANANA**
   By Deke Sharon and Peggy Lee
   Published by Barbour-Lee (ASCAP)
   Records available: Peggy Lee, Capitol 4102; Mills Brothers, Decca 24249; Edmundo Ros Orch, London 187; Jo Loso, Victor 20-3186. (No information on electrical transcription libraries available as The Billboard goes to press.)

3. **BEG YOUR PARDON**
   By Francis Craig and Beauchamp Smith
   Published by Robbins (ASCAP)
   Records available: Frankie Carle, Columbia 15034; Frances Craig, Bluebird 1615; Dinah Shore, Capitol 4490; Frank Laine, RCA Victor, 29-3637; Art Tatum, Columbia 10284; Eddy Louis, Mercury 5104; Edd Howard, Majestic 1215; Russ Morgan, Decca 24333.
   Electrical transcription libraries: Vincent Leips, NBC Theatres; Art Mooty, Associated; Russ Morgan, World.

4. **BALLERINA**
   By Bob Russell and Carl Sigman
   Published by Golden Jay (ASCAP)
   Records available: Jimmy Dorsey, MGM 10146; Vaughan Monroe, Victor 20-2432; Jerry Silverthorne Trio, Mercury 5035; Buddy Clark, Columbia 23044; Ernie Martinelli, Decca 24390; Bing Crosby, Decca 24371; H. Herried Orch, Columbia 339; Glenn Davis, Blankshirts Movietone Reed, Dance-Tone 562.
   Electrical transcription libraries: Lanny Herman, Lang-Worth; Norman Cloutier, NBC Theatres; Jan Gardner, Standard; Shep Fields, Lang-Worth; Charlie Sprink, World.

5. **BRIGHTON BIGHT**
   By Kay Tween, Al Goddard and Al Urban
   Published by Hulwa (ASCAP)
   Records available: Bob Hutton, MGM 10166; Sammy Kaye, Victor 20-2777; Ray Eberle, Columbia, 24320; Guy Lombardo, Columbia 25198; Jo Stafford, Decca 24281; Vic Damone, Mercury 5041; Dick Haymes, Decca 24395; Glenn Davis, Blankshirts Movietone Reed, Dance-Tone 562.
   Electrical transcription libraries: Vic Damone, NBC Theatres; Jo Stafford, Columbia; 25198; Jo Stafford, Capitol 15015; Ted Lewis, MCA Theatres.

6. **BUT BEAUTIFUL**
   By Johnny Burke and James Van Husen
   Published by Burke Van Husen (ASCAP)
   Records available: Laine, Decca 24044; Johnny Mitchell, Capitol 10275; Frank Laine, Mercury 5096; Maxine Sullivan, Columbia 31018; Vic Damone, Mercury 5097; Dick Haymes, Decca 24395; Glenn Davis, Blankshirts Movietone Reed, Dance-Tone 562.
   Electrical transcription libraries: Edy Howard, World.

7. **THE BEST THINGS IN LIFE ARE FREE**
   By Reddy De Spates, Les Brown and Donald Henderson
   Published by Coronado (ASCAP)
   From the Paramount film "Road to Rio." Records available: The Hawaiian Chorus: R. Borden Orch, Crystal-Time 314: Bing Crosby, Decca 24303; A. Dalco, Signature 15177; D. Dennis, London 143; Tony Martin, Major 1714; Deco 10599; Art Lake Trio, De Luxe 1121; Jo Stafford, Capitol 10015; Mel Torne, MCA Theatres.
   Electrical transcription libraries: Russ Morgan, World; Mel Torne-the Page Cavanaugh Trio, Madison.

8. **THE DICKERY-BIRD SONG**
   By Howard Dietz and Sammy Fain
   Published by Robbins (ASCAP)
   From The MGM film "Good News." Records available: Barlow Brothers, MGM 10112; H. pills, Columbia, 24245; Lena Horne, Decca 24290; M. Cohan, Victor 24257; Jack Lenz and His Merry Makers, Columbia 34098; Fred Stone, Victor 20-4657; Guy Lombardo, World; 0.041; MCA Theatres.
   Electrical transcription libraries: Mel Herman-Teeny-Larry Douglas, World.

9. **SLAP 'ER DOWN AGAIN, PAW**
   By Arnold-Cornell-Ashneer
   Published by Choice (ASCAP)
   Records available: B. Yellen, Mercury 5031; Bob cherry, Rainbow 2905; Jimmie Davis, Columbia 24205; Joe Clark, Rubber Orch., William B. Smith, Moodie, Decca 24302; the Bing Crosby, Ed DeBartolo, Capitol 10269; Tom Courtney, Capitol 10116; Russ Morgan, MCA Theatres.
**VAUGHN MONROE**

**It's the Sentimental Thing to Do**

This is a really different Monroe number, moderately slow tempo with exceptional musical feeling. Vaughn and The Moon Maidens on the vocal.

Like We Used to Do

Winner of a song contest In the Boston area, this nostalgic ditty promises to become one of Vaughn's best... he sings with The Moon Maidens again.

RCA Victor 20-2748

---

**SAMMY KAYE**

**Tell Me a Story**

A simple effective song that's getting a lot of sales, with vocals by Don Cornell and The Three Kaydets. The brass and reed "Swing and Swingy" style at its best!

I Wouldn't Be Surprised

Light and buoyancy rhythm, as typical of past Kaye hits. Don Cornell and Laura Leslie trade funny patter.

RCA Victor 20-2761

---

**TONY MARTIN**

"You and The Night and The Music"

Album P-2543

You and the Night and the Music and Good Night Sweetheart

RCA Victor 20-2736

Oh, How I Miss You Tonight and Deep Night

RCA Victor 20-2739

Night and Day and The Night Was Made For Love

RCA Victor 20-2740

All through the Night and Blue Is the Night

RCA Victor 20-2741

---

**HERBIE FIELDS**

**I Wish I Knew the Name**

(Of the Girl of My Dreams)

Herbie on the vocal, in a drinking that clearly shows why his popularity is soaring!

You Turned the Tables on Me

An oldie that's getting a big revival. Crisp, toe-tapping lift backed by the brass, Pat Fisherty turns in a swell job on the lyrics.

RCA Victor 20-2747

---

**LUKE WILLS' Rhythm Busters**

Honky Tonkin' Sal and The Fly In My Ointment

Luke "Shiv up and drink your beer" Wills comes up with a couple of snappy tunes that should rock the jukes. "A" features a group vocal, with clever chatter by Luke himself. On the flip is a duet already up there on another label... but "It's one's BI

RCA Victor 20-2756

---

**THE BLUE SKY BOYS**

(Slill and Earl Bolick)

Remember their hit disk "Kentucky"? Well, "A" is a patriotic ditty that's even better. Pleasing change of pace on the flip.

Let's Not Sleep Again and Don't Take The Light

(From My Dark Call)

RCA Victor 20-2755

---

**HENRI RENÉ**

and his Monetseth Orch.

Todie Ottilie Doolie (The Yodel Polka)

Here's a René waxing to shock in every feel. Speckling accordion and "The Three-O-Niners" billing vocal make this the top version of a smash Swiss novelty sensation.

Every Little Movement

Familiar faster done up in a brand-new toe-tapping way!

RCA Victor 25-1114

---

**STU DAVIS**

and his Northsiders

This well-known recording artist now joins the "Stars Who Make The Hits." His distinctive style is equally hillbilly, western and "Pop"!

When The Snowbirds

Cross The Rockies

Swell vocal in filling wait time.

RCA Victor 20-2750

---

**SPADE COOLEY**

**Whistle Bait**

RCA Victor 20-2749

---

**VAUGHN MONROE**

**Completely Yours**

RCA Victor 20-2712

---

**LOUIS PRIMA**

**Tutti Tutti Pizzicato**

RCA Victor 20-2718

---

**HENRI RENÉ**

**Helen—Polka**

RCA Victor 25-1109

---

**JESSE STONE**

**Sneaky Pete**

RCA Victor 20-2670

---

**EARL HINES**

**Jersey Bounce**

RCA Victor 20-2655

---

**FATS WALLER**

**What's The Reason**

RCA Victor 20-2643

---

**SURE HITS!**

**VAUGHN MONROE**

Matinee

RCA Victor 20-2671

---

**LOUIS PRIMA**

**Oh Florence**

(The Thousand Islands Song)

RCA Victor 20-2619

---
THE BILLBOARD

MARCH 27, 1948

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending March 19

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received from the nation's major jobbers. Songs are listed in order of greatest number of sales. Indications tune is a film (F) or indi-rected soon from a legitimate supplier (M) indicates sheet music jobbers. Songs are listed in order of greatest number of sales. Indications tune is available on records.

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<thead>
<tr>
<th>Position</th>
<th>Song Title</th>
<th>Writer</th>
<th>Publisher</th>
</tr>
</thead>
</table>
| 1        | "A Tree in the Meadow" | Campbell-Connelly | American%
| 2        | "Near You" | Bradbury Wood | Sheppards
| 3        | "When You Were Mine" | Dale and Don Schlager | Sheppards
| 4        | "I Wonder Who's Kissing Her Now" | E. B. Marks | E. B. Marks
| 5        | "Serenade of the Bell" | Edwin Morris | Melrose
| 6        | "Happiness" | Miller & Morris | Brittan
| 7        | "Open Up a Winter Time" | Clopin | Walstock
| 8        | "Civilization" | Clopin | Walstock
| 9        | "The Old Postman" | Clopin | Walstock
| 10       | "We're Goin' to Indiana" | Clopin | Walstock
| 11       | "I'm Happy Right Here" | Clopin | Walstock
| 12       | "The Golden Road" | Campbell-Connelly | Brittan
| 13       | "I'm Gonna Call You Mine" | Clopin | Walstock
| 14       | "The Little Old Mill" | Campbell-Connelly | Brittan
| 15       | "Mystery Meeting" | W. B. Venable | Brittan

ENGLAND'S TOP TWENTY

- -

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<td>Serenade of the Bell</td>
<td>Edwin Morris</td>
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<tr>
<td>Happiness</td>
<td>Miller &amp; Morris</td>
</tr>
<tr>
<td>Open Up a Winter Time</td>
<td>Clopin</td>
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<tr>
<td>Civilization</td>
<td>Clopin</td>
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<tr>
<td>Mystery Meeting</td>
<td>W. B. Venable</td>
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</table>

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the Dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the rank order in which each of the two firms rates the song. In other words, while the No. 1 song in one list may vary, the full list does represent the tunes which are selling best in Canada.

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Rank Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Tree in the Meadow</td>
<td>1</td>
</tr>
<tr>
<td>Near You</td>
<td>2</td>
</tr>
<tr>
<td>When You Were Mine</td>
<td>3</td>
</tr>
<tr>
<td>I Wonder Who's Kissing Her Now</td>
<td>4</td>
</tr>
<tr>
<td>Serenade of the Bell</td>
<td>5</td>
</tr>
<tr>
<td>Happiness</td>
<td>6</td>
</tr>
<tr>
<td>Open Up a Winter Time</td>
<td>7</td>
</tr>
<tr>
<td>Civilization</td>
<td>8</td>
</tr>
<tr>
<td>The Old Postman</td>
<td>9</td>
</tr>
<tr>
<td>We're Goin' to Indiana</td>
<td>10</td>
</tr>
<tr>
<td>I'm Happy Right Here</td>
<td>11</td>
</tr>
<tr>
<td>The Golden Road</td>
<td>12</td>
</tr>
<tr>
<td>I'm Gonna Call You Mine</td>
<td>13</td>
</tr>
<tr>
<td>The Little Old Mill</td>
<td>14</td>
</tr>
<tr>
<td>Mystery Meeting</td>
<td>15</td>
</tr>
</tbody>
</table>

*Publisher not available as The Billboard goes to press.*
IN PERSON
IN CONCERT!

MERCURY RECORDS
presents the
MERCURY CARAVAN
with
FRANKIE Laine • Jan August
Helen Humes
Carl Fischer All-Stars
featuring
Flip Phillips • Buddy Morrow • Buck Clayton,
Tony Scott • Alvin Stoller • Mundell Lowe

Mr. Record Dealer & Mr. Operator
Here is a great opportunity to cash in for some
real promotion which will mean increased sales
for you. Mercury Records is touring this show
on popular demand so that record buyers can see
their favorites in PERSON. Call your local distrib-
utor and ask how you can cash in too!

Wednesday, March 31st
Indianapolis ........... Murat
Thursday, April 1st
Louisville .............. Memorial Auditorium
Friday, April 2nd
Cincinnati ............ Taft Theater
Saturday, April 3rd
St. Louis ............. Kiel Auditorium
Monday, April 5th
Buffalo .............. Music Hall
Wednesday, April 7th
Pittsburgh ........ Sylva Mosque
Thursday, April 8th
Cleveland ........... Music Hall
Friday, April 9th
Columbus ............ Memorial Hall
Saturday, April 10th
Kansas City ........ Music Hall
Sunday, April 11th
Chicago ............. Civic Opera
Monday, April 12th
Detroit .............. Masonic Temple

Mercury Records
839 SOUTH WABASH
CHICAGO 5, ILLINOIS
Here’s the Story
Kavakos Grill
TWO FLOOR SHOWS NIGHTLY
1223 14 Street N.W.
WASHINGTON, D.C.

March 16, 1948

Dean Hudson
Roosevelt Hotel
Washington, D.C.

Dear Dean,

I wish to congratulate you on breaking all existing Saturday and Sunday night attendance records here at Club Kavakos.

I want you to know it was a real pleasure having you and your wonderful band with us during the past week.

I hope your agent will be able to arrange a longer period for us in your return engagements.

Sincerely yours,

William Kavakos

Dean Hudson
AND HIS ORCHESTRA
A GREAT BAND
A GREAT SHOW
OPENING
CLUB 86
Geneva, New York
With
Vic Damone
April 6th

The Billboard
March 27, 1948

Radio Popularity

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 18, 8 a.m., and ending Friday, March 19, 8 a.m.)

These lists give the greatest audiences on programs heard on network stations to New York City and Los Angeles, listed in order of time slots, as determined by the American Record Buyer's Popularity Counts based on survey

(E) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available, Decca 24749; (C) indicates the song controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

1. Balladina (R) - Shapiro-Bernstein
2. Breeze-Pardon A Piece of Me (R) - E. H. Morris ASCAP
3. Big Brass Band From Brazil (R) - Parfum-ASCAP
4. Golden Eagles (F) (R) - Paramount-ASCAP
5. Honky for Love (F) M - E. H. Morris-ASCAP
6. How Lucky You Are (R) - Peite Maurie-ASCAP
7. I'm Looking Over a Four Leaf Clove (R) - General-ASCAP
8. I'm My Own Grandpa (R) - Universal-ASCAP
9. In a Little Hoochery (R) - Mills-ASCAP
10. Love Is So Terrific (R) - Mills-ASCAP
11. New Is the Hour (R) - Linc-ASCAP
12. Pass That Peace Pipe (F) (R) - BMI-ASCAP
13. Precious要及时 (F) - BMI-ASCAP
14. Saturday Date (R) - Southern
15. Saturday Night in Central Park (R) - Southern
16. Sandy O'Shay (M) (R) - RKO-ASCAP
17. Tell Me Your Story (R) - Chappell-ASCAP
18. The Best (R) - Dutchi
19. The Dicky-Bird Song (F) (R) - Robbins-ASCAP
20. The First Time I Kissed You (R) - Harry Warren-ASCAP
21. The Johnny Harty Guitar (F) (R) - Robbins-ASCAP
22. There's No Use (R) - EMI-ASCAP
23. You Do (F) (R) - Brunswick-Yucca
24. You Don't Have To Know The Language (F) (R) - Brunswick-Yucca

The Remaining 19 Songs of the Week

All Dressed Up With a Broken Heart (R) - E. B. Marks BMG
An Old Swimmin' Hole (F) (R) - Shapiro-Bernstein
At the Candelight Cafe (F) (R) - Shapiro-Bernstein
Bye Bye Blackbird (F) - Shapiro-Bernstein
Denny Lumpy (R) - Decca-ASCAP
Dressed Up To Bowl (R) - Harris ASCAP
Finger Tattletale (F) (R) - Ford-ASCAP
Friend Me For a Week (F) (R) - Decca-ASCAP
Four Corners (R) - Universal-ASCAP
FY Outline This Time Last Night (R) - Universal-ASCAP
Let's Be Sweethearts Again (R) - Campbell-Porge
Little White Line (R) - Brunswick-Yucca
Miss Look-A-There Ain't She Pretty (R) - Lewis
Make A Song Tonight (R) - Lewis
More Of You (R) - Lewis
Mose's Cotton Pickin' Blues (R) - Lewis
Say Goodbye To Me (R) - Lewis
This Is The Old Brown (R) - Lewis
You're Dangerous (R) - Lewis

Records Most Played by Disc Jockeys

Record lists herein are in numerical order of artists played over the greatest number of records each week, based on reports from about 250 disc jockeys throughout the country. Sales shown in this chart, other available records on this week's list can be found in the Billboard Hall of Fame, Monday Popularity Chart, Part II, and are likely in the range of this list. (E) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available, Decca 24749; (C) indicates the song controlling performance rights on the tune is indicated.

SONGS

1. MANANA (R) - Peggy Lee-Capitol 10502
2. I'M LOOKING OVER A FOUR LEAF CLOVER (R) - Art Moody-MGM 10119
3. NOW IS THE HOUR (R) - Jack Fields-London 110
4. NOW IS THE HOUR (R) - Jack Fields-London 110
5. I'M LOOKING OVER A FOUR LEAF CLOVER (R) - Art Moody-MGM 10119
6. NOW IS THE HOUR (R) - Jack Fields-London 110
7. SLAP ER DOWN AGAIN (R) - Arthur Godfrey
8. I'M LOOKING OVER A FOUR LEAF CLOVER (R) - Altono Ray-Capitol 451
9. PARADISE (R) - Woody Herman-Columbia 34105
10. I'M LOOKING OVER A FOUR LEAF CLOVER (R) - Art Moody-MGM 10119
11. SABRE DANCE (R) - Woody Herman-Columbia 34105
12. I'M LOOKING OVER A FOUR LEAF CLOVER (R) - Art Moody-MGM 10119
13. MAHOGANY (R) - Woody Herman-Columbia 34105
14. I'M LOOKING OVER A FOUR LEAF CLOVER (R) - Art Moody-MGM 10119
15. I'M LOOKING OVER A FOUR LEAF CLOVER (R) - Art Moody-MGM 10119
ART MOONEY'S "BABY FACE" is keeping the whole record world BUSY!

...by actual survey (The Billboard, March 20, 1948) Art Mooney's "Baby Face" was picked as tomorrow's hit record...

THE DISC JOCKEYS
Pick it...

THE RETAILERS
Pick it...

THE OPERATORS
Pick it...

THE BILLBOARD
Picks it...

Thanks

Disk Jockeys, Operators and Retailers for being such wonderful uncles to my "Baby Face"

Order

MGM 10156

LIST PRICE 60¢

M-G-M RECORDS

NOW AT ROXY THEATER, NEW YORK

THE GREATEST NAME IN ENTERTAINMENT
**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,979 dealers in all sections of the country. Records are listed numerically according to greatest sales. (P) indicates that is a pop item; (M) indicates item is in a legitimate. The B side of each record is listed in Italics.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Retail Price</th>
<th>Weeks in Top 10</th>
<th>Date Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$0.75</td>
<td>9</td>
<td>March 1948</td>
</tr>
<tr>
<td>&quot;IT'S THE FUNKY OLD TOWN&quot;</td>
<td>The Funky Old Town</td>
<td>Decca</td>
<td>$0.75</td>
<td>8</td>
<td>March 1948</td>
</tr>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$0.75</td>
<td>7</td>
<td>March 1948</td>
</tr>
<tr>
<td>&quot;IT'S THE FUNKY OLD TOWN&quot;</td>
<td>The Funky Old Town</td>
<td>Decca</td>
<td>$0.75</td>
<td>6</td>
<td>March 1948</td>
</tr>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$0.75</td>
<td>5</td>
<td>March 1948</td>
</tr>
<tr>
<td>&quot;IT'S THE FUNKY OLD TOWN&quot;</td>
<td>The Funky Old Town</td>
<td>Decca</td>
<td>$0.75</td>
<td>4</td>
<td>March 1948</td>
</tr>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$0.75</td>
<td>3</td>
<td>March 1948</td>
</tr>
<tr>
<td>&quot;IT'S THE FUNKY OLD TOWN&quot;</td>
<td>The Funky Old Town</td>
<td>Decca</td>
<td>$0.75</td>
<td>2</td>
<td>March 1948</td>
</tr>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$0.75</td>
<td>1</td>
<td>March 1948</td>
</tr>
</tbody>
</table>

**BEST-SELLING POPULAR RECORD ALBUMS**

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,979 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
<th>Retail Price</th>
<th>Weeks in Top 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$1.98</td>
<td>9</td>
</tr>
<tr>
<td>&quot;IT'S THE FUNKY OLD TOWN&quot;</td>
<td>The Funky Old Town</td>
<td>Decca</td>
<td>$1.98</td>
<td>8</td>
</tr>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$1.98</td>
<td>7</td>
</tr>
<tr>
<td>&quot;IT'S THE FUNKY OLD TOWN&quot;</td>
<td>The Funky Old Town</td>
<td>Decca</td>
<td>$1.98</td>
<td>6</td>
</tr>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$1.98</td>
<td>5</td>
</tr>
<tr>
<td>&quot;IT'S THE FUNKY OLD TOWN&quot;</td>
<td>The Funky Old Town</td>
<td>Decca</td>
<td>$1.98</td>
<td>4</td>
</tr>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$1.98</td>
<td>3</td>
</tr>
<tr>
<td>&quot;IT'S THE FUNKY OLD TOWN&quot;</td>
<td>The Funky Old Town</td>
<td>Decca</td>
<td>$1.98</td>
<td>2</td>
</tr>
<tr>
<td>&quot;THE BERRY BERRY BERRY&quot;</td>
<td>The Berry Berry Berry</td>
<td>Columbia</td>
<td>$1.98</td>
<td>1</td>
</tr>
</tbody>
</table>
*CAPITOL's got the HOT HITS*

**WESTERN**
- SIGNED, SEALED AND DELIVERED
  - EASY TO PLEASE
    - Jimmy Wakely
  - DALLAS DARLIN'
    - I've Had Enough Of Your Two Timin'
      - Tex Ritter
  - RYE WHISKEY
    - Tex Ritter
  - DON'T TELEPHONE, DON'T
    - TELL A WOMAN
  - BLUE AS A HEART ACH
    - Tex Williams
  - HUMPY DUMPY HEART
    - Today
      - Hank Thompson
  - DON'T FLIRT WITH ME
    - ROCK IN THE OCEAN
      - Hank Thompson

**HILLBILLY**
- WARASH BLUES
  - PEEPIN' THRU THE KEYHOLE
    - Chiffie Starks
  - THOSE DARE CLOUDS DON'T BOTHER ME
    - BAD AND BLUE
      - Eddie Kirk
  - WHAT'S ANOTHER HEART TO YOU
    - A PETAL FROM A FADED ROSE
      - Eddie Kirk
  - RED HEADED WOMAN
    - MISERY IN MY SOUL
      - Uncle Henry's Original Kentucky Mountaineers
  - SWEET THING
    - YOBFLING WALTZ
      - The Original Arthur Smith

**COMING UP FAST**
- NATURE BOY
  - LOST APRIL
    - King Cole
  - LARGO LARGO LILI SOROLO
    - TALKING TO MYSELF ABOUT YOU
      - Peggy Lee
  - MATINEE
    - THAT FEATHERY FEELIN'
      - Gordon MacRae
  - GOFUS
    - DE HILLS OF CALIFORNIA
      - Johnny Mercer
  - SLAP 'ER DOWN AGIN, PAW
    - Chickashay Gal
  - HELEN POLKA
    - MY WIFE HAS GONE AND LEFT ME
      - The Sportenres
  - THE PEANUT VENDOR
    - THERMOFAK
      - Stan Kenton
  - WHAT'S GOOD ABOUT GOODBYE?
    - GYPSY IN MY SOUL
      - Margaret Whiting
  - LONG AFTER TONIGHT
    - WHAT DO I HAVE TO DO (To Make You Love Me?)
      - Andy Russell
  - CIGARETTES, WHISKEY, AND
    - WILD, WILD WOMEN
      - Pearly Maude
  - RED INK
  - PAVE ONLY MYSELF TO BLAME
    - THE GEEK
      - The King Cole Trio

**SEPIA**
- PINE BROWN FRAME
  - THE PELATITON SONG
    - Nellie Latchler
  - KING SIZE PAPA
    - WHEN YOU'RE SMILING (The Whole World
      - Stays With You)
      - Julia Lee
  - I GOT A BREAK, BABY
    - MEAN OLD WORLD
      - T-Bone Walker
  - MOVE YOUR HAND, BABY
    - WEEPING WILLOW BLUES
      - Crown Prince Waterfurd
  - HOLD ME
    - WHEN I CLOSE MY EYES
      - Jon Alexander
  - BEBOP BLUES
    - SHUFFLE WOOGIE
      - Jon Lathcher
  - WHAT COULD I DO (If I Wasted for the
    - Lust?)
    - WALKING WITH MY JESUS
      - The St. Paul Church Choir

**POPULAR**
- MANANA
  - ALL DRESSED UP WITH A BROKEN HEART
    - Peggy Lee
  - SERENADE OF THE BELL
    - THE GENTLEMAN IN A DOPE
      - Jo Stafford
  - I'M LOOKING OVER A FOU LEAF CLOVER
    - SPANISH CAVALIER
      - Alvino Rey
  - NOW IS THE HOUR
    - BUT BEAUTIFUL
      - Margaret Whiting
  - GOLDEN EARRINGS
    - I'LL DANCE AT YOUR WEDDING
      - Peggy Lee
  - BREAK YOUR PARDON
    - MELANCHOLY
      - Diana Babies
  - HAUNTED HEART
    - I'M MY OWN GRANDMAW
      - Jo Stafford
  - IT WAS WRITTEN IN THE STARS
    - ITS MONDAY EVERY DAY
      - Jo Stafford
  - LOVER
    - BRAZIL
      - Les Paul
  - THOUGHTLESS
    - YOU WERE MEANT FOR ME
      - Gordon MacRae
  - THE THOUSAND ISLANDS SONG
    - HORA FOR LOVE
      - Johnny Mercer and the Pied Pipers
  - SOOTHE ME
    - LOVER
      - Stan Kenton
  - SNATCH AND GRAB IT
    - I WAS WRONG
      - Julia Lee
  - HE'S A REAL GONE GUY
    - LET ME LOVE YOU TONIGHT
      - Nellie Latchler

**HILLBILLY**
- WARASH BLUES
  - PEEPIN' THRU THE KEYHOLE
    - Chiffie Starks
  - THOSE DARE CLOUDS DON'T BOTHER ME
    - BAD AND BLUE
      - Eddie Kirk
  - WHAT'S ANOTHER HEART TO YOU
    - A PETAL FROM A FADED ROSE
      - Eddie Kirk
  - RED HEADED WOMAN
    - MISERY IN MY SOUL
      - Uncle Henry's Original Kentucky Mountaineers
  - SWEET THING
    - YOBFLING WALTZ
      - The Original Arthur Smith

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    - DE HILLS OF CALIFORNIA
      - Johnny Mercer
  - SLAP 'ER DOWN AGIN, PAW
    - Chickashay Gal
  - HELEN POLKA
    - MY WIFE HAS GONE AND LEFT ME
      - The Sportenres
  - THE PEANUT VENDOR
    - THERMOFAK
      - Stan Kenton
  - WHAT'S GOOD ABOUT GOODBYE?
    - GYPSY IN MY SOUL
      - Margaret Whiting
  - LONG AFTER TONIGHT
    - WHAT DO I HAVE TO DO (To Make
      - You Love Me?)
      - Andy Russell
  - CIGARETTES, WHISKEY, AND
    - WILD, WILD WOMEN
      - Pearly Maude
  - RED INK
  - PAVE ONLY MYSELF TO BLAME
    - THE GEEK
      - The King Cole Trio
A special listing of Decca records based on actual sales...your guide to the sure-fire hits of today and tomorrow.

UP and COMING

I WISH I KNEW THE NAME MILLS BROTHERS
(Of The Girl In My Dreams) No. 24553

BEST SELLERS

NOW IS THE HOUR BING CROSBY No. 24279
BYE BYE BLACKBIRD RUSS MORGAN with MILT HERSHEY No. 24519
LITTLE WHITE LIES DICK HAYMES No. 24580
I'M MY OWN GRANDPAPA GUY LOMBARDO Frankie and Johnny No. 24288
SABRE DANCE VICTOR YOUNG No. 24538
IT'S A QUIET TOWN DANNY KAYE-ANDREW'S SISTERS Big Brass Band From Brazil No. 24561
MARANA MILLS BROTHERS No. 24553
I WISH I KNEW THE NAME (Of The Girl In My Dreams) No. 24553
BEG YOUR PARDON RUSS MORGAN All Dressed Up With A Broken Heart No. 24559
BARNYARD BOOGIE LOUIS JORDAN No. 24509
BUT BEAUTIFUL The One I Love BING CROSBY No. 24583

and WATCH THIS ONE CLIMB!
The Next Big Money Maker in Decca's Country Series—No. 46119

SEAMAN'S BLUES
Sung by ERNEST TUBB
Coupled with WAITING FOR THE TRAIN

All Records Listed 87.5c Each, Exclusive of Taxes

Use this Decca Buyers Guide for convenience in ordering. Fill in the quantities you want and send to your regular Decca Branch or to Decca Distributing Corporation, 50 W. 57th St., New York.

Juke Box Record Plays

WEEK ENDING
MARCH 24

DECCA BUYERS GUIDE

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 5,000 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available recordings of tunes listed here will be found in The Roster Roll of Hits, Music Popularity Chart, Part 2.

For compiled list of records weekly available for juke box play, see Billboard's weekly'records, in the shell issue of each edition. Records listed are either 78s, 45s or tapes.

MOST-PLAYED JUKE BOX FOLK RECORDS

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

MOST-PLAYED JUKE BOX RACE RECORDS

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

**The Billboard Picks:**

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

**The Peanut Vendor**

An unreserved study in Latin rhythm—with Kenton's art supplemented by the rhythm section of Machito's crew—turns out to be a fairly commercial ditty. For Kenton, mixing in with train-hopping lead over a driving rhythm, the ending is rounded out as the rhythm swells and the trumpets blaze in discord building to a frenzied ending.

**Deck of Cards**

"T" Texas Tyler...Four Star 1228

The Billboard missed the boat on this one, we'll admit it. When originally reviewed the disk was given only a "satisfactory rating" while it was pointed out that the "dramatic effect is strangely binding." Now this backwoods, homespun reflection gallery delivered in the form of a dramatic narration, has become one of Four Star's best-sellers and should move up. Phil Harris cut the number for Victor and offers the strongest competition for the Tyler original.

**I've Got a Crush on You**

Frank Sinatra with Rhythm Accents...Paris...Capitol 15015

Frankie's tonality and schmaltzy delivery can't go wrong on this old Gershwin ditty from "Strike Up the Band." Rhythm backing features some fine, strong trumpet soloing.

**The Disk Jockeys Pick:**

**Picks** that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. Baby Face...Art Mooney...MGM 10156
2. Sabre Dance Boogie...Freddy Martin...Victor 20-2721
3. Ballads, Whiskey and Wild...Red Ingle...Natural Seven...Capitol 15045
4. That's Gratitude...Martha Tilton...Capitol 15043
5. Worry, Worry, Worry...Hal David...Capitol 408
6. Haunted Heart...Je Stafford...Capitol 15023
7. Ah!...Ray McPike...Victor 20-2736
8. Beyond the Sea...Benny Goodman...Capitol 15020
9. Jungle Fantasy...Ely Mural...Rainbow 10050

**The Retailers Pick:**

**Picks** that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. Baby Face...Art Mooney...MGM 10156
2. Sabre Dance Boogie...Freddy Martin...Victor 20-2721
3. Ballads, Whiskey and Wild...Red Ingle...Natural Seven...Capitol 15045
4. That's Gratitude...Martha Tilton...Capitol 15043
5. Worry, Worry, Worry...Hal David...Capitol 408
6. Haunted Heart...Je Stafford...Capitol 15023
7. Ah!...Ray McPike...Victor 20-2736
8. Beyond the Sea...Benny Goodman...Capitol 15020
9. Jungle Fantasy...Ely Mural...Rainbow 10050
10. You Can't Be True, Dear...Ken Griffin...Rando R-128

**The Operators Pick:**

**Picks** that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,658 of them, the fake box operators think tomorrow's hits will be:

1. Baby Face...Art Mooney...MGM 10156
2. Sabre Dance Boogie...Freddy Martin...Victor 20-2721
3. Ballads, Whiskey and Wild...Red Ingle...Natural Seven...Capitol 15045
4. That's Gratitude...Martha Tilton...Capitol 15043
5. Worry, Worry, Worry...Hal David...Capitol 408
6. Haunted Heart...Je Stafford...Capitol 15023
7. Ah!...Ray McPike...Victor 20-2736
8. Beyond the Sea...Benny Goodman...Capitol 15020
9. Jungle Fantasy...Ely Mural...Rainbow 10050
10. You Can't Be True, Dear...Ken Griffin...Rando R-128

***Here's That Band Again***

**Dick Jurgens and His Orchestra Playing**

**Mama's Gone, Goodbye**

Side by Side

Vocal Chorus by Band with Jimmy Castle

Columbia 38107

**Columbia's Tune Tipster**

**Sue Fire!**

"For Every Man There's a Woman" (from "Cabin")

Frank Sinatra

**Comin' Up Fast!**

"What's Good About Goodbye" (from "Cabin")

Dinah Shore

**Watch This One!**

"The Sample Song" (from "Cabin")

Dorothy Shay

**Two-Gun Harry From Tucumcari!**

Columbia 38109

**Hooray For Love!** (from "Cabin") With The Four Hits Orchestra under the direction of Sammy Fain

Columbia 38140

**Columbia Records**

**Record Reviews**

**RATINGS**

(100 Point Maximum)

- **90-100 TOPS** • 80-89 EXCELLENT • 70-79 GOOD • 60-69 SATISFACTORY • 0-39 POOR

**Now Ratings Are Determined**

**The Categories**

**POPULAR**

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
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</thead>
<tbody>
<tr>
<td>Alan Dale, B. Bloch</td>
<td>Cork</td>
<td>Columbia 40280</td>
<td></td>
</tr>
<tr>
<td>Ray Dorey</td>
<td>(Majestic 1228)</td>
<td>1 Can Dream, Can't I</td>
<td></td>
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<tr>
<td>Gigi Cee Trio</td>
<td>(Hage 161)</td>
<td>Hey, Jackson</td>
<td></td>
</tr>
<tr>
<td>C. E. C. Trio</td>
<td>(Signature 1348)</td>
<td>I Can't Even weddings and the best man</td>
<td></td>
</tr>
<tr>
<td>Clarence Jackson</td>
<td>The 4 Notes of Everything (Columbia 38141)</td>
<td>Please But Have</td>
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**POPULAR**

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<tr>
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<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Blank (Andy Jackson)</td>
<td>(Rainbow 30020)</td>
<td>Wedding Bells Are Breaking Up That Old Gang of Mine</td>
<td></td>
</tr>
<tr>
<td>Tony Pastor The Trotters</td>
<td>(Columbia 28162)</td>
<td>Tony and the Gal Cananz is the only name left.</td>
<td></td>
</tr>
<tr>
<td>Doris Day</td>
<td>(Columbia 28162)</td>
<td>As a Sidewalk Polly</td>
<td></td>
</tr>
<tr>
<td>Beatrice Hay (Mitchell Ayres Ork)</td>
<td>(Columbia 28440)</td>
<td>Red Punching Bag Lyrics are as good as they ever were.</td>
<td></td>
</tr>
<tr>
<td>Dorothy Hay</td>
<td>(Mitchell Ayres Ork)</td>
<td>Red Punching Bag Lyrics are as good as they ever were.</td>
<td></td>
</tr>
<tr>
<td>Gene Krupa</td>
<td>(Goodwin 9100)</td>
<td>You Turned the Tables On Me</td>
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</tbody>
</table>

**IT'S COMING! Watch for it!**

RECORDED DIRECTLY FROM THE SOUND TRACK OF THE M-G-M TECHNICOLOR MUSICAL

**THE PIRATE**

Starring Judy GARLAND and Gene KELLY

Singing 6 Songs by COLE PORTER

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

**March 27, 1948**
<table>
<thead>
<tr>
<th>ARTIST/TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>HYLO TRIO (Crystal-Sun 207)</td>
<td>70 70 60 80</td>
<td>POPULAR</td>
</tr>
<tr>
<td>Be My Baby</td>
<td>80 80 75 85</td>
<td>nuance</td>
</tr>
<tr>
<td>THE JESTERS (Atlantic 1056)</td>
<td>58 55 50 70</td>
<td>Vocal group harmonizing</td>
</tr>
<tr>
<td>Kate Smith (Victor 16297)</td>
<td>70 70 65 75</td>
<td>Vocal solo harmony</td>
</tr>
<tr>
<td>Jack Miller-Odd (MGM 7022)</td>
<td>30 30 30 30</td>
<td>The Madman in the Moon</td>
</tr>
<tr>
<td>Chris Cross (Sterling 9060)</td>
<td>37 39 35 37</td>
<td>Congratulations (Cover)</td>
</tr>
<tr>
<td>Lula Made A Day</td>
<td>38 40 35 35</td>
<td>Nobody got crossed up here, but some bad, bad boys</td>
</tr>
<tr>
<td>Crescendos</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C H E R Y L (Harold }</td>
<td>44 45 42 45</td>
<td>Wasn't That A Fine Day</td>
</tr>
<tr>
<td>Louis Jordan (Decca 22839)</td>
<td>84 83 81 87</td>
<td>In The Mood</td>
</tr>
<tr>
<td>JIMMY DORSEY and his Orchestra</td>
<td>86 85 85 84</td>
<td>What's Good About Goodbye</td>
</tr>
<tr>
<td>Jack Eddie and his Orchestra</td>
<td>78 79 75 80</td>
<td>Long After Tonight</td>
</tr>
<tr>
<td>V O L K S</td>
<td>69 65 65 72</td>
<td>What's Good About Goodbye</td>
</tr>
<tr>
<td>I Don't Want To Lose You</td>
<td>75 77 75 72</td>
<td>Long After Tonight</td>
</tr>
<tr>
<td>BUD HOBBS</td>
<td>80 83 78 79</td>
<td></td>
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**HITS OF THE WEEK**

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART MOONEY</td>
<td>BABY FACE</td>
<td>M-G-M 10156</td>
<td>Vocal by the Ensemble</td>
</tr>
<tr>
<td>M AR I O N H U T T O N</td>
<td>MY BROOKLYN LOVE SONG</td>
<td>M-G-M 10160</td>
<td>Vocal by Bud Brown</td>
</tr>
<tr>
<td>MACKLIN MARROW</td>
<td>LITTLE WHITE MOUSE</td>
<td>M-G-M 10160</td>
<td>Vocal by Bud Brown</td>
</tr>
<tr>
<td>ART LUND</td>
<td>WHAT'S GOOD ABOUT GOODBYE</td>
<td>M-G-M 10158</td>
<td>Long After Tonight</td>
</tr>
<tr>
<td>K A T H E</td>
<td>THE MIRACLE OF THE BELLS</td>
<td>M-G-M 10157</td>
<td>Long After Tonight</td>
</tr>
<tr>
<td>JIMMY DORSEY and his Orchestra</td>
<td>YOU TURNED THE TABLES ON ME</td>
<td>M-G-M 10162</td>
<td>What's Good About Goodbye</td>
</tr>
<tr>
<td>JACK EDWARDS and his Orchestra</td>
<td>MY FAIR LADY</td>
<td>M-G-M 10161</td>
<td>My Fair Lady</td>
</tr>
<tr>
<td>TOMMY ROBERTS</td>
<td>IT'S THE BLUEST KIND OF BLUES</td>
<td>M-G-M 10159</td>
<td>My Fair Lady</td>
</tr>
<tr>
<td>BUD HOBBS</td>
<td>HONEY THERE AIN'T NO PLEASIN' YOU</td>
<td>M-G-M 10163</td>
<td>It's The Bluest Kind Of Blues</td>
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**M-G-M RECORDS**

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
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<tbody>
<tr>
<td>BUDDY KAYE'S Thoughtless</td>
<td>M-G-M 10137</td>
<td>Vocal by the Ensemble</td>
<td></td>
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<tr>
<td>BETTY GARRETT'S There Ought To Be A Society</td>
<td>M-G-M 10147</td>
<td>Vocal by the Ensemble</td>
<td></td>
</tr>
<tr>
<td>BOB WILLS' Closed For Repairs</td>
<td>M-G-M 10139</td>
<td>Vocal by the Ensemble</td>
<td></td>
</tr>
</tbody>
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**M-G-M COIN CATCHERS**

<table>
<thead>
<tr>
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<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>JERRY COOPER (Ted Monroe Orr)</td>
<td>I Don't Want To Lose You</td>
<td>M-G-M 10156</td>
<td>Vocal by the Ensemble</td>
</tr>
<tr>
<td>LARRY LAURENCE (The Telephone Bill)</td>
<td>Drifting and Dreaming</td>
<td>M-G-M 10157</td>
<td>Vocal by the Ensemble</td>
</tr>
<tr>
<td>JIMMY DORSEY and his Orchestra</td>
<td>You Turned The Tables On Me</td>
<td>M-G-M 10158</td>
<td>Vocal by the Ensemble</td>
</tr>
<tr>
<td>BUD HOBBS</td>
<td>Honey There Ain't No Pleasin' You</td>
<td>M-G-M 10163</td>
<td>Vocal by the Ensemble</td>
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**MUSIC**

**RATINGS**

<table>
<thead>
<tr>
<th>RATING</th>
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<tbody>
<tr>
<td>THREE STARS</td>
</tr>
<tr>
<td>TWO STARS</td>
</tr>
<tr>
<td>ONE STAR</td>
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</tbody>
</table>
Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied by advance order companies. Only records of those manufacturers vol. evenly are supplied information are listed.

**POPULAR**

**I'LL Get Along Somehow**
E. McKinley (Harmonies) (Wild) MCA 731

**If You Love Me (Really Love Me)**
Owen's Trio My Mama T. Romano (Old Piggin-Todd) Tempo 18634

**I'm Goin' Back to Daytona**
Crosby Sings (Melody) Decca 24001

**I Want to Be a Cowboy**
L. McCrakley (Milk Jug) Majestic 1187

**It's Only Midnight**
Poetry Reader (Come On) Decca 18691

**Let's Be Friends**
C. Trax (Don't Wait) Radio Artist 796

**Let's Pretend**
C. Cross (Who'll Have It) King 429

**Long Time Ago**
Evelyn (Cameo) (Put It On) Decca 24043

**Lost Lover's Letter**
A. Russell (What Do) Capitol 18055

**Love Me with Your Whole Heart**
C. Trax (Never Brite) Capitol 796

**Love Me With Your Whole Heart**
R. McCorkley (Lazy Bones) Majestic 1187

**My Baby's Mine**
L. McDaid (Ma Wally) Decca 18691

**My Guitar**
P. Dubois, Bloch Oke (The) Signa-Decca 2549

**My Life Can Be**
H. Simpson (Dublin) MCA 5001

**Nature Boy**
R. Ross-Appell (Appl) Capitol 16045

**Oh, I Miss You Tonight**
J. Lawrence (Lover's) Decca 24001

**Paint the Moon a Blue Moon**
C. Pannell (Ernie's) Decca 2549

**Paper Moon**
R. McAllister (Inspiration) Decca 2549

**Pair O'Loaves**
B. Webb (Done) String Time TMP 544

**Peggy O'Keefe**
R. McCorkley (In Dublin) Tempo 217

**Pickle' Raisins**
Perry Como (Well Said) Decca 2549

**Police My Heart**
L. Lexing (Be) Capitol 217

**Pot O'Gold**
C. Williams (In Dublin) Tempo 217

**Pretty Polly**
R. McCorkley (In Dublin) Decca 2549

**Put it On**
Evelyn (Cameo) (Put It On) Decca 24043

**Put it On**
C. Dubois, Bloch Oke (The) Signa-Decca 2549

**Put it On**
H. Simpson (Dublin) MCA 5001

**Put it On**
J. Lawrence (Lover's) Decca 24001

**Put it On**
C. Pannell (Ernie's) Decca 2549

**Put it On**
R. McAllister (Inspiration) Decca 2549

**Put it On**
B. Webb (Done) String Time TMP 544

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R. McCorkley (In Dublin) Tempo 217

**Put it On**
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J. Lawrence (Lover's) Decca 24001

**Put it On**
C. Pannell (Ernie's) Decca 2549

**Who'll Have It**
C. Trax (Don't Wait) Radio Artist 796
THE CATEGORIES
1. Production Idea ........................................ 10
2. "Value" Value ........................................ 15
3. Culture Orientation .................................. 10
4. Manufacturing's Distribution Power .......... 10
5. Presentation, Publicity, Promotion, Film, Light and Style .... 10
6. Interpretation .......................................... 1
7. Record Quality ....................................... 5
8. Manufacturing's发布的 Potential .............. 1
9. Performance .......................................... 10

THE DON REID - CHET HOWARD
METROTONE
Recording #M 1011 of

THANKS TO THE OPS, RETAILERS & DISK JOCKEYS
FOR MAKING

MORE THAN EVER BEFORE
THE SMASH
HIT that it is today!

ORDER NOW FROM YOUR NEAREST DISTRIBUTOR

MUSIC

PRODIGY TO WAVE CARNEGIE BATON

NEW YORK, March 20—Ferruccio Busoni, 8-year-old prodigy in the longhair music field, this week was pressed to conduct at Carnegie Hall pop concert this season. No definite date has been set.

According to pops promoter Ernie Anderson, the Italian lad, who has conducted four longhair music programs since coming to this country, will be featured with his mother (an operatic soprano) in a light classical concert.

LEO FORBSTEIN DIES
HOLLYWOOD, March 29—Hollywood and the entertainment world last week mourned the death of Leo J. Forbstein, 56, head of Warner Bros., music department. He died of a heart attack Tuesday (18) at Cedars Sinai Hospital. He was stricken the day before while in the midst of preparing the musical portion of the Academy Awards presentation to be made tonight. Forbstein is credited with playing an essential part in the development of screen music since inception of the film sound track. He was with Warner Bros. for 22 years.
**Music-As Written**

**Data set for Sioux City, 9a. April 12.** Colley makes his first New York appearance at Carnegie Hall May 17. **Roby Mallin's Robert pulhely two weeks.**

Johnny Long booked into the Carnival Club, Minneapolis, May 27, for two weeks. Bray Murrin into San Francisco, 1st of April 8... Thrush Helen Humes being managed by the Joe Marschelle office... Joe Curbelo runbush ork into Club Ebury for six weeks.

Trumpepper Bobby (Red) Nichols has rejoined the Tenor Saxophone band at the Commodore... Doc Cheatham, who rejoined Nichols, says with the ork... Tom Ketetinger, Frederick Brothers’ ensembles (in town from Chicago), leave for Atlantic City this week, then heads for Hollywood, via Chicago. **Buddy Nichols**

Vaughn Monroe taking a fiveday vacation next week, the orkier's first in some time... Larry Green's option at the Hotel Billmore here picked up for a couple of additional weeks, stretching his booking thru to April 10... Will Perry's ork broke all existing full-week records for the Club Kansas City in the last week... Billy Eckstine here in thru to the road, beginning May 17, for a series of one-nighters in the Florida territory, here to work with local orks on some 15 dates... Dizzy Gillespie and most of his orkier bloc from Swede's and their European tour last week and had a homecoming party at the Club Ebony Friday (19) and its first work at a Town Hall concert Saturday (29). Staying behind in France was drummer Kenny Clarke.

Lawyer Jack Pearl of 12 for a 10-day Florida vacation, if flop. Milton Kraly taking a vacation and temporarily turning over his clients (Kwan, Cole, Lotcher, Torne and Lee) to Virginia Wicks, his former off and now in his office. Joe Holman, alfie to Jimmy Dorsey, 1st of April 8, was booked by a young Lincoln, N.B., butker, Fred Whalominton, now chief of Associated's Chi office.

University of Wisconsin Psychiatric Institute, Madison, WIS., recorded a set of eleven numbers, all written by the Institute, October 2. Dube, 59, has been smiling,]]

**Chicago:**

Lee Williams, leading territory orkfronter, and Al Hudson, a sideman, have purchased the Dr. Pepper Botling Company at Shiniannooa, Ia. Hudson will operate the botling in his addition to his barroom. Howe Christiansen, MusArt Midwest location manager, filling 13-year-old player on his Nebraska U. campus band, which touted its "banjo playing," tours the state now after playing all the night clubs. Christian was booked by a young Lincoln, Neb., butker, Fred Whalominton, now chief of Associated's Chi office.

**Philadelphia:**

Red Rodney, former Gene Krupa trumpetman, recently back from Europe, goes into Cire's here with a small unit... Charles Stone, singing with Joe Pichard, 1st of April 8, was guest at a week's engagement at the Roosevelt Theatre. The release of Lose The Song of the Stars and That Blue-Eyed Baby of Mine, both tunes published by the Local Myers Music Company.

**Hollywood:**

Ray Enderlein, Columbia Records topor due on the Coast April 2... Bullet Records bought 12 masters from Dick Petersen previously held by Unidentified Records... Sam Shayan, legal eagle for Leitk Music and Storing Stances, trekked to Gotham over the week-end. David Street-Mark Warnow platter will be released by Coast Records April 15... Frankie Carle's swing thru Calif. will include a series of one-nighters at Haroist. Holton, Sacramento, San Jose, and San Francisco between April 1 and 8.

Les Paul back in L. A., having recuperated from recent auto accident in Oklahoma... Other Leonard Jussie gets a prominent film role in Columbia's Studly Diddly... Harry Broo, local distributor for London Records... Giorio Herm's Decem album will be released by planetary concurrent with release of two Columbia films... Johnny Wills, the Benny Goodman assessor of the Gene Norman jazz concert March 26 at Pasadena.

Radio Music Director Frank Worth will have own composition, Sax Concerto published by Metro publicity, new indie firm... N. J. Haford, ex-Columbia Records, has joined the staff of Goodspeed Records... Benny Carter fronted ork for series of sides to be released by Yardbird Stampers Lou Hersher and Harry Atwood who also own Bell Song publicity.

New Sacred Issue April 1

LOS ANGELES, March 29.—Sacred Records, local district specializing in religious records, will issue a new series of platters April 1-4, retail for 75 cents. The discs will be part of a new series called Steeple and will feature various religious spirituals and religious folk music.

**Disk Distribrs Outline Aims Of New Org**

**Hol' Second N. Y. Session**

NEW YORK, March 29.—In order to formulate a firm operational basis and to gain direction for its organization (The Billboard, March 21), the National Record Dealers Association (NYRDA) this week held its second meeting, with more than 150 representatives of the contributing firms represented. Main purpose was to define objectives of the organization as set down at the meeting are to help dealers promote and sell more independent label discs, create closer harmony between dealers and distributors, avert-court battles promotions and one-nighters. In addition, dealer credit information among the group.

All local "legitimate" distributors have been invited to join the org (The Billboard, March 21) and will judge whether applicants for membership are legitimate and a pass for the initial fee has been set, which will go toward covering the cost of incoporating the association and other initial expenses. Responsibility of the NYRDA. Yearly membership fees have been set at $50, and if the organization has no definite idea what the annual operational costs will be.

**Buddy Rich Set For Philly Chick**

NEW YORK, March 29.—The Buddy Rich ork will play at the Tiffany Room in Philadelphia for a week beginning Monday (29). The opening developed when the ork went to the release of Lose The Song of the Stars and That Blue-Eyed Baby of Mine, both tunes published by the Local Myers Music Company.

**Vita's Creditor Aches To Court**

CHICAGO, March 29.—Vitacoustic, the local platter which secured an $8,000 judgment against its holder of outstanding debts under Section 11 of the Chandler Act (The Billboard, March 21), has just placed a schedule of assets and liabilities to William Walker LaBury here Wednesday (54).

Alan Landonjeth, Vita attorney, told The Billboard that the creditors would place that the decision of the court was a "mistake," and the creditors would insist on the court's decision for approval by creditors.
Speculation on Over Petrillo's Radio Peace

(Continued from page 14)

companies have never displayed lack of enthusiasm in seeking a compromise with Petrillo, but the Taft-Hartley law has been something they could not argue about. If Petrillo will suggest a private by-passing of the welfare fund restrictions by some trick or other, the industry would keep disney payments legal for tax computing purposes, perhaps they'll bargain about it. Already the Industry Music Committee (IMC) is meeting to take up the recording problem anew, now that video and network difficulties appear settled. Perhaps the IMC may open the door to Petrillo to walk in with his "new look"; perhaps Petrillo will soon respond to those letters sent out by record companies many months ago asking to bargain; perhaps there will be a private peace effected by September.

It's all speculation, but as the weaving trade says, "conditions are favorable." And a proper record peace would give Petrillo something to talk about at his 1948 convention in June.

H'wood Waxers Go to Mexico

(Continued from page 14)

clients. Carraca stated that the announced grand Hollywood but his Soloxolon accompanist was local talent. It was also learned that Ben Pollack, artiste, has been recording for his new White Records, recorded 12 sides he's. The names of the selections recorded were not made available for publication. The dozen sides were split equally between Julia Furns and Pete Cantar, both locally popular vocalists. For these sides, plan and guitar arrangement was used. Musicians were said to be resident in Tijuana.

It is believed by some here that should the American Federation of Musicians' (AFM) recording ban continue much longer, Tijuana may realize a thriving recording business. While there are other recording studios and AFM claims to be the best equipped in town. The station has a large recording studio equipped with Presto recording machines.

HOLLWOOD, March 29.—Both Black sides. Reiner, however, said that the radio, while the Radio Productions confirmed reports that they recorded in the Coast border town of Carlsbad, Calif. Kraut, Tele-grams, said his firm has used Station XEMO's facilities to cut radio spot announcements and revealed his intentions of again visiting the border-town outlet for similar purposes. Kraut told the Billboard that the studio is also now recording two half-hour dramatic series in Australia in an effort to skirt the James C. Pet- rillo recording ban. Segs are tagged Custer's "Orange Willo." He said the scripts are written and prepared here and sent to Australia where transcriptions are made. The masters are sent to this country for processing and pressing.

Paul Reiner, Black & White producer, verified that Ben Pollack had recorded in Tijuana, but claimed he did not remit Petrillo the names of tunes cut. However, he stated all material recorded was done so not to dodge the musician union disking ban but to acquire authentic Mexican music. The label's catalog now has no Mexican sides.

If he would consider plattering a pop

Radio, Tele Set; IMC Calls Waxers

(Continued from page 14)

conference of legal subcommittee members with Sydney Kaye, counsel for IMC and general counsel for Broadcast Music, Inc. Kaye, it was learned, advised the legal subcommittee of a study he has completed on legal aspects of the entire Copyright Act. The study, it was learned, showed ways in which rec- ord companies and television producers could be protected. Kaye foretold efforts to be made to bring about a workable arrange- ment with Petrillo. The IMC's role, however, will continue to be academic, since it will be up to individual record companies and the National Association of Broad- casters to reach agreements with Pet- rillo or vice versa.

Indications are that the talk of legal means against Petrillo will be dropped next week, when, instead, the IMC will make efforts to stop MCI from settling for sometime either Wednesday or Thursday. Meanwhile, congressional interest in the situation has continued to ebb as already foretold.

Rep. Carroll D. Kearns (R., Fla.), has avoided introduction of copy- right bill which, it is known, not only would be opposed by the record industry members, but also would open the way for a major fight on overhauling the entire Copyright Act. Kearns has insisted that he has had insufficient time to complete the final draft of his bill, but he reportedly has been advised that, unless he imprints a clause definitely giving record companies the right to receive increased fees on commercial records, the bill would receive stiff opposition. Such a clause, he would be sure to get heated opposition from the National Association of Broadcasters, which is brooding on any proposed legislation of this sort.

Library and Wired Service for England

(Continuer from page 3)

best of feeling between both parties, it is understood, American Decca re- mained the right to distribute English-Decca classical recordings here, but the popular-disc tie-up was dropped in this country. Thereupon, Lewis dipped into the pop market here, and his London platters in an effort to es- tablish dollar credits for an English Caught in a financial crisis. Since that time, it has been no secret that Lewis has tried to get Kapp to relinquish his hold on the English Decca classical wax in this country. This, without success so far. Some trades- men here point up the London pop record operation and the current e. t. expansion as all part of a Lewis-Kapp rivalry.

Meanwhile, the London retail label, under the aegis of Jim Davis, national sales manager and newly named London veepee, has added a new line for America, distributed by Beltona Record, a complete line of Australian wax which will be retailed at $1. The distribution company has now a well-timed September. Some trade- men here point this development as a step toward London record operation and the current e. t. expansion as all part of a Lewis-Kapp rivalry.

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Schooler Plans Band Marathon

HOLLYWOOD, March 20.—Harry Schooler's non-union ballroom concert is planning to stage a music marathon billed as a Battle of the Bands, featuring 50 bands and 80 entertainers working 24 hours a day, the week-end of April 2. According to Schooler, the bands will start Friday at 8:30 p.m. and continue through to 2 a.m. Monday morning.

The gimmick will be for patrons to vote on their choice of ork, with the crew receiving the most applause winning a $1,000 prize. The orks will play under the management's non-union policy, and those not making the grade will not be compensated, it was stated. Cash prizes will also be awarded male and female vocalist, acts, etc.

If present plans to use contesting acts materialize, the combine of Schooler, Joe Zanak and Harold Lewin (already on American Federations of Musicians' unfair list) is sure to lock horns with the local branch of the American Guild of Variety Artists.

Top Talent P.A.'s In Col. Promotion For Calif. Dealers

HOLLYWOOD, March 20.—Columbia Records will launch a new directory promotional campaign for Southern California retail stores which will send the platinum top artists into local shops for a series of planned personal appearances. Top Columbia talent located on the Coast, including Dinah Shore, Frank Sinatra, Buddy Clark and Ray Noble, have indicated they will cooperate with the firm's promotional plans. Columbia will also attempt to set a series of autograph stunts for long-haired artists, with Ezio Pinza and Rise Stevens as possible starters.

Plan marks the first time Columbia has attempted large scale point-of-sale appearances in the local area, and move as comes as the result of numerous dealer requests made to Columbia dist., Roy Thomas Company. Details will be set by Columbia's Coast a. and r. head, Joe Higgins, and the Thomas org.

MGM Pic Has Como as Como

NEW YORK, March 20.—Perry Como has closed a contract with the Metro-Goldwyn-Mayer studios to play himself in the pic version of Richard Borden's best-seller, titled Words and Music. Como, RCA Victor's signature-featured boy who once shot off Hollywood in the press that his castings in 20th Century Fox films had been 20 days agone reportedly agreed to sign with produc-

Transfer of Barton To Jewel Held Up: It's Due This Week

NEW YORK, March 20.—Disposition of the Barton Music firm was still up in the air at press time, despite indications during the past few weeks that all would be settled, with the Jewel publicity taking over the Barton copyrights for $20,000. Jewel say they have been promised a deal (or 15) of either acceptance or rejection of its offer, depending on official word from the firm's creditors. The impression was that all creditors were going along with the Jewel announcements that final reconciliation has been reached, but were still awaiting the final steps which will make it possible for the firm to take over the firm's holdings.

H. Tivin Denies 802 Ticket Affidavit

NEW YORK, March 20.—Herman (Tuffy) Tivin, exec board member of Local 802, American Federation of Musicians here, has issued a formal denial that he now is affiliated with any of the local's coming election tickets.

Tivin, whose resignation from the Blue administration ticket a few weeks ago raised suspicion that he was throwing in with the rival unity party, emphatically stated that he has not taken a position with any group. He confirmed that he had left the Blue ticket, however, in the primary.

Meanwhile, the 802 exec, who heads the transcription and recording department, did announce that he would definitely be a candidate for re-election to the board in December.

Jerome and Star Ork To Play College Dates

NEW YORK, March 20.—Jerry Jerome, Apollo Records' exec director, will head up a group of star identies to play college dates here over the weeks to come. The comple-

Your Kiss

CORRECTION

Dick Hayes

CHERIO MUSIC PUB. INC.

MORBID HUMOR?

NEW YORK, March 20.—It isn't funny, but those music biz-

icians already are punning on the darker foreign situa-

tions.

Soundes: "If there's World

War III, I'm going to apply for a

certification in the atomic en-

ergy branch, on the grounds that

as a songplugger I'm an expert

on radioactivity."

And another: "If Russia takes

over Czechoslovakia, does Lou

Levy take over John Hammond's

Czech masters from Mercury?"
Ito March Vitt, IR.

Available by 100,000 records in Detroit alone.

27, DEC

king.

KING

1540 Broadway New York City

1619 Broadway New York City

Another “NEAR YOU”!

The MERCURY WALTZ

100,000 records sold in Detroit alone.

Don Pable & Orchestra

“The Most Dancable Music In America”

DECCA 1855-2

SOUTHERN MUSIC PUB.

NET monitor

Available at

SCISSOR GRINDER SERENADE

Season’s Greatest Novelty

WILL BACK

AND HIS ORCHESTRA

Vocal by Jimmy Confer

DELMAC RECORD #100-1

DELMAC RECORD CO.

1515 Howard St.

Chicago 26, Ill.

NEAR KENNY ROBERTS

SING “OUT WEST WHERE I BE Long”

On the “Harvey Pollin Show” on 296, December, 3-9:30 am., N.Y., March 2.

(East West Music in your area. For nec, Yest, and his wife.

EDDIE ALIKURE PUBLICATIONS, Easton, Pa.

-28-

THE TALK OF THE COUNTRY

YOU CAN’T BE TRUE, DEAR

A great RONDO record by

KEN GRIFFIN

R - 128

“Sweeps everything else before it.”

(New York Daily News, 3/2/48)

THE BILLBOARD PICKS:

“The song must be the thing, cause far-flung sales indicate that this platter is moving.”

(The Billboard, 3/13/48)

Alreadv a best seller as an Instrumental — it will top everything as a vocal —

NOW READY in

JERRY WAYNE’S

Torrific Recording

KEN GRIFFIN at the Organ

the One and Only

R-278

You Can’t Be True, Dear

Doodle Doo Doo

WARNING

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Copyright Act.

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From Your Nearest Distributor or From

RONDO RECORDS

329 S. Wood St.

CHICAGO 12, ILL.
Survey for AMC Puts Finger On Local Tastes; Analysis By Areas, Cities and Sticks

Guide to Pubbers, Waxies, Instrument Makers

(Continued from page 16)

stronger. The feminine accent has its parallel, too, among children. With the kiddies, the study indicates that not only are girls more musical but that in both sexes the 10-14 year age group contains the most active players. Figures for that following Nineteen years and under: 28.9 per cent; 10-14 year age group—boys, 22.7 per cent now play; girls, 36.9 per cent; 15-19 year age group—boys, 15.8 per cent; girls, 32.4 per cent. Among the Star Price. The participation of instrumentalists (87 per cent) lies in the 20-29 year age group, while among female adults the biggest percentage (17.7 per cent) lies in the 40-49 year age group.

Children Help

Continuing along the line of determining musical status in terms of instruments played, the AMC survey provides agreement that families with children represent the best prospects for music education and the sale of musical instruments. The survey holds that as a family increases in size, the tendency is increasing for members to play an instrument: Among two-person families 18 percent are present players, while among families of five persons 33.3 percent are. By breaking the family interest down into nativity, economic groups, etc., one finds slight further significant business foibles. According to the survey, native-born Americans are American parents constitute 75 per cent of the 18 and over group with present players of an instrument; while Americans (foreign parents) account for 11.1 per cent while foreign whites rank up 5.3 per cent and Negro families 9.4 per cent. In the West Coast the survey indicates presence of present players are in the 5,000-and-over group; 33.3 per cent are in the $6,000 to $5,000 group; 28.7 per cent fall below $1,000 to $5,000 and 19.8 per cent are in the $5,000 and-over group. One possible conclusion as to the survey results is that by the survey makers is that musical education has been slanted to those who can afford lessons; that is, a musical education may be considered a luxury. Thus, if the regular school curriculum in America were to include gratis musical education (one of the prime objectives of AMC) the market potential would undoubtedly be sizable enlarged.

Radio Tie-Up

Probably of greatest interest to record companies and music publishers is the AMC study's coverage of the "relationship between radio listening and record playing." One pet theory advanced by publishers (that the ever-growing sale of mechanicals (phonograph disks) has declined.) is that the radio is influencing the sale of mechanicals. The Radio-AMC survey of conclusion that "the more radio a musical family owns, the more hours they listen to the radio and the more records they own the more likely they are to own and play musical instruments." The figures indicate that 33 per cent of the one-radio homes own a musical instrument and 18.5 per cent of the non-radio homes own an instrument. But 89.9 per cent of the families owning five or more radio receivers own instruments. In addition, twice as many instruments are owned by those who listen often to music on the radio (over 30 hours weekly) than by those whose interest is limited to an occasional acquaintance with musical-instrument playing. High among families owning record players is high among those having the largest record libraries.

Other highly significant features of the AMC-Bennett-Haring survey are to be found in the charts appearing on Page 16.

Victor Preps "Card" Ditty's Voice Wax

(Continued from page 16)

The Billboard, March 6). As in the case of the latter two turns, Owen Stein is seeking to cut in on the sales demand for Deck of Cards which is now being distributed by A. D. Shank. Stein has recorded a Label as recorded by T-Texas Tyler. A Tyler clogging, the narrative tone of a "Deck of Cards," is set to release its own disk of Deck of Cards, waxed by Riley Shepard. McCall has also registered a prodigious new turn. Four Bar已经在 seeking to cut into Four Star's all-time best seller, but with Victoria's inside move, the indecent clogging seems to have lost its former distribution-status may push Four Star's hit off the platter map.

Bill McCall, Four Star prexy, is touting about "unfair competition and has turned the matter over to his attorneys to study possibilities of legal recourse, allude record-his veteran, may have Harris is backed on the disk by a vocal quartet and past practice lend little hope to such appeal. Meanwhile, in New York, Pete Drakul on banner diskwaxer is set
Shelvey Gives Himself Up on Fraud Charge

ATLANTA, March 30.—Matt Shelvey, former head of the American Guild of Variety Artists (AGVA), surrendered at the Fulton County Courthouse here Wednesday and posted a $5,000 appearance bond.

Fulton County Solicitor Paul Webb had previously served extradition papers on Shelvey in Pennsylvania, but errors in the extradition papers delayed Shelvey's arrest. At that time, Webb said, he was unable to hold Shelvey on the warrant and promised to return to Atlanta and surrender.

Shelvey was indicted jointly with Arthur Kaye, former AGVA regional manager, January 30 on charges of misusing $3,000 and $5,000 he had collected from the Henry Grady Hotel here for the AGVA welfare fund.

Shelvey's bail was set at $2,000, and he was remanded to the county jail. Kaye, who had already posted bond, was released.

Shelvey's attorney, Stanley C. Hackett, operator of the Paradise Room matinee performances blacklisted for union entertainers, was also arrested and charged with violating the Georgia state law creating the blacklisting.

Date for Shelvey's trial will be set April 1.

—from the [source]

Kettering, Frederick Bros., Plan 5-in-1 Gimmick To Put Acts, Lines Into Danceries

Other Agencies Make Similar Plans With Packages

(Continued from page 3)

The package would be plugged as a five-day show and would go on the road as a five-night show. Kettering figures that on week nights the house will still give the op a break. Week-ends, however, the take could be boosted to an average of $400 a night for the loungers and the tops can make a buck.

The package would give two hours of dance music, followed by a come-er show and ending with another two hours of tert stuff. It would be performed in the tents and the lowest commercial area would be limited to rural areas where a radio name (which may be old hat to big city audiences) would still draw.

—from the [source]

V. Irving Grabs Ex on Harem

-from the [source]

(Editorial)

Now It's Up to You Guys

Some weeks ago we took to task the Associated Artists and Artists of America (Four A's) committee for running the American Guild of Variety Artists (AGVA) affairs without a clearcut plan toward an organized, efficient, and professional body. We pointed out that taking over AGVA affairs wasn't enough. The members were entitled to know what their own intentions were. That isn't happening and why. But the important point, the members had to have more to say in their own union.

We are grateful to report that, based on membership meetings held all over the country by the board of leaders, while the Four A's have maintained they would go only by the court-appointed observer at the convention.

-from the [source]
Copacabana, Miami
(Tuesday, March 16)


Judging from opening night, the Copa should do well with its high-priced, budgeted shows. With Billy Vine topping the layout, and ably backed by warbler Yvette, basic ingredients are on hand for good entertainment. However, the bill is sadly lacking productionwise, and until Vine shows up, it's drag, drag, drag.

To Vine goes the credit for pulling the show up by the bootstraps. He has a tough job following the Ario Dancers (3), a new act which still has plenty to learn before it'll be ready for any of the top cities.

Chief fault with the group is that the routines (all in the modern idiom) lack imagination and pattern, yet helped by dull music and tasteless costuming.

What the Nilloes need is to get away from the pursit approach, and the way they can retain their modern times, they must still come down to audience level with a programmatic iden of self, and help to complete. Also needed are flash leaves and spin for their stock effect.

Vine-fed off with his jovial and affable patter and immediately hit the jackpot with the drunk bit and a great switch on the standard take-off. (Copacabana, Miami opposite page)

Skinny Ennis, who put in several years with the Bob Hope airer since his last stay here six years ago, proves again the value of a test commercial. The elongated frontier was the only name on the current bill, which worked to a loaded house opening night. Despite an ork (five, saxes, six brass and three rhythm) that overflowed badly and didn't have the fiddle line-up customary for this room, Ennis went over big. He does an expert croon job and his solo on the standard Get a Date With an Angel, and churl Charmaine's (his wife) parody on It Had To Be You, in which she kids about Ennis's anemia, got good response. During Ennis's vocal dancer Leona Irwin did an okay aero-ballet bit, but number didn't correlate closely enough with his vocal and distracted from his work.

Chandra Kaly Dancers (man and female) worked an Indian oper and a South American closer. Last bit was best, being somewhat out of the ordinary from the usual Oriental (See Empire Room on page 42)

The new show headed by Desi Arnez gets its dummy due. The construction of the dummy permitted facial expressions which scored almost human and convulsed the audience. Lamoure relied less upon the scat ventrilo; he gimp much than upon clever manipulation of the dummy. The wind-up was a slapstick take-off on the Barber of Seville, with Dudule slapping gobs of butter all over Lamoure's face and shouting. Waldorf crowd prob ably hasn't had that kind of bellylaugh appeal in months. After the initial audience the audience remained somewhat, but it was overdone by about three quarts of the dummy's hand did a workmanlike job for dancing.

Robert Lamouret
Sharing billing with Richards is Robert Lamoure, French ventrilo with dummy. He is especially good. The construction of the dummy permitted facial expressions which scored almost human and convulsed the audience. Lamoure relied less upon the scat ventrilo; he gimp much than upon clever manipulation of the dummy. The wind-up was a slapstick take-off on the Barber of Seville, with Dudule slapping gobs of butter all over Lamoure's face and shouting. Waldorf crowd probably hasn't had that kind of belly-laugh appeal in months. After the initial audience the audience remained somewhat, but it was overdone by about three quarts of the dummy's hand did a workmanlike job for dancing.

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To be continued.

The Characters
AND THEIR
HILARIOUS IMPRESSIONS
OF STAGE SCREEN
AND RECORDING STARS
WITH UNLIMITED
MATERIAL

The characters and their hilarious impressions of stage screen and recording stars with unlimited material.

One of the newer and greater acts in show business
HELD OVER AT
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BOOKING THRU:
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"ROMANCE IN DANCE"
ANTHONY and ALLYN
Currently
EL RANCHO VEGAS, LAS VEGAS, NEVADA
BIRKS, SAM RAUCH • • • WEST, SILVER-ROLLO

Toddlie House, Calver City, California
(Tuesday, March 18)

Capacity, 100. Price policy, no cover or cover charge. Owner-manager, Johnny Toscano. Booking policy, all new acts. Shown here 3, 8, 16, 23. Estimated budget this show, $1,000. Estimated budget last show, $1,100.

Johnny Toscano is strong on experimenting with his spot's talent policy in an effort to pull 'em in. When the big slump hit, Toscano turned from his standard, reliable abor to purely the idea of a package show. Packages from business he seems to have found the answer. Billing his show as Hollywood Scandals of '48, platform holds Danny Spruce, comic-eemes; Sandy Silers, comic and geomet; and Ginger O'Dare, dancer, with an in- denous foursome supporting the acts and doing gang dances with.

Danny Spruce, making his first Coast bow, is a rapid-fire comic who keeps show moving fast with his flying patter and yok-spurring ad libs. Sandy Silers lends a needed re to the proceedings with her sparkling singing. Oal is personality plus and holds the audience in her hand throughout. Her best and best is that of the over-Prpl show, presented new entertainment.

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Marine Dining Room, Edgewater Beach Hotel, Chicago
(Tuesday, March 18)


Producer Dorothy Hild hits a peak in this show with a pair of routines that met with the approval of the audience. Best was her closing China Shop bit, with the eight colors in mock, "colour" production, perfect match with the figurne sheen. The Song Stylist (and a first time act) are as good a "keeper and customers, with the climax an unusual ballet-adagio by Miss Spruce, with a white sheet perfectly into the production. Ballroom duo works easily, the gal, a rapid-fire comic, and the production bit was a colorful spring routine, with six colors in color blue, yellow and each color played by a large group of people

McCONNEL & MOORE
NOW TIVOLI CIRCUIT
AUSTRALIA
51 LONDON ST., SAN FRANCISCO, CALIF.

BELMONT BROTHERS
NOW AT LATER SHOWS
CINCINNATI, O.

"Thanks to Sam Robert."
VAUDEVILLE REVIEWS

Adams, Newark, N. J. (Thursday, March 18)

Capacity: 2,000. Price $0.50 cents. Five cent off-stage admission, then get your yokes during his own turn. The new stuff grooved neatly in with his standard act. He got his dentist in for only one, not a fault of the comic, was the sloppy backing of the Cuban orchestra. Howard Johnson, a top-notch psychiatrist and touring-waiter bit could hold their own in any company. His elements are well used and rated every bit of it.

The DeCastro Sisters and the Spanish Dance Team, Miss Sylvia and Alicia filled nicely. The terp duo depended on authenticity of native dance. Their Spanish costumes, head-dresses, and dance movements, all were in place and the minister of timing appeared properly prepared, but the commercial effort, which makes them a take-off which wound up in a onelegged, standing-up-lightning spin. Their efforts to show the audience a good looking, well-built harmony group, did four Latin numbers. The voices are well balanced, the rhythm is there, but the group should have given at least one American tune. The girls were sparkling gold, silver and green ankle length gowns with bare shoulders. Above so, the group presented a lovely and shapely gance on each but it was unnecessary; it detracted from the charm of the number. The act was capable of blending. Any minute it was expected they would begin their marvelous tap dance, a six-step tap dance, when basically the chorus have plenty on the ball in the voice department.

Pic: Killer Kill. Jack Tell.

Oriental, Chicago (Thursday, March 18)

Capacity: 2,500. Price $0.50 cents. Five cent off-stage admission, then get your yokes during his own turn. The new stuff grooved neatly in with his standard act. He got his dentist in for only one, not a fault of the comic, was the sloppy backing of the Cuban orchestra. Howard Johnson, a top-notch psychiatrist and touring-waiter bit could hold their own in any company. His elements are well used and rated every bit of it.

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Pic: Killer Kill. Jack Tell.

RKO Albee, Cincinnati (Friday Afternoon, March 18)

Current fare, second periodic vaude layout of the season, mixes all in- teresting and amusing turns. The Lecuona Cuban Boys (13) held the podium, opening with a snappy sixstep tap dance. Their coordination and timing is excellent. Their which served as backing for the Havana-Scotch group, which was not as crisp as it usually is. The boys lost some mop, but the topper was the Spanish who wound up with a neat teethto-teeth spin, and his jokes were as ambitious as his steps.

Mis's the deep best notes from Pop (who is out of the act because of illness), three of the four Millers ca rried their part well, but the standard arrangements of Till Then, Paper Doll, Lazy River and You Always Hurt the One You Love for song returns. They encored with Mananas getting top-meter register. Aside from one or two turns, not all of it an act, few were aware of the missing voice. The act's accompanying guitar was effective but was over-shadowed around the mike, giving many the belief they were hearing the original four Miller Boys. Donald Mills carried most tunes with brother Harry, and his act included the usual tittlers with his mild mugging.

Georgie Kaye

Georgie Kaye, in the laugh spot, acted up-off-stage manner, then get your yokes during his own turn. The new stuff grooved neatly in with his standard act. He got his dentist in for only one, not a fault of the comic, was the sloppy backing of the Cuban orchestra in Kaye's appearance. Howard Johnson, a top-notch psychiatrist and touring-waiter bit could hold their own in any company. His elements are well used and rated every bit of it.

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Pic: Killer Kill. Jack Tell.

Miss Bennett needs more animation, as he played by Clyde McCoy.

Combination of Clyde McCoy's orch. and Bob Hopkins is an adequate vaude but lacks a high spot to boot it in a manner. The Orch. is a five-piece and four rhythm) is much more fluid and polished than when last caught. Biggest mott nberries are still the Frontier's regulation and miniature trumpet beeps behind the gang vocaluet, as both Billie Jane Bennett and Don Reynolds lack stage savvy.

HAGEM, NEW YORK

(Continue: om opposite page)

For the benefit of Jerry Bergen, Costello, who worked up front, gave the show a tremendous lift with his frenzied Latin shouts and derisive gestures. She wrapped it up with an English-Yiddish Joseph, Joseph, finishing in a big hand.

Jerry Bergen, unlisted—he replaced Pat Homan in a last deal—came on after a comic intro about Xavier Cugat. Practically every minute of the pint-sized comic's act was as full of yokes as a pre-war Hershey bar was with nuts. When he began song number three, the chorus mob out front doubled over. When he did his Riddle the yokes could be heard in the street.

Bergen's routine with Elizabeth Walberg was as robust and bowler win. But if the comic had a hand in his palm, he almost lost them with an over-long over-rotor routine. Despite this stretch-out, however, he wound up way ahead.

The Kusinikas (three boys), a hoedown, are still one of the best Billy acts around. John Elliott, the boy production model, did a turn, as he was opening night last September. Elina Janes's girlish voice is awkward, but it is her well-stacked chassis and gorgeous pan that gets the laughs. March Leighton, ballerina, showed up pleasantly her spots. Gloria Hall, the new-arriving girl dancer, wasn't too familiar with lyrres but was okay in the voice department.

Dance music by Dell Arnaiz filled the floor. His show cutting was okay. Bill Smith.

COPACABANA, MIAMI

(Finished from opposite page)

In the finale he called up everybody, including the waiter and buses, to take a bow. A couple old specialties, to be followed by Vine's stooge, Mac Pearson, who played the guy from the gent's room. The courtroom routine between Vine and Pearson brought yokes and yokes.

Vette was her usual capable self, so she showed signs of tiredness because she doubted from the Olympia where she did four shows that day. However, she garnered a great mit with her scold styling of Necessity, Civilization and a medley of oldies. The show lighting is quite as mirth as introing the acts and smoothing of routing. Vette, for example, rather than the Millo, should precede Vine. The show opens with a cliché Hi-Stearne number with the Wally Wanger line (6) and solid terping of Buster Burnell. Ralph Young is an effective barker.

Show backing by Dave Linale's band (6) is on the button.

Charles J. Larrure.

Yvettearge

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Yours very truly,

Jocette Dars

New York:

Pre-Easter Slump Kayoed, 490G; Roxy 107, Strand 50

NEW YORK, March 20.—The dreaded pre-Easter week with the usual K. O. combo Lenter-taxes was bucked up at the Strand, which is a seedy house which closed the registers to the tune of $490,000, a boost of over 100% from the corresponding season last year. Three new bills, a holodeck frame at the Capitol and a little emcee for a Friday night at the Paramount were responsible for the all-over take shot in the arm.

Mild weather except for one rainy morning was constant throughout, fillingopening and matinee performances with spring-fevered salesmen, shoppers, job hunters and hockey-playing youngsters. The perfect temperatures for the hand-holding couples had them flocking in for the evening shows.

Capitol (4,027 seats; average $65,000) continued in the smash record opening season's yen's with a sock; $125,000, which is also higher than any previous bill's gross, after the all-time top gross preem week of $147,000, which was the two-period total amassed to $268,000, with Taxi Beneke's ork, Dean Martin and Jerry Lewis. Pic, Naked City.

Music Hall 142G
Radio City Music Hall (6,300 seats; average $115,000) pretrained for a near $145,000, with Lucille Cummings, Paul Haasen, Stephanie Ante, Bellhak and Elaine, Paul Franke and Andre, and Andre and Bonnie. Pic, I Remember Mama.

Roxy (6,000 seats; average $89,000) opened at a hefty $105,000, with the Art Mooney ork, Betty Brunel, Al Bernie, the Sallic Puppets and Sifting Fritter.

Paramount (2,654 seats; average $75,000) dipped to $70,000, after starting with a swank $120,000 inning and splitting with $180,000 and $80,000 in periods. The month's total was $380,000, with Louis Prima's ork, Dick and Dot Renley and Rood to Rio.

 Strand (2,700 seats; average $40,000) hit a $30,000 preem session with Ross Morgan's ork, Phil Foster, Ann Russell, Lou Willis Jr. and The Fighting Sixth.

MARINE DINING ROOM

Seasonal up to the point where it becomes less vital. A mimine, pair should drop two bits like their Holiday for Strings and should also improve their impressions before trying class locations like this again. Gil Maisen has worked out a clever opener for his animal act. He enters with a ventrilo dummy which he places on a stool. When Watson Whitney goes thru one song with the dummy, displaying top voice-throbbing ability., Masion comes out with another dummy from which he pulls the mask head, revealing his monkey, Herman. Remainder of the act is pretty much the same as in the past, except for a few lines, when miniature piano is pounded animatedly by the monkey while band plays a flag-waver. Turn him loose, so he can clear the atmosphere.

George Olson's ork, now in its fifth months here, played show in top fashion and did excellent job on the dummy sets. Band itself sports much entertainment, with at least four singers who rate accolades. Betty Norman, fresh, attractive Brunette, is a real asset, causing dancers to sway around the bandstand, an unusual occurrence in hotel rooms.

Johnny Sipple.

Chicago:

Local Jox Give State-Lake 45G; Oriental Hefty

CHICAGO, March 20.—State-Lake Theater (2,800 seats; 95 cents straight) ran up $45,900 with local plater pilots Linn Burton, Ernie Simon, Dave Garrywo and Eddie Hubbard, plus Herbie Fields Skylar, Ed Ellis, Gerald, Lee Mantle's Tu-Tones and Mel Torme.

The seven-day jockey show topped the previous house record, since reopening in January, set by Esther Williams, who untopped $43,520 in an eight-day stand. Layout faced cold weather for the first two days and a day of rain in the middle of the week. Pie, Merton of the Morries.

Take at the Oriental Theater (2,500 seats; 95 cents straight) was also big, with the third of the week's total of $1,500,000, edging King Cole. They do standard panto between the dialog. Johnny Sipple.
Burlesque
By UNO

MARY MACK, new strip on the Hirt Circuit, has constructed a novel plan to do away with its traditional stage prop which she uses in her act. . . Rosalie Gore is recuperating from an appendectomy in New York. Mary Anne, talkie with a Hirt unit, while playing the Hudson Union City, is recuperating at the School, from where she was graduated four years ago. Marty Cross, former extra attraction on the big wheels when he was a boxing champion, will return to ring for a bout when his daughter, now Mrs. Louis Singer, gave birth to a son. Norma Paul, a former Hirt attraction, has left by Bradford Angler, will not play burlesque any more, according to a vote (13 to 0) this week at a meeting held at the Grand, St. Louis, assisting the Hirt plan that would have the Empress, Detroit, as second comic March 12. Also new in the Empress are Condit, Sullivan and Dill, and Drake in the featured slot.

LOTUS WING, Chinese strip, opened March 19 at the Burbank, Los Angeles, where held over principals are John Fulton, as the King, and Don Lynn . . . Dave Tatelman, year-old son of Lynn Roys, extra attraction at the Ritz, made his debut last week at the Hudson, Union City, N. J., in one of Binder and Indoor's Hopeton series. Miss Melberg, strip-liner with a Hirt unit last week at the Hopeton, is replacing it with five acts of vaude. Manny Davis is house manager, with Charles Rich, of the Binder and Indoor organization, in charge at the Grand, St. Louis, assisting James Gannon, courtesy the Hirt. Gannon is making the Empress, Detroit, as second comic March 12. Also new in the Empress are Condit, Sullivan and Dill, and Drake in the featured slot.

Wire Newscast
For S. F. Jukes

SAN FRANCISCO, March 29— Wired Newscast, Inc., starts its regular service connecting 310 juice box outlets here and in the East last beginning Tuesday. The service was incorporated in January. It is staffed with Pioneer Wired Music Company and Love Music Company of Oakland to promote local music by means of concerts, restaurants, bus and railway terminals with five-minute newscasts and sport tallies. A regular gimmick will be cash give-aways for the best phoned-in news summaries. The service will be provided free to clients and will be financed by commercials and following each news summary.

Flesh Shows Sport
In Perth, Australia

PERTH, Australia, March 29— Following the marriage of a star in the three-course meal all at once, March 5 the Kangaroo, Le Place, Perth, opened, at the Capitol Theater with prefessional Opera Company of Australia. December 27 (His Majesty's Theater) will open with radio comic Jack Davey in his big quiz show. His Majesty's, which has been showing pictures for years, has been having an interior refacing and is in a brand-new face-lift. Office results for these shows will decide whether Perth will get more flesh or go back in Full to pic. Managers have their fingers crossed.

Equity Hears Complaints
From Chorus of "Allegra"

NEW YORK, March 29—Complaints have been lodged by chorus members against Mark Whye, production manager in charge of musicals for the Theater Guild, and by chorus members at the Majestic managers. At the Actor's Equity Meeting Tuesday, two were accused of high-handed methods and abuses of their rights. Mark Whye, it was charged made the chorus rehearsal without pay and unjustly discharged one of them. The managers have since shown more evidence and declared a hearing for next Tuesday (26).

N. Y. Theaters Seek Dues
Boost for Publicity Fund

NEW YORK, March 29—The League of New York Theaters is holding a meeting this evening (March 30) to amend its by-laws so that it can double the membership dues and thereby strengthen its publicity and propaganda bureau. This would make the dues $20 per firm, as against the present $10, and about $305. Several other ways have been discussed for getting the dough and if the membership does not agree to the doubling of dues they will be billed in May. In any event it looks as if there will be a nationwide publicity relations job for die-hard on the line.

Brags Set For April Bow

RALEIGH, N.C., March 29— Gale Broker, who is planning to do an all-Lanier Players, will open his flesh show in a few weeks. It will comprise four people and will be opened on the line.

Great Northern
Set To Reopen

CHICAGO, March 29—The Great Northern Theater, one of the historic legitimate houses, has been reopened here under Shubert management April 12, Sam Gerson, local Shubert chief, announced this week. The theater was closed about two years ago and in the meantime has been given a complete renovation, with a new job costing over $500,000. It now will seat 1,560.

The theater will reopen with My Romance, new musical. Leads in the production, which will come here without a Broadway showing, will be Ann Jefferys and Charles Fredericks.

When J. J. Shubert was here recently he mentioned the possibility that opening of the Great Northern would mean a great on number of employment. Gerson elaborated on this by saying that with the number of people in the plant at the present the theater opens there probably would not be enough shows (20 to 30 are needed yearly) to bring in people from the suburbs and other cities, and thus Chicago a strong community possibility. Whether or not this will result in the setting up here of a Shubert production is being kept a secret till the opening. Gerson was unable to say.

10% Tax in Clairton, Pa.

CLAIRTON, Pa., March 29—The city council passed a resolution憧憬's new local law which allows local governments to levy on anything not taxed by the State or Federal government for 10 per cent add tax on all amusements.

Disappeared

HOWARD RALPH KAI N. samus magi-
clen, age 16, 6 ft., 120 lbs., short dark hair, wears black cap, long hair, mustache, wore gray coat. Disappeared March 8, 1948, Milwaukee, Wiscon-

cill. Fellows carniv ors or road shows. Address: Mr. and Mrs. J. L. Smith, 2321 N. State Ave., Chicago, Ill.

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Langner Offers Subsidy Plans

NEW YORK, March 29—Lawrence Langner has suggested a plan to the American National Theater and Academy (ANTA) to save the company that the legislators are getting a painless subsidy from the government. Langner has suggested that all copyright fees be approximately doubled with the resultant income, estimated at $200,000. The purpose of such a requirement, he said, is to encourage the entertainment industry to do its part.

Weather Else

That old rogue, Mr. Weatherman, this week. There has been some of the worst weather in many years. There have been snowstorms in the Northeast that have lasted for more than five days. It has been a memorable season.

Plymouth

Nov. 4—Eastward in Eden. Critically well received. Good business. $11,100 for two weeks.

VAE A to Convene on Council Nominations

NEW YORK, March 29—The Actors' Equity Association's quarterly meeting Monday, 29, for nominating six members to six-weeks. The new council will be a conservative and liberal faction. The council will meet to discuss the matters of the company, including Saturdays, 29.

Winston O'Keefe will also make an interregnum report to the Equity membership, on the state of the new organization, and the Economic Betterment Committee. Robert Nathan, the economist, will be present to present the state of the new organization, and the Economic Betterment Committee. Robert Nathan, the economist, will be present to present the state of the new organization, and the Economic Betterment Committee.

Garfield Sub Hitch May Sink "Skipper"

NEW YORK, March 29—Skipper Nurse, Garfield's new show, is a snap and a click to close next Saturday (27). John Garfield, star of the show, is leaving for Europe on Sunday (28) with the rest of the company. He must leave Sunday night to replace him who hasn't been successful.

Confab Cuts Reps to 4 On Deadlock Meet

NEW YORK, March 29—At a meeting Thursday (18) between the League of National Theaters, the American National Theater and Academy (ANAT), the board of directors representing the International Alliance of Theatrical Stage Employees and Other Employees (IATSE) to prevent further deterioration of relations and a possible strike, the three companies have arrived at a tentative agreement that will go into effect next Monday.

Judy Holliday Role For Lucille Ball

NEW YORK, March 29—Lucille Ball is being considered as a possible replacement for Judy Holliday in the upcoming film "The Seven Year Itch". Miss Holliday is expected to leave the show for at least the summer and in the fall. The film would be expected to hyp on the exterior, which is still in plenty.

"Common Glory" Tryouts

WILLIAMSBURG, Va., March 29—Miss Paul Green's symphony-drama, which opens here for its second season July 2, will start today.

BROADWAY SHOWLOG Performances thru March 20, 1948

Dramas

Wilbur

Nov. 3—Streetcar Named Desire. On Theater Guild subscription, $819.20; $819.20 for one week.

Dec. 20—Power Without Glory. Got mixed notices, with some good. Poor business, first five days.

Feb. 7—Holliday. Got a good gross, but biz was bad; $6,000 for a week. It can be recast; $9,000 for a second week.

Boston Opera House

Nov. 15—Showboat revival wound up a three-week run and drew $36,700, $42,600 and $45,700.

Nov. 17—The Merry Widow. One week at $29,000. 1948.

Mister Roberts

Mar. 24—Role Marie. One week at $29,000. 1948.

Colonel

Jan. 10—Ladies Who Make a Living. Farce. Played two weeks. Gross: $29,000, $23,000, $18,000, $18,000.

Bar Ber—Harvest of Years. Thoroughly successful, with good notices in first three performances. Gathered $2,000 in following week.

Bar Ber—Mr. Roberts. Got good notices. Biz, better than original production here. Three weeks: $14,000, $20,000, $18,000, $18,000.

Feb. 15—You Never Can Tell. Well received, but with reservations. On Theater Guild subscription, $8,000, $36,000 and $23,000.

Shubert

Nov. 17—Tonight at 8:8. Gertrude Lawrence and Robert Duvall got mixed notices. Biz, poor, considering star and rep. $50, for three weeks.

Dec. 8—Song of Norway. IRQ! Return engagement for two weeks. Biz, $29,000.

Dec. 25—Look, Ma, I'm Dancin'. Fairly successful, considering the short week. Three weeks: $17,000. Success preceding weeks 2nd and $29,000 total.

Majestic

Nov. 17—Tonight at 8:8. Cuthbert and The Telephone. After many dark months, before which only films had been seen in this theater, a new play has been too well prepared and beautifully modernized. The new opera were on Guild subscription for the first week, $28,800 and $30,800. Of courses for the next two weeks will be $26,000 and $28,500.

March 25—Paris Song Aida. Josephine Baker revised. Pull $17,000 for three days, $1,000 and $700 total.

ICE SHOWS

Istime of 1948, 1948 (26)

OPENED

You Never Can Tell. 1948 (20)

Rapp's Restaurant. The, Happy Journey 1948 (16)

Some Black Advocates of Peace. 1948 (13)

Joy to the World. 1948 (70)
BROADWAY

THE RESPECTFUL
PROSTITUTE

THE HAPPY JOURNEY
CORT THEATER

(Opened Tuesday, March 21)

Two one-set plays by Jean-Paul Sartre and
Simone de Beauvoir. Directed by Mary Nineteen. Starring Robert Goodrich. Reviewed by 

THE RESPECTFUL
PROSTITUTE

Wednesday-Monday

The theater, spectcular cast.
The Theater Guild has presented 
other handsome revival of a Gay Nineties period piece. Stewart Chauncey
rarely shows for his dramatic 
performances and the perfection of his plot, casting, and scene 
writing. Nevertheless, this seems more

Also

THE HAPPY JOURNEY

The Stage Manager...William Brewer
Ma Kirby....

Peggy Bateman
Barbara Denham

The Actor

Mauve

EVOLUTION

You NEVER CAN TELL

(Martin Beck Theater, March 14)

A comedy by Allen Scott. Staged by Jules
Greenberg. Produced by Joseph S. 
Considero. Starring Richard Maltby, Carmen 
MacLaughlin, Lloyd Thomson, June Tew. Presented by Coronge Musical

Edward F. Gannon (Studio Manager)

Alexander Sorensen (Vice-President in Charge of Productions)

Richard Buxton (Manager of the Legal Department)

Lea Leibovitz (Stage Manager)

If anyone wants to take Joy to the World seriously as far as a critic is concerned, the play had better remain within its rights. Certainly, scriptwriter Allan Scott's plot revolves around the practicalities of giving a happy evening. Fred Astaire
It is clean. It is own house and turn out better
and more honest pictures.

However, it seems to have been even

notion.

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descendants of a moderate
sizing offering. A Temporary Island. 

Royal Albert Hall, New York City.

The Experimental Theater

BROADWAY

LEGITIMATE

THEATERS

A TEMPORARY ISLAND
MAXINE ELLIOTT THEATER

A comedy by Halsted Mays. Directed by Arthur 
Lion's. Produced by New Stages. Starring 
Mary Martin, Sterling Holloway, Richard 
Clarke, Thomas McKeon, J. Newton McKenry, 
Miriam Hopkins, Mildred (a Secretary). 

Lily Hall

J. Newton McKenry (Head of Production)

Richard Boissonneault (Head of Stage Department)

Lea Leibovitz (Stage Manager)

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at (Contemporary Art Theatre, New York City). wollen House.

The Experimental Theater

RUTLES

Dramatic and Musical

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as preparations for the Fifth Annual Donahue Awards get under way, 
the Awards committee wishes to do everything possible to see that every man votes.

Early in May ballots and instructions are delivered by hand to
the theaters to all players appearing on Broadway from April 15 to May 21.

In order to get ballots to players who will not be appearing on
Broadway early in May, The Billboard, sponsor of the Donahue Awards, will distribute ballots to each player, so that a ballot may be properly mailed to them.

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Name

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NOTE: If you will be working in a Broadway theater in May, don't forget to mail in your ballot, even if you don't expect to be working, build out and mail it today.
Late '20s Saw Rash Of Rep Orgs Playing Varied Sectors

WICHITA, Kan., March 20.—While going thru some old files last week, Henry L. (Fink) Brunk, who is rejeining his Brunk's Comedians for a late March opener in Texas, came upon with a roster of rep attractions which toured the country in 1929.

In Nebraska at that time, Brunk's records reveal, there were such orgs as Arrington Stock Company, with Walter Allington as manager; Chic Boye Players, managed by Chic Boye; Chic Boye No. 2 Unit, with Dudley Masters at the helm; Carl Devere, headed by Carl Devere; Harry Hugo's Players; Lewis Stock Company, with W. F. Lewis in charge; Joe Marison's Players; McQueen Stock Company, with J. McQueen as manager; Hazel McOwen Stock Company, which had Ralph Moody at the helm, and the Justus-Romain Company, headed by John Justus.

Working in Missouri were Allen Bros.' Company, with Jack Vivian as manager; J. Doug Morgan, director of J. Doug Morgan and Pearson-Goyley Players, with Jack Pearson as manager; Edgar Jones Show, headed by Edgar Jones; Fortier's Comedians, directed by Billy For- tier; Fantinelli Stock Company, Robert C. Fantinelli as manager; Princess Stock Company, Edward Ward, manager, and the Myers-Oswald Show, with Jesse Myers and Robert Oswald as managers.

Illinois had its share of rep companies, with the Calahan Dramatic Company, under management of Jim Calahan, and Elmer Jessie Colton Company, managed by Ralph Richardson; Sights' Comedians, managed by Sights; Folkert's Comedians, headed by Donald Folkert; Fricke Players, directed by Charles Wortham; Wight Bros., with Hillard Wight as manager; Fricke Players, headed by Don Hopkins.

South Dakota shaped up with Berkley Players, headed by Don Davis; Helen Duvoll Players, and the Savidge Players, under Walter Savidge; while Norlin Stock Company, headed by Nelson Norlin and Max Adams, was playing North Dakota.

Brunk in Arkansas

Holding forth in Arkansas were L. D. under Jack Smith; S. loop; D. Brunk; Gary Gray; Players, directed by H. V. Davis and Norman V. Lea; and the Stamps Players, under Roan Sadwick, manager; Smith's Shows, and the Leslie Kent Show.

In Kansas were the M. E. Bybee Players; Cauthen Players, with Guy Cauthen as manager; Bybee Players, headed by George P. Haines; Ted North Players, and the Frank North, playing their varied repertoire. There were also two companies: The first was Henry L. Brunk's Comedians, with Joe McManus as manager; and the second was G. Brunk's Comedians, lead by Fred G. Brunk; Harry Dunbar with the Dunbar at the helm; and Hillman Stock Company, with Harry Suhlm as manager; Glen D. Brunk's Comedians, who were doing activities, were playing California.

Mrs. Dennis Hosts Kayee Repellers at Remembrance Party

KANSAS CITY, Mo., March 20.—Verna Dennis was hostess at a private reception recently for former rep performers who have settled locally and others who are touring.

Among guests, according to Trish M. Johnston, manager of the theatre, was Dorothy Sund, en route to join Brosie's Comedians in Memphis quartet, (Aunt) Drake Agency, Aid Kingdom, in West, and Thinex and Sid, a duo team and the Miffield Company.

Verna Dennis, formerly was with the Potomac Entertainers, is the only one of the two West Port Room, Union Station; Jesse Nelle Ro, now in the West, and Thinex and Sid and Dorothy, have settled here where they are employed at Jenkins Music Company.

Laird Sets Maine Trek for Summer

NEW BRUNSWICK, N. J., March 20.—Laird's Novelty Show, this week completed plans to play a string of the Mid-Atlantic area.

Org will move out of here about the middle of April, the 17th, and Vermont spots before hitting the summer territory.
Mellers Got Best Play in Smaller Towns in Old Days

JACKSONVILLE, Fla., March 20—Mrs. Margaret Williams Lazone, reper-former and rep show performer who is making her home here, said this week that Bruce Rinaldo's recent article regarding tent organizations presenting theatrical entertainment brought back memories of her trouping life. Mrs. Lazone says that Rinaldo directed the show on which she performed for many years and during that association there never was any unpleasantness or misunderstanding. She also pointed out that the natives of the smaller towns went for the melodramas most.

She says she was nine months old when she came to this country from England with her father, Tom Williams, who organized his tent show in Rock Island, Ill., in 1882. She spent many years in stock and in 1910 she and her husband, Elmer Lazone, launched their own tent show, the Oldtime Grand Stock Company, traveling for the most part in their private Pullman.

Their repertoire consisted of many of the old plays like Thumas and Orange Blossoms, Fatal Wedding, Lena Rivers and Black Flag. Later they used such dramatic successes as Rais, Lightning and What Price Glory. Mrs. Lazone says she remembers well the many old-time performers mentioned in Fred H. Wood's piece. Doris Woodcutt, for instance, was married to John McGinnis on her mother's show, whose play in Blank Tenny was born in Mrs. Williams' private Pullman. She afterwards married Bert Sothern and the Lazones visited them in St. Louis recently.

With us in those days were Victor Canares, Fred and Edna Durand, Jimmie and Gertie Perrin, the Martinles, James Parrish, Newton Ross, Boyd Holloway, Ed May Boggs, Beatrice Heffner, Billy Webbe, Charley and Beula Hunter, Billy Foreman, Arthur Backaller, Delight Winthrop, Raynor Lehn, J. C. Wight, Bob Demarest, Al G. Williams Jr. and Al G. Williams Sr., Dick Mason Jr., Mabel Mason, Harvey, Hank Keener, John J. Williams Jr., May Blossom Allen and Lee Allen.

Mrs. Lazone said that Erla Wilcox, Uncle Dan and Polly Jenkins have visited her last two Christmases. In that a recently published book, Tent Show, penned by Peggy Dern, was written on the Lazone's show and dedicated to Mrs. Lazone.

T. T. Marble Unit Scores Fair Biz On 5-Month Trek

BYERS, Colo., March 20—T. T. Marble, promoter of religious productions, said this week that business for his org since it opened five months ago in Illinois has been so good that inclement weather forced a layoff of only four days on the trek thus far.

Minnesota dates were off and theorganandweather in some of the Iowa and Idaho spots. The few dates played in Eastern Washington were good. At Butte, Mont., an encountered cold and rainy weather which cut into receipts. Three-weeks' engagement in conjunction with local talent, has been followed in Great Falls, Mont., Still Reigns. After a number of dates in Colorado, org will head for Kansas and then work its way back east, Marble said.

L. Burpee Show Ready

DALLAS, March 20—Leonard Burpee has concluded arrangements for the launching of a three-person hall show in Hunt County, Tex., soon.

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In Loving Memory of Our Deary Departed Son
RAY OLE GILBERTS
Who Passed Away on March 27, 1946

A precious one out of us gone,
A noble soul now made whole,
A friend is gone, one never to be found
That never can be found.

Mother and Dad
Mr. & Mrs. Ole J. Gilberts

In Loving Memory of Our Dear Husband and Father

ABERCROMBIE — Harry C. 97, singer, record producer, survived by his widow, Doris, and a son, Harry. Burial in Park Cemetery, Bridgeton, March 15.
BACON — Rod, 33, actor and dancer, at Birmingham General Hospital, was one of a group of cerebral hemorrhage. His first major assignment was as a double for Jackie Goo- gan in The Kid at the age of 5. Survived by his widow, parents and two brothers. Services in Glendale, Calif., March 4.
BRANDT — Albert, 73, father of Mrs. Eleanor Brandt Bell, music critic for The Cincinnati Post, March 12 at his home in Ft. Thomas, Ky. Other survivors include a son, Albert Jr., and three brothers, Charles, Gus and William. Burial in Evergreen Cemetery, Ft. Thomas, March 15.
BRIDEBACK — Charles, 50, former owner of the carnival bearing his name, March 8 in Hutchinson, Kan., at the age of 50. Survivors: his wife, April, of Hutchinson, Kansas City, Mo. She became ill a train returning to New York from California.
DAM—Edward, 56, of New York City, for many years owner of race tracks at California fairs, at Queen of the Angels Hospital, Los Angeles, March 10 of injuries sustained in a fall at his home the day before. He was one of the organizers of Hollywood Park, Golden Gate, Mexico City Hippodrome and other race tracks, and was secretary of the Electric Starting Gate Corporation for five years.
DENNIS — Gene, 41, stage psychic, March 5 in Seattle. Her first theater contract was in Kansas City, Mo. Her late husband, J.C. Von Herberg, was a theater operator in Chicago, 1925.
DUNN — Jimmy W., 32, actor, March 11 in Chicago. He began in summer stock, enlisted in the army in the team of Dunn and Bernice and later worked as a dancer-emcee. His daughter, mother and sister survive.
DURAND — Howard Whiting, 60, retired vaudeville actor, March 17, in Chicago, Ill. His most noted achievement had been presented over 2,700 times, was entitled the Durand Musical Five, and was presented by the New York Three Kids. In this act, his wife, the late Alida Hubbard Durand, and his children, Jessie, of Chicago and Stella (Mrs. Harry A. Boregon, of Waterbury, Conn.), and his son, the late Dexter Durand, took part. He had played extended engagements at New York theaters. After completing the Durands occasionally presented their family act in Chicago for local entertainment. Survivors include two daughters.
FITZPATRICK — O. Edward, 82, manager of the Loew-Poll Theater, Waterbury, Conn., March 13 in that city. He had also managed the Gordon Theater, Boston; Garrick, Chicago; the Belasco, Washington, and a house in Meriden and Bridgeport, Conn., and in Worcester, Mass. For seven years he was a press agent for the Ringling circus before entering the theater field. Survived by a son, Neal; sister, Mrs. Peter J. McClen, New Haven, Conn., and a brother, John, New York. Burial in St. Thomas Cemetery, Fairfield, Conn., March 15.
FORENSTEIN — Leo J., 56, head of Warner Bros.' music department, in Cedars of Lebanon Hospital, Los Angeles, March 10 of a heart attack. A native of Austria, Forstein was credited with many improvement techniques in film music since the advent of talking pictures. He went to Hollywood in 1923, serving as orchestrator and conductor. He was known as a music lover and a great lover of the Warners-B showroom and Egyptian theaters and later at the Warners-B-Hollywood film house. He received the Academy Award for the best film score for 1936 for his music in Anthony Adverse. Survived by his wife and two daughters, Misses Mel Dellar. Services in Hollywood March 16, with interment in the Home of Peace, Franklin A. D. Roosevelt.
JOLSON — Mrs. Lillian, 58, former actress and wife of Harry Jolson, vaudeville performer and brother of Al Jolson, March 10 in Los Angeles. Her husband survives.
KERSCHGSCREEN — John, 59, concessionaire on the George C. Scott circuit, who passed away March 8, 1947. Served as a second officer on the deck of the ship, but no, it is not true.

In Loving Memory of Our Dear Husband and Father

HAMDA BENN
Deceased March 27, 1943
MRS. MABEL BENN and SON, LAWRENCE

In Loving Memory of My Dear Son
JACK "SMOKE" GRAY
Who Died March 22, 1937.
Daily Hour by Hour
MOTHER

In Loving Memory of My Husband
SAM B. FLASHERNICK
Who Passed Away March 29, 1947
Sylvia

THE CANDY BUTCHERS
POLACK BROS.' CIRCUS WESTERN UNIT

THE FINAL CURTAIN

IN MEMORY

OF OUR PAL AND FORMER BOSS BUTCHER

IN MEMORY

OF OUR PAL AND FORMER BOSS BUTCHER

THE CANDY BUTCHERS

WHO PASSED AWAY MARCH 29, 1947

DECEASED

AT MIAMI VALLEY HOSPITAL,
DAYTON, OHIO

MAY HIS SOUL FOREVER REST IN PEACE—
WE'LL NEVER FORGET YOU, GEORGE.

GEORGE D. DAVIS
PASSED AWAY MARCH 29, 1947

MY SORROW WILL NEVER CEASE

HIS WIFE

MRS. DAISY DAVIS

IN MEMORIAM

Mrs. Bob Kidder
She Lived, She Laughed
She Was a Wonderful Daughter,
Darling, we miss you
MOTHER, SISTERS AND BROTHER
The Reynolds Family

GEORGE DAVIS
PASSED AWAY MARCH 29, 1947

MY SORROW WILL NEVER CEASE

HIS WIFE

MRS. DAISY DAVIS

IN MEMORIAM

Of our beautiful Sister, Babe
MRS. BOB KIDDER
She Lived, She Laughed
She Was a Wonderful Daughter,
Darling, we miss you
MOTHER, SISTERS AND BROTHER
The Reynolds Family

CHAS. H. POUNDS
In Loving Memory of
Husband, Father and Grandfather
who Passed Away March 29, 1947
Gone, but not forgotten.
Minnie M. Pounds and Family

Copyrighted image
Martha 27, 1948

The Billboard

brother, Clarence, and several sisters.

LONG—Leo M., lecturer and author and from 1921 to 1934 assistant to Marquise the Magician, March 12 at a heart attack at his home in

INDIANAPOLIS.

LODEN—Thomas, 72, actor and playwright. His United States debut was in 1910 in Shakespearean repertory, followed by appearances as Prince Hal in "Henry IV, Part I" at thePerfect Alibi. He also wrote The Champion. His last Broadway appearance was in "The Fantasticks". He was married in 1946 to Miss Elizabeth Every, the actress. He appeared in the play. Burial was in Storrs, Conn.

MANNERS—Mrs. Clara Danrowsk, 78, pianist and teacher, March 17 in Detroit, Mich. She toured the country to popularize classical music and later opened their own music school.

MARRICK—George A., 47, former violinist in the Honolulu Symphony Orchestra, March 17 in Salt Lake, Utah. He was a member of the Weaver String Quartet. He and his wife, the former Susan Wheeler, were survived by two widows and two daughters.

MASON—Mrs. Grace, 63, former actress, died of a heart attack in a hotel in Setauket, Long Is., on Mar. 16. She appeared on stage and in pictures. Her husband was Louis Mason, actor, now of Los Angeles.

MORROW—Robert R., 85, survival commodore for 50 years, March 19 in Philadelphia. He was a member of the America's Cup trophy, which skippered with the Great Empire, A. B. Miller, C. A. Wortham, H. B. Foole and others. He had two sons, Jack and Harry, and two daughters, Mrs. Anna R. Ward, 38, and Mrs. Anna E. Burke, 80, both of Philadelphia. He operated Murphy Theater Service, Detroit. theatrical advertising firm, March 16. She was survived by her widow and one son.

OELSEN—Ragnar, 73, former music director of KDKA radio, March 19 in Omaha. He headed the Omaha Local 76 of the American Federation of Musicians six times, and was a member of the national conventions 26 times.

PANSKO—Mrs. Annette, 63, wife of Louis Pansko, long-time actor and clown, in Butte, Mont., March 16. Services and burial in Butte.

PETERSEN—Maria, 72, former Viennese professor, music critic and founder of the Opera Workshop of Hebei College, March 12 in New York. His widow and brother survive.

RANELLE—Harley C. (Hal), 46, KOA's Mile-High Farmer, March 11 in Denver. He had presented a daily program for farmers, ranchers and homemakers over the Denver station every week since he signed on.

RICHARDSON—Mrs. Margaret Findlay, actress, in her 60's, March 15 in Denver's Playhouse summer theater, March 15 in Denver. Her sister and brother survive.

SADLER—Nicholas, 82, father of Charles Sadler, Chicago, violinist with the Chicago Symphony Orchestra, at his home in Chicago, March 17. He was a violin soloist with his son, Walter B., of Chicago, and in films. He died in Chicago March 22, with burial in the Masonic Park Cemetery, Evanston, Ill.

SCANLAN—Ruth, dance and wife of the manager of the American Broadcasting Company, February 27 in Forest Hills, N. Y. She had been a dancer and toured in a number of road companies including The Red, Rose. She also appeared in light operas in which her husband starred. Her husband survives.

SCAMMELL—Mrs. Kathleen Park, formerly one of the Park Sisters' Cornett Quartet, March 12 in Forest Hills, N. Y. She was successful for several years in the early 1900's. She came to Hollywood as an outdoor showman and for many years owner-operator of the Hyattie Midway, where she was a member of a clown alley for some 20 years. His last venture into circus was in the mid-1930's. For a time he was a member of the Ringling Brothers, Barnum & Bailey circus. He was forced to retire last year due to illness. Steck was a member of the Red and the Blue Knights of America. Survived by his widow, Hazel, and a son, Dewey, 

RAYMOND BRISON 23 in Johns Hopkins Hospital, Baltimore. Father is Edward, a physician. Mother is a social worker. Missing is the mother of the saw. A son, Edward, David, to Mr. and Mrs. Robert Aron, 36, of Cleveland. Father is a lawyer. In February 20, Father is a member of the Class of 1939. His wife is the former Betty Donahue.

RABINDRA-SHRK 23 of the University of Chicago. Father is a historian. In February 19, Father is a member of the Class of 1940. His wife is the former Betty Donahue.

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1948 TIPPED TO TOP 1947

COLLIAT KILLED IN 88-FT. FALL AT ST. PAUL

German Circuses in Full Swing; Berlin Harbors 3

BERLIN, March 20—Circus season in and around Berlin is getting into full swing, with three big circuses, Busch, Blumenfeld, and Barlay, set to play notable runs. Since the Berlin Busch, generally acknowledged to be the oldest circus in Berlin, had its project to construct a massive circus arena in the center of the city, near the Boerser railroad station, turned down because site was considered too close to the near-by University Hospital. Prior to the war the Circus Busch had its own building but this was demolished by orders of Nazi officials.

Circus Busch, under the direction of Paul Busch, has been obliged again to make use of a site on the grounds of Berlin's Zoological Garden in the western part of the city and to rent the big top formerly used by the late Sarrasani. Despite high rental of both the zoo grounds and the tent, Miss Paul Busch anticipates a good season.

Circus Blumenfeld, oldest circus in Berlin, is managed very attractively and still belonging to the descendants of the linemen of this long line of circus operators and performers, will also be in Berlin this season. For over a century the Circus Blumenfeld has been famous and descendants of the original founders are to be found holding important posts in the amusement field. Indeed, the world recognizes the best-known members of the Blumenfeld family in America is Herman Blumenfeld, veteran booker for (See German Circuses on page 107)

Close-Ups:

Dave Bradley, H'w'd Park Op, Started at Top, Stayed There

By Douglas N. Rhodes

(Continued from page 2)

Recession Psychology Wanes

dental recession. This is the belief of the trade.

Escape Outdoors

Out of this alarm, confusion and fear there is an escape route to that form of amusement which best removes them—temporarily, at least, the fear of economic disaster. It's thoughts. And carnivals, amusement parks, circuses and fairs can afford one of the best opportunities for those, in the trade reason.

In general it is characteristic that when a threat to family life is posed—a threat inherent in war—families turn to that form of amusement which best removes them—temporarily, at least, the fear of economic disaster. It's thoughts. And carnivals, amusement parks, circuses and fairs can afford one of the best opportunities for those, in the trade reason.

The reaction may prove so strong, some say, that this year's outdoor biz may top that of '47—not a record year but definitely one of the best the outdoor show world has known.

1947 Spring Off

Always a potent factor, public psychology was reflected sharply in last year's grosses. Just about this point last year, alarms were sounded that the nation was on the brink of a recession. Dire predictions were rife. Even folks holding good bank accounts quickly slowed their spending. The result was a good loss off financially, tacked their spending saus and cut down expenditures.

The entire amusement business, smaller than the law of averages, gets this Spring business was off for most carnivals, circuses and amusement parks, but jumped when sharp recession failed to materialize.

Recession Psychology Wanes

The threat of a recession is not so strong in the mind of Mr. and Mrs. John Q. Public, altho a large segment of the home-trained and industrial community maintains a recession is near.

As a matter of cold fact, even the most pessimistic agree that it is believed the folks will be more likely to spend for outdoor amusements than last year, because there is no imminent threat now of a recession. The dark international picture itself carries a denial of a business recession. The European Recovery Program, together with any military measures, such as universal military training and the possible expansion of our war effort, points to little danger of a sustained high national income.

Weather Was Factor

Outdoor showmen, reflecting on the weather which assisted the business last year, figure that it will run this year. And if the weather this year isn't better than it (See Season Tipped on page 107)

German Circuses in Full Swing; Berlin Harbors 3

The Circus World

1948 TIPPED TO TOP 1947

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ANIMAL PICTURE IS BRIGHT

Railroad Fair Set for Chi; Huge Spec To Be Presented

CHICAGO, March 20. — Commemorating the 100th anniversary of the first steam locomotive, more than 20 of the nation’s leading railroads will display their best train, an aid in railroad exhibits, the Chicago Railroad Fair, to be held this summer on the Illinois lake front, it was announced this week. Definite dates have not been set, but it will be presented on a 400-foot long stand, and running thru Labor Day. Maj. Lenox R. Lohn, who was managing director of Chicago’s successful Century of Progress, and who currently is president of the Chicago Museum of Science and Industry, is president of the expo.

150 in Cast

A huge spectacle, which will depict the developments in railroading, will be presented several times daily during the four-month summer. Ed Hungerford, producer of the Wings of Progress spec, will be the director of the project, and whose missives have been determined. Present plan is to have the main event in the proper time, and stressing with the pyrotechnic displays to be fired from the inside.

Plan Special Features

Some of the railroads exhibiting also will present shows or other attractions.

R-B Boston Showing Cut To Six Days

BOSTON, March 20. — Ringle Bros. and Barnum & Bailey Circus this year will play the Boston Gardens for only six days (12 performances); three days and six performances less than last year. However, one is understood to have more than 15 New England dates scheduled, in addition to the six, for the first time since the Hartford fire in 1944.

The show will jump to Washington, following the five-day engagement, and will show for three days, May 18 thru 20, its first showing under new management. During this extensive tour, the circus will be in Philadelphia, at the 3rd and 22d, with the usual week in the city.

Several two-day stands are understood to be again scheduled for the tour, a continuation of the war-enforced desert of its policy of play- ing in one location exclusively except for a few of the nation’s largest cities.

NEW YORK, March 20. — Big show went on sale this week and the circus will open April 7 for a 32-day (56-performance) run. Prices are the same as last year with a record top of $15 needed to buy choice seats.

Also still too early to forecast the trend, especially since the opening publicity guns have not yet been fired, fell in shouting the wilderness and buying buds.

Ringling brothers, using the same policy as last year, appearing in many new locations daily. Painted boards were being worked on yesterday (18) in the Times Square area and along the commuter routes in and out of the city.

Roland Butler and his publicity crew arrived Monday (15). Their plan is to begin advertising in the city's press Wednesday (17).

N. Y. Ticket Sale Under Way

FRANKLIN, March 20. — Stutz, Inc., said today that the circus, which is available this year, may demand top money, may be sold at $6,000 and $8,000. Increasing costs, which cannot be accurately estimated, are the determining factors.

By May, the first elephants to be imported following the war will be in this country, and about $5,000,000. Giraffes sold for a not too expensive $2,000 and $10,000.

Top Money for Rhinos

Aldo reluctant to quote prices because of the inexactitude of the cost of their business and the uncertain arrival of promised shipments, it was learned that the number of this year, may demand top money, may be sold at $6,000 and $8,000. Increasing costs, which cannot be accurately estimated, are the determining factors.

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Demand Is Steady

There are still a considerable number for African elephants, rhinos, rare breeds of antelope and cat animals, especially the African lion, the African leopard, zebra, antelope, zebras, monkeys and rhesus.

Also included are pythons measuring from 12 to 14 feet. There are also a few leopards, which can be had for about $500.

Kodak said that costs in the country of origin would be the deciding factor in pricing animals. Apparently, it is impossible to determine the flexibility of a rubber band. It may be more expensive to transport the animal than to buy it in the country of origin. Many handlers have indicated that no blood is necessary for good stock.

Henry Triffich, of Triffich’s Bird (See Animal Picture on page 60)

Miniature in New Home

BERGEN, Ind., March 20. — The Miniature Train & Railroad Co. is now located in its new plant here, which has more than a half dozen shops. The trains will be a half of a scale and will encompass seven acres, which are to be landscaped, and include trackage for the exhibiting and testing of trains.
Drought's End Hurts Annual

San Bernardino attendance off 29,534 in first six days as compared to 1947

By Sam Abbot

SAN DIEGO, Calif., March 20.—Rain that stuff the lack of which has caused the State to go on check shows at Denver. Damage for the loss of 29,534 turnstile clickers during the first six days of an 11-day run of the Orange Show here. The show pulled 287,715 customers in 1947 when it was revived following the war and this figure was 90,541 over its previous run in 1941 and 134,960 over 1948. Groves for the opening day on shows operated concessions was off less than a couple of hundred dollars despite the loss of nearly 1,000 patrons, Russell Z. Smith, secretary-manager, said.

While the Orange Show board may not share the content, the farmers (See End of Drought on page 61)

Much Activity Set for Plant At Lewiston, Me.

LEWISTON, Me., March 20.—Intensive use of Maine State Fairgrounds here is planned this season. Secretary Jim Kane announced.

In addition to the fair, scheduled for September 6-11, the plant will be used for a variety of events, Kane said.

A harness horse race meeting will be held June 14-19. Following this, the John Ward Shawlwill be presented under auspices of the IGOF. A harness race meeting will be held July 24-20. World of Mirth Shows is also to stage date on the fairgrounds, but dates and purpose have not been set. Kane said.

A fireworks show, sponsored by the cities of Lewiston and Auburn, is to be staged July 4.

Substantial grounds improvements are planned. A number of mutual booths are to be enlarged and roads are to be hard surfaced. A number of facilities that are not in good condition will be remodeled. The grandstand is to be rebuilt at the rolling ring.

Placerville, Calif.: Supervisors Ask Bid From State for Bldg.

PLACERVILLE, Calif., March 20.—The El Dorado County Board of Supervisors has adopted a resolution in support of the Western Livestock Show. The board has signed a lease agreement with the county for the use of the fairgrounds at an annual fee of $63,040.

The board estimates the structure will cost $716,000 and of this amount will be used for various purposes including exhibits and office space. The board has agreed to pay the fair corporation for the use of the fairgrounds.

A sign on the structure will be the name of the county.

Possibility that the building may also serve as headquarters for the local National Guard unit. The board has the option to use space at the fairgrounds at the construction of an exhibit building at the fairgrounds.

The resolution was established to allow the structure to be moved to the State Fair.

The building will be 300 feet wide and 142 feet deep, according to Cyril Heuner, chairman of the board. It will be the first permanent building on the fairgrounds.

Chantel Street Fair On

GENT, Belgium, March 20.—Spring fair, annual street carnival, is under way here in the principal market town of the country. The fair, which is a typical folk dance, a total of 36, and several events plus a multitude of games and competitions of all types. Principal attraction is the Ferrenburg Circus, going twice daily.

Around the Grounds:

Several Annuals Plan Increases In Gate or Grandstand Admissions

Pocahontas County Fair, Marlinton, W. Va., this year will up its gate admission from 30 to 75 cents for a square. The fair will be held June 30-25. A total of 50 cents will be collected with a free ticket. The fair will be held by the county.

Macon County Fair, Macon, Mo., this year will charge 30 cents for admission to the fair. A total of 50 cents will be collected with a free ticket. The fair will be held by the county.

Grants. A grandstand at the fairgrounds will be built by the county. The fair will be held by the county.

A hike in grandstand prices is being discussed at the Cherokee County Fair, Sidney, Neb., E. L. Hoover, secretary, advises. Prices have not been set, but we may go from $1 to $1.50,” Hoover says. Front gate is free. The present grandstand prices are 25 cents and 50 cents to 75 cents.

A hike in grandstand prices is being discussed at the Cherokee County Fair, Sidney, Neb., E. L. Hoover, secretary, advises. Prices have not been set, but we may go from $1 to $1.50,” Hoover says. Front gate is free. The present grandstand prices are 25 cents and 50 cents to 75 cents.

Cowboys and Girls

23 of 26 Acres For Livestock Arena Bought

COMPTON, Calif., March 20.—All but 3 acres of the required 26 for the $2,000,000 Western Livestock Show has been purchased. The show is to be held in conjunction with the National Agricultural Congress of which stages the show.

Laughton said the $3,000,000 has been earmarked for the project which will provide a covered area for 25,000 persons, limited by two story buildings. These, each 200 by 200 feet in size, will house offices and equipment, as well as agricultural exhibits.

Mayor Laughton reported that Harry Billings, local assembly district committee man, has been appointed to the agricultural association board.

New Annual for Waycross, Ga.

WAYCROSS, Ga., March 20.—Dixie Fair, a new one, serving several counties in this area, will bow here in the spring of 1948.

The event is operated by the Department of Agriculture.

Gettysburg, Pa., Fair Revival Set for Sept.

GETTYSBURG, Pa., March 20.—South Mountain Fair, which was discontinued in 1940, will be revived this year. Dates are September 26 to 30.

Arnold Orner, president, is president; Robert C. Lott, Apperson, first vice-president; Ralph L. Lott, second vice-president; Clarence J. Waybright, Gettysburg, third vice-president; Harvey B. Ral- fensberger, Waycross, secretary-treasurer; W. Clayton Lester, Biglerville, assistant secretary; Elmer W. Warren, Gettysburg, treasurer, and David R. Arndt, purchasing agent.
BARNES-CARRUTHERS
THEATRICAL ENTERPRISES

ARE BACKED BY $100 MILLION DOLLARS' WORTH OF EXPERIENCE

Yes, a hundred million dollars is the value we've placed on our 39 years of experience producing outstanding attractions for the nation's leading outdoor and indoor events.

Year after year Barnes-Carruthers "conceived" productions and attractions play return engagements to ever-increasing crowds... giving added proof that experience counts.

"Equals the total grosses for Barnes-Carruthers in 39 years. That's why we say "Barnes-Carruthers productions are backed by a hundred million dollars' worth of experience."

PRESENTING
FOR FAIRS • PARKS • CIRCUSES

INDOOR & OUTDOOR CELEBRATIONS & SPECIAL EVENTS
★★ MUSICAL EXTRAVAGANZAS
★ INTERNATIONALLY FAMOUS CIRCUS ACTS
★ CHAMPIONSHIP RODEOS — HORSE SHOWS
★ TRACK & INFIELD EVENTS
★ EVERYTHING IN THRILL SHOWS

CAN ALWAYS USE ADDITIONAL ACTS OF MERIT
Wire or Write

BARNES-CARRUTHERS
THEATRICAL ENTERPRISES
159 NORTH DEARBORN ST.
CHICAGO 1, ILLINOIS
A NEW ERA of close co-operation between major facets of the outdoor showbiz fields and the television industry can be expected to develop rapidly in the near future, leaders of both industries are beginning to realize. In the past year, first signs of this pending co-operation have been apparent, primarily in the cases of television coverage of the 1947 Iowa State Fair and the Canadian National Exhibition and in the teletecasting of circuses by WBKB, Chicago, and other video stations in other cities. Leaders of the showbiz fields involved, who have analyzed these events, have seen in them portents of future co-operation of mutual benefit.

The consensus of trade leaders, according to facts revealed by recent investigations, is that outdoor showbiz (circuses, fairs, parks, carnivals) can benefit from the promotional value inherent in television coverage. It also is agreed, but stated primarily by television industry leaders, the outdoor shows (and indoor circuses, too) have material constituting excellent programming.

Demonstrated at Iowa

The fact that the novelty of television and the pent up public interest in the medium can be of promotional value, and even of direct box-office value, was demonstrated in the cases of the Iowa State Fair and Canadian National Exhibition television productions. In the new historical television demonstration put on by radio Station KXNT at the Iowa Centennial State Fair, August 21-30, 1947, almost 240,000 persons jammed the tents containing the television demonstrations. There they saw actual television programs in progress and also were able to witness events being teletecast via coaxial cable from other areas of the fairgrounds. No one is willing to estimate how many of these people paid admission primarily to see the television demonstration, but some of the execs co-operating in the promotion are willing to estimate that total attendance at the fair was increased by thousands because of the presence of television.

At the Canadian National Exhibition television's ability to jingle the outdoor cash registers was proved conclusively. Here about 70,000 persons paid 22 cents to witness television demonstrations put on by RCA and to see on television receivers a cross section of events of the fair.

The last minute because of the technical impossibility of relaying the show via high frequency radio relay to its Chicago transmitter for telecasting to Windy City viewers. This year it is thinking of telecasting the Illinois and Indiana State fairs. If it is too late to relay pick-ups of events as they occur, there is the possibility films will be made for later telecasting to the Chicago audience.

Television Polack Show

Just recently WBKB telecast the Polack Bros. annual Shrine Circus presented at Chicago's Medinah Temple. According to Werrenrath, this was one of the most successful programs the station has done in a long time; a show that got very favorable response from the station's audience and was of promotional value to the Polack management.

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SPEEDWAY ROUND-UP

Walt Faulkner Winner
SAUGUS, Calif.—Walt Faulkner captured the third annual Western States (URA) Midget Auto Race Championship Sunday (7) at Benelli Stadium here before 6,816 fans. Gib Lilley was second and Art George third. On the 48th lap Johnny Garrett, Rod Simms and Burton Spicker, the leaders, tangled wheels and had to drop out. Faulkner, running fourth, took the lead and held it to the finish. Semi-main went to Bill Martin and Spicker copped the trophy dash.

Mathis Wins at Gardena
GARDENA, Calif.—Slim Mathis won the 50-lap feature big car race at Carrell Speedway here Sunday (7) before 5,020 persons, many of whom felt that the race was won by Kenny Palmer, who wound up in second place. The mix-up came near the end of the contest when Palmer, running first, apparently crossed the finish line but then was forced around an extra time due to confusion in counting. Going around in what many fans thought was his 21st trip Palmer blew a tire and Mathis passed him as official winner. Wayne Tipton was third, and Frank McGurk, fourth. Pat Flaherty won the semi-main and McGurk took the trophy dash. Heat winners were Flaherty, Roy Prosser, Tipton and Bud Sennett.

Johnny Tolan La A. Winner
LOS A GELES.—Johnny Tolan won the midget auto race feature at the Coliseum here Sunday (7) before 5,092 persons. He finished a half-lap ahead of second-place Henry Banks and Mel Hausen, who nabbed third. Joe Garson won the semi-main event of 25 laps and Sam Hanks walked off with trophy dash honors. Heat winners were Tolan and Troy Ruttman.

FLEMINGTON, N. J.—Stock car races are slated to get under way at the fairgrounds here May 30. Promoter Thomas Garbarc announces. More races will follow on the one-half mile dirt track. Meets will be sanctioned by Eastern Championship Stock Car Circuit, Bound Brook, N. J.

The voice of the people, Mr. Fair Secretary

The voice of the people should govern the selection of your grandstand attractions. SELDEN, THE STRATOSPHERE MAN, has been gaining the awe of fair patrons for 15 years. Death-defying, breath-taking action as he does a thrilling hand stand atop a high swaying pole—far above the crowd. Patrons return again and again to see this sensation.

WRITE OR WIRE NOW FOR OPEN DATES
SELLDEN, The Stratosphere Man
C/O THE BILLBOARD  CINCINNATI 22, OHIO

COOPER'S FAMOUS LIBERTY HORSES
TRAINEED AND PRESENTED BY BILL BUSCHBOM
Eight black and white spotted Geldings, doing intricate routines with grace and precision, beautiful plastic and nickel trappings. America's first all-aluminum ring curve.
Currently with Hamid-Morton Indoor Circus. Owned by Mrs. E. L. Cooper, Wichita, Kans. A FEW SUMMER DATES OPEN. CONTACT BILL BUSCHBOM CASVILLE, WISCONSIN, OR CARE HAMID-MORTON CIRCUS, AS PER ROUTE

WALTER HEROD
That Dancing-Bounding Somersaulting
ACROBAT ON THE TIGHT WIRE
Truly America's Most Outstanding and Sensational Acrobatic Wire Performer
FAIRS—PARKS—CIRCUSES—NIGHT CLUBS

ROPE & WHIP ACT
REPRESENTATIVE FAIRS
West—ERNIE YOUNG 155 N. Clark Chicago, Ill.
"NAMES" MAKE NEWS AT FAIRS AND EXPOSITIONS

...and draw capacity crowds!

Famous stars... the big "names" of movies, radio, records and Broadway... are sure-fire magnets for huge crowds. The most celebrated expositions and fairs have smashed attendance records with stars booked through the William Morris Agency, noted for fifty years as the talent agency with the greatest roster of the most brilliant "name" personalities in the show world.

"The OLSEN & JOHNSON presentation of 1947 at the Canadian National Exhibition provided a fast moving variety show... The fact that OLSEN & JOHNSON will this year present our grand stand entertainment to a capacity of 350,000 is sufficient evidence that we have been particularly well satisfied."  
E. A. Hughes

"The State Fair received many favorable comments on the booking of BOB BURNS... a natural for Fair entertainment... and OLSEN & JOHNSON who scored a tremendous success..."  
HAZEN L. FUNK

"It was a real pleasure to have worked with your organization in presenting one of our outstanding attractions, "Fiestacade of 1947"."  
E. O. HULICK

"We have had a very fine reaction to the show you furnished... best show we have presented."  
W. T. KEARNS

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Clasview 1-6161
Ask for Fair Dept.

CHICAGO
203 No. Wabash Avenue
STATE 3632
Ask for Fair Dept.

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COUNT BASIE
HENRY BUSSE
DUKE ELLINGTON
HAL McINTYRE
GEORGE OLSEN
BUDDY RICH
RAYMOND SCOTT
QUINTETTE
CHARLIE SPIVAK
CLAUDE THORNHILL
MIGUELITO VALDES
PAUL WHITEMAN
—and others

Photos shown alphabetically

And Many Others
Sure-Fire on Rain
SAN BERNARDINO, Calif., March 20.—The National Orange Show fair here has added up to its reputation of almost always producing a rainstorm. The series of March days (14) marked the end of one of California's worst droughts was the result of the fairgrounds' 30-year history that the event has been visited by rain.

Mansfield, Pa., Ups Gate Admish; Adds Thrill Show to Bill
MANSFIELD, Pa., March 20.—Mansfield Fair will increase its outside gate price from 50 to 80 cents and also up its grandstand admission scale. Daytime grandstand admissions will be increased from 35 cents to 50 cents, with the night price set at $1.

New to the fair program this year will be a high-wire act.

The fairgrounds this year will be the site for a carnival still date the week of April 4. Event, near to the grounds, will be under auspices of the Mansfield Business Men's Association.

N. Y. State Dates
Set Back 1 Week
ALBANY, N. Y., March 20—Decision to postpone the limited 1948 New York State Fair, Syracuse, one week to September 15-18, was made Wednesday (17) by Commissioner C. Chester DuMond, of the State Department of Agriculture and Markets.

As the fair will be for exhibition purposes only and will include a cattle show, junior agricultural projects and possibly exhibits sponsored by the New York State Grange, DuMond said the postponement will assure increased participation by these exhibitors. The change also will avoid conflict with 10 or more large county fairs, some of which have already assumed obligations for Labor Day week.

PARK MANAGERS
contact me now for 1948 Season!

Watervile, Wash.
To Do Much Building Before 1948 Annual
WATERVILLE, Wash., March 20.—North Central Washington Fair here has scheduled plans for major construction preliminary to the 1949 event, scheduled for September 17-27.

Barns to be built are 1,000 to be built, barns, each 32 by 120 feet, to be erected; a restaurant, 60 by 80 feet; 1,000 to be built, a stable, each 32 by 120 feet, for horses; a 1,200-foot stable, each 32 by 120 feet, for cattle; and a 1,200-foot stable, each 32 by 120 feet, for cattle. Buildings are to be constructed new stalls and a new wash rack and a sales ring are to be built.

A feature this year will be a classification for Future Farmers of America.

Two Day Centennial Cole
Pushed at Wheatland, Calif.
WHEATLAND, Calif., March 20.—This city plans to go all out for two-day centennial celebration scheduled for May 7-8. Tentative plans are to be drawn up at a meeting of the committee in the near future, it is announced.

Among features which probably will be incorporated into the event are a parade, rodeo, old-time pageant and an old-timers' day.

Lloyd Nightingale, committee chairman, has as his advisory board Harlan Still, James Maloney, Dave Metzler, and the Indians, Weston All and Mrs. Frank Brock.

SACRAMENTO, March 20.—Need a job? Here's a good one—but there's a catch to it.

The State personnel board here has announced it is accepting applications for a job with one of the fanciest salary ranges ever listed for a civil service test—centenarians commission manager for Southern California, paying $321 to $1,000 a month.

Here's the catch: The job probably won't last beyond 1950, the last of California's three years of celebrating.

The announcement states that anyone with a year's residence in the State may apply and that the a special qualifications board will interview and investigate applicants, no written test will be given.

The manager will coordinate and organize all commission activities in Southern California.

Concor Heads Topsfield
TOPSFIELD, Mass., March 20—Paul Corson, of Saugus, has been appointed general manager of the Topsfield Fair. He has been associated with the fair for a number of years and during the past two seasons has had charge of the midway and industrial exhibits. He also has managed the Saugus Community Fair for a number of years in conjunction with Ellery E. Metcalf, secretary of the Essex Fair.

Good Paying Job
Open—With a Catch

BOOKING 1949 TOUR
POLACK BROS.
WESTERN CIRCUS EASTERN
CONTINUOUS ENGAGEMENTS OFFERING THE LONGEST WORKING SEASON

OFFICIAL BOOKING AGENT
ETHEL ROBINSON ATTRACTIONS
155 NORTH CLARK ST. SUITE 413 CHICAGO 1, ILLINOIS

FOR
THE BEST
IN OUTDOOR
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LOUIS W. COHAN Agency
203 N. Wabash Ave., CHICAGO
Affiliates: NEW YORK — CLEVELAND — HOLLYWOOD
here's a show you will want to book!

WE STILL HAVE

SOME OPEN DATES

FOR THE GREATEST OF

ALL WESTERN REVUES

A REAL WILD WEST THRILL CIRCUS

FULL OF SHOOTIN' - TOOTIN' FUN

STARRING THE

ALL NEW

GRAHAM

WESTERN RIDERS

THAT FAMOUS FAMILY

8 BOYS AND GIRLS WITH

THEIR HORSES

SENSATIONAL RIDERS & ROPERS

THE IN THEIR OWN

BIG SHOW

WESTERN RANCH ROUND-UP

FEATURING

FAMOUS ROUND-UP BAND

THEY DO THEIR OWN ACT AS WELL AS PLAY THE SHOW

JACKIE SWIFT

The Lovely Cowboy M.C.

BILL & NANCY LONG

Direct from Earl Carroll's Vanities

CHIEF WHITE SAND

Sensational Singer

TERRY RAY 

HAPPY TOM • JERRY

Thrills of the Ladders

Fun on Wheels

A GREAT AFTERNOON

SHOW FOR YOUR GRANDSTAND

WHITE OR WIRE

Booked Exclusively by

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203 N. WARASH

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CHICAGO, ILL.

Natl Orange Show

Reviewed Friday evening, March 15, Run Bernardino, Calif. (prompt by Paulson & Macclo, Los Angeles. Staged by Russ Bapiston.)

This stage presentation, the first of three presented at the 33rd annual National Orange Show, is packed with solid entertainment. The only thing against it is the running time—about 90 minutes—which is too long where three times as many people stand as sit down.

Naturally the star of the show is Jane Russell, of Outlaw fame, but this certainly is based upon singing talent. Near the closing she sings two numbers about the right kind of man but the payees were too busy cogging to get the notes.

The show is well paced and the Ada Broadbent Dancers—10 girls and 5 men—open, working to Civilization. They are also spotted at the half-way mark and the finish. Choreography is well directed and the gals—all lookers—give a performance that gets good mating.

Evers and Dolores are spotted in the deuce spot with their tight wire. Evers warms up the audience with a few fast trips across the ribbon. Dolores, working barefooted, gets a nest hand for this and follows thru for a beg-off hand with her toe stands on the wire.

Nick Lucas, a perennial favorite, opens with Beg Your Pardon and goes into Golden Earrings. Capitalizing on Billie Broadbent's popularity of Feb Looking Over A Four-Leaf Clover, Lucas, an outstanding showman, uses it for transition into the oldies. He really scores solidly with his Tip-Toe Thru the Tulips and encore with Side by Side.

The Nonchalante, three men, had the audience in their hands from the start. This knockabout and balancing act is sure-fire. Deadpan patter by one of the trio enhances the tricks that progress to a three-high stand and a well-timed fall. New to audiences here, they had to beg off.

Pansy, the Horse, with Pamela Mayo doing the ringmaster duties also went well.

The thing that sells Bob Williams's dog act is his banter. He gets the act off to a fast start and keeps it going. Patrons liked Sonny and his backward slips, rope jumping and paw stands in Wally's Spansiel and its lazy dog routine provides laughs.

Professor Lamberti was next to closing and followed Miss Russell Lamberti, working a single, lacks the zip that his turn had when he had the feminine helper. Working into serious music a little quicker would help.

Eddie Bartell does a smooth job of emceeing and localizes his jokes to take advantage of the rivalry among the towns around San Bernardino. Ben Lacky and his orchestra (18) do a creditable job of playing the show—

Sam Abbott.

R. I. State Will Run

Aug. 28 Thru Sept. 6

KINGSTON, R. I., March 29. — James C. Muldowney, president of the Rhode Island State Fair, announced this week that the fair will operate August 28 thru September 6.

The fair, which first came under Muldowney's management last year after a war-time lapse, will be expanded to cover all the State's agricultural endeavors. Also planned are large commercial and industrial exhibits.

A greatly enlarged entertainment program is in mind. Tentative plans include a grandstand show, thrill shows and auto races.
March 27, 1948

The Billboard

Fairs-Expositions 59

3 MILOS MILO LINWOOD JONES PRESENTS THE SKYLARKS

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* 140 Feet No NETS *
* THRILLING *

AN IMPRESSIVE RIGGING OF UNUSUAL DESIGN.
AN ULTRA-HAZARDOUS EXHIBITION SPEEDILY
AND ELEGANTLY PRESENTED.
MOST COMPLICATED Routines EVER WITNESSED.

THE NEWEST SENSATION! A LIFETIME THRILL!
FEATURING A DOUBLE BREAKAWAY.

EXCLUSIVE REPRESENTATIVE
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GIVE TO THE DAMON RUNYON CANCER FUND
*Animal Picture Is Bright; Supply Good and Prices High*

(Continued from page 51)

& Animal Company, is concerned mainly with the importation of large quantities of small animals. Expectations are that soon 3,000 monkeys, 50 or 60 chimpanzees, 75 pythons, 2,000 assorted poikilos snakes and thousands of birds.

Treffich will import on order elephants, tigers, leopards, or any of the other large animals. He gave up speculation in big animals because of the risk involved. Ringling circus recently purchased six chimpas and several monkeys. Treffich's business, housed in a five-story building, is an animal department store with retail business conducted on the first floor and trade dealings on the upper floors.

Monkeys Leased

Treffich described as very successful his monkey "rental plan," which was inaugurated several years ago. Monkeys are consigned to parks and other amusement units from Decoration Day thru Labor Day at a cost of $25 each. After Labor Day Treffich "buys" the monkeys for $12.50 each if they are in good health. This procedure eliminates the necessity of exhibiting cars for the animals thru the off-season months. Treffich said that no monkeys can be shipped from India from March 1 thru October 1.

Children's zoos are gaining in popularity, Treffich said. The cost of the necessary animals, domestic and foreign, runs about $10,000. All animals must be small and of breeds that can safely be handled by children, he said. Some of these zoos are operated like day camps, with nurses in attendance to care for the youngsters. The zoos can earn a good profit on a 25-cent admission charge.

The E. S. Ward Company has on hand antelopes, monkeys and lions, as well as smaller animals. Shipments scheduled are expected to include rhinoceros, monkeys, antelopes and smaller South American animals. Ten elephants are expected, and perhaps five or six rhinos.

14 Giraffes Imported

The market for giraffes was pretty well taken care of last year with the importation of 14 by Ward. They averaged $4,000 each. Several elephants were recently lost in transit on the high seas. However, the firm is still hopeful of importing several of the African variety. Also imported last year were 10 camels. Since then they have been classified as domestic animals and it is believed a special permit will be needed to get more into this country, stringent regulations now govern the importation of domestic animals, because of fear of hoof and mouth disease.

The increasing demand from abroad usually calls for higher prices and this results in some breeds being imported in small numbers. The Trend for firms desiring to avoid being difficult in obtaining snakes of acceptable lengths, that is, over 20 feet. The opinion was advanced that the natives of the Malay Straits, where the best snakes come from, are afraid to catch them.

Export to Europe

The Ward firm exported several lions to European buyers during the past year. There is some demand by zoos in this country for imported African lions with which to improve their stock. There is a market for hippopotamus, but these are extremely hard to get and the freight cost, including special care, is exorbitant.

Harry Ringberg, who imported the first elephants after the war, and his successor Jack Fox, plans no additional imports because of the uncertainty of business conditions. Last year Ringberg brought in 22 pachyderms. He and Fox have eight elephants they plan to bring out but not sell. The animals were wintered at Hialeah, Flia., and will shortly be brought in to the Trenton, N. J., farms.

Several were used last season for an elephant ride at Coney Island, N. Y. This venture was not very successful, Ringberg said.

Biggest independent import of elephants during the past year was engineered by Louis Reed for Ben Franklin's Dalley Bros. Circus. Reed brought in a total of 15 to boost the Dalley herd to 25, second largest in the country. The Ringling circus has a reported 49.

Two Sydney Drivers Hurt

SYDNEY, March 20.—Week-end carnival at the Sydney Showground Speedway was marred by several accidents involving two drivers injured and one of the cars badly damaged.

Wally Johnston was hospitalized from a dislocated shoulder and other injuries, and Alex Hunter was treated for head cuts after their cars tangled during a solo handicap race.

McGavin's car was badly damaged by fire but he jumped clear and escaped serious injury.

Va. Stadium Opening Set

TAPPAHANNOCK, Va., March 20.—Two Dayton-Wright Bros. airplanes, administration building and grandstand under construction at the Tidewater Stadium here. The stadium opens May 9 with the Eastern Rodeo Club Races, followed by Mist Hinkle's rodeo.
End of Drought Puts Dent In Orange Show Box Office

(Continued from page 52)

In the area welcomed the rain. Water level in this and adjacent areas has become normally low. In some localities water is actually rationed.

Several March events were announced, with orange shows prominent in the list of the coming season.

**FAIRS-EXPOSITIONS**

**KAYLETTA BEAUTY FROM THE GOLDEN WEST**

**The Golden West**

**Sunday, March 26th**

**12:00 Noon to 4:00 P.M.**

**At the Orange Show Box Office**

**ATTENTION!**

**INDOOR AND OUTDOORS SECURE THE GREAT ARTURO COMEDY HIGH WIRE ACT**

**Through SAM LEVY, Barnes-Carruthers, Chicago, Ill.**

**In the East: HARRY COOKE AGENCY, Lancaster, Pa.**

**Will Open on April 16th, Chicago Stadium, followed by Kennywood Park, Pittsburgh, Pa.**

**Thank you, Mr. Sam Levy!**
ANNOUNCING

AMERICA'S GREATEST COUNTY FAIR

COOK COUNTY FAIR
CHICAGO, ILLINOIS

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SOLDIERS FIELD
WORLD'S GREATEST SITE FOR CROWD HANDLING
OVER 6 MILLION PEOPLE TO DRAW FROM HUNDREDS OF EXHIBITORS

NOW BOOKING:
INDEPENDENT MIDWAY ATTRACTIONS—SCIENCE & SKILL MERCHANDISE CONCESSIONS FREE ACTS

IF AVAILABLE...
Want to book the largest Railroad Show possible that may have the above dates open ... or will consider booking 2 Modern, Well Organized Truck Shows.

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DIRECTOR OF COOK COUNTY FAIR
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CHICAGO, ILLINOIS

Quincy Names Carmichael Prexy; Mulls Mining Cele

QUINCY, Calif., March 20. — Roy Carmichael, Portola, Calif., rancher, has been elected president of the Plumas County Fair Board. Action on the matter was taken at recent board meeting followed by a dinner meeting of the County Committee on Centennial Celebrations. The committee consists of the fair board and three additional members, C. H. O'Rourke, La Porte; Joseph Goodwin, Greenville, and Stanley Bailey, Portola.

E. G. Leonhardt, Quincy, was elected vice-president of the fair board, with George Longworth, Stant, treasurer, Arlen Tares, Taylorsville, was introduced as a new member.

Martin Sword, fair manager, announced Clyde Kennedy, of a San Francisco engineering firm, will meet with the board soon to discuss a master plan of building water and sewage for the fairgrounds.

Sword also announced the State National Guard officials are considering the erection of an arsenal on the grounds.

The centennial committee announced that Greenville is considering a gold-mining celebration, possibly July 4, and that Portola will probably observe the Portola Festival to be held in San Francisco in October. It was stated that the central theme of the celebration will be carried through the Plumas County Fair to be held here in August.

Beam To Open May 31 at Carthage, O.

NEW YORK, March 20.—D. Ward Beam announces that the first performance of his World's Champion Daredevils, auto thrill show, will be given at the Carthage (O.) Fairgrounds. Beam, a pioneer in the field, exhibited his first unit August 27.

This will mark the earliest date ever that a Beam unit has been shown. The season will extend through September and include both Eastern and Middle West dates.

Showmen's Boycott Halves Aussie Fair Attendance

SYDNEY, March 20. — Recent annual show at Newcastle was a flop as a result of the showmen's Guild of Australia whose members refused to accept a 10 per cent cut in rentals in the amusement area. With only two sides shows on the midway the fair drew only 70,000 against a gate of 111,180 last year. Showmen admitted a slight increase in fees for space was justifiable but would not stand for the 100 per cent gouge. Showman's Guild offered to negotiate but the show committee turned down the offer. Criticism of the committee is expected to result in a shake-up at the annual election.

Jack Diamond Is Operating Diving Bell at Miami Beach

MIAMI BEACH, March 20.—A new fun device, a diving bell, operated by Roy Diamond, has opened in Miami. The attraction takes customers below the surface of the water for five minutes or longer. Diamond decided to put the bell to work during the winter months while it is too cold to do salvage surveys up north.

The bell is a globe of steel light enough to float on the water like a cork. A pulley arrangement pulls the bell to the bottom for sightseeing and then back to the outside pier where the gloom of the water.

1948 County Fair for Chi

(Continued from page 37)

expected, from the Chicago Railroad Fair, which will be held nearby on land south of the stadium. (For details on the Chicago Railroad Fair, see Central Outdoor Section.)

Seek B.I. Carnival

The county fair, Cullerton said, will offer a large midway area situated on a 500 by 900 macadamized surface immediately adjacent to east and south of the stadium. A railroad show will be presented, if one can be booked for those dates. Otherwise, a large collection of organized truck shows will be contracted.

Attractions in the stadium itself will include circus acts, a pro football game, midnight auto races and perhaps fireworks, Cullerton disclosed.

The night of midnight auto races will be offered, and the Chicago Rockets will be presented in a pro grid game.

45G in Premiums

Premiums in the various livestock and agricultural classifications will hit around $45,000, according to Cullerton, who pointed out that as much as $50 to 60 per cent of the premiums will be derived from State aid.

Such exhibits, he said, will be housed in tents outside the stadium. Farm machinery and some other exhibits will be offered in the large area available for such purposes under the stadium.

B.Y.O.B.

Cullerton said it is possible that the fair will be able to draw a sizable entry of livestock despite the fact that several other major annuals will be running simultaneously in the Midwest. He maintained that the premiums offered should be ample inducement to breeders.

Owner of two fishing tackle manufacturing concerns, Cullerton first broke into show business in 1939 when he and Jack Hagan staged a sportsmen's show in the International Amphitheater here. He continued this association until the war years, when he turned to filling government contracts for emergency fishing tackle for airplanes. In 1946, Cullerton, in association with Frank Sheahan, of Chicago, staged the sports and travel show for the Chicago Herald-American, and only recently he staged another sports and travel show here, this time also in association with Hogan but without direct sponsorship of the newspaper.

Kipp Co. Acquires Indianapolis Bldg.

INDIANAPOLIS, March 20—Leon and Harry Levin, owners of Kipp Bros., concession supply jobbing firm in Indianapolis, have bought the Kipp Co. property for $35,000 of a five-story building at 940 South Meridian Street as the new home of the company.

Presently located at 117 South Meridian, the Kipp firm will move into the new location the company now occupies the building vacated last year by Beckert Brothers. The Levin brothers said $30,000 will be spent on a new front, floors and an air-conditioning system plus other improvements. The 60,-

900 feet of floor space in the building will be used by the company. The building has frontage of 35 feet and extends back 200 feet. A wing also extends south to the corner of the street.

The Levin purchased the company 1929 from heirs of the original owners, who founded it in 1868.
Around the Grounds

(Continued from page 52)

attraction. The Colby fairgrounds will be the scene of a combination rodeo-horse show May 29-31. A rodeo will be presented each afternoon and a horse show each night under sponsorship of a local riding club.

A 15-acre tract close to the city limits of Sparta, Tenn., has been purchased by White County Fair Association. Construction of a fair plant is scheduled to start about May 1.

A cut in gate price from 50 to 75 cents is scheduled for Clearwater County Fair, Bagley, Minn. Officials are reducing the admission with the view that it will increase attendance.

Natrona County Fair, Casper, Wyo., this year will institute free parking, but will like gate admissions from 60 to 75 cents. Plant improvements planned include the construction of three new stock barns and a top for the grandstand.

Owen County Fair, Spencer, Ind., will have a new 60 by 100-foot frame hog and sheep barn and a new concrete block building for women's exhibits in time for the '48 event if present plans are carried out.

Vermont State Fair, Rutland, which long has offered auto thrill shows, this year will turn to motorcycle races.

Clermont County Fair, Owensville, O., is showing its grandstand price up to 80 cents, tax included, from 60 cents charged last year.

$1,907,075 Budget For Calif. State Ok'd by Committee

SACRAMENTO, March 20.—Budget items totaling $1,907,075 for support of California State Fair during the next fiscal year have been approved by the Assembly Ways and Means Committee. Only committee cut in the fair appropriations recommended by Gov. Earl Warren was a $30,000 reduction in a $70,000 request for advertising.

The ways and means group asked the lower house interim committee on fairs and expositions to study proposals for elimination of free passes and an admission price increase from 50 to 75 cents for the State fair.

McMillan Prexy At Sandersville

SANDERSVILLE, Ga., March 20.—At the annual meeting of stockholders of the Washington County Fair Association held here this week, W. C. McMillan, lawyer, was chosen president to succeed Marvin P. Scruggs, farmer; D. E. McMaster succeeds veteran Gordon S. Chapman as secretary, and B. J. Earnest is treasurer. Scruggs and Chapman both declined re-election. Chapman served as secretary for 25 years. Dates were set for October 11-14. Shan Bros. Shows will furnish midway attractions for the third consecutive year. It will be the first time any carnival company has played this fair three consecutive years.

Extensive improvements to grounds and buildings are on the agenda for this year. Several hundred truck loads of sand have been hauled to the lot to fill in low spots that caused much trouble last year when it rained so heavily.

Dutton
SKY DEVILS

offering to Fairs, Celebrations a more unique, exciting and entertaining type of show. Exclusive in the finest comedy, novelty and thrilling airplane and parachute acts.

Write us at

WALKER-DUTTON AIRPORT
HAVERHILL, MASS.
Fair Management:
Cities Five Way Fairs May Get Funds To Construct Grandstand

B. G. R. Lewis
Fair Consultant

No longer is a modern permanent fairground to be enjoyed only by the largest exhibitions, cities or universities. Today it is a necessity for every medium-sized city department in the program of operation of the county, State and Interstate fairgrounds. It is an essential asset to every community.

Many fairgrounds today are old frame grandstands and 50 to 100 years old, which time and weather have resulted in some difficulty in offering stable seating for grandstand and other attendance. The solution of this problem is to replace the worn-out seats with a seating section of modern design and construction, having a capacity of 10,000 seats.

For instance, the May Fest in Chicago is only one of the many such events in the world. The May Fest is a three-day celebration of the beginning of the season of May. It is held in the platform of the Chicago, Illinois, and is known throughout the world as "the greatest of all fairs." It is the largest celebration in the world. The fair is located on the grounds of the Cook County Fairgrounds. It is a world-famous fair that has been in operation for over 100 years.

Counties may assist

There are five methods of financing used through the U.S. today. Officials of the county, State or federal government purchase the grandstand and then operate it. This is a very popular method of financing. Other methods include

1. The sale of the grandstand and the use of the proceeds to operate the fairgrounds.
2. The sale of the grandstand and the use of the proceeds to operate the fairgrounds.
3. The sale of the grandstand and the use of the proceeds to operate the fairgrounds.
4. The sale of the grandstand and the use of the proceeds to operate the fairgrounds.
5. The sale of the grandstand and the use of the proceeds to operate the fairgrounds.

Gains in Popularity

The fourth way is the independent method in which an individual, a club or an organization works out a contract with the fair officials for the lease of a grandstand and the operation, along with the track race, for a period of years.

The fifth method used by a larger number of fair officials is to finance the project by public subscription. When public participation is necessary to raise all the funds, it is essential that a well-developed plan and campaign be carried on by influential people and grandstand enthusiasts. The first step in a campaign is the formation of a promotion committee. This committee should incorporate an association or a non-profit organization with the power to enter into contracts for construction of a grandstand and to finance the project. In many cases people from outside the community may be raised by donations from individuals, businesses, groups, etc., to finance the construction of the grandstand and the operation of the fairgrounds.

The amount of funds may determine the size.

Built in Sections

Quite often where funds are limited the structure is built in sections. This is very common. On the other hand when a grandstand is to be built for an official in a community committee and the public in general, will find they have a real interest in the building and are in the decision so that the project when completed will have the public in attendance, to cost, financing, location, size and seating capacity, shape and arrangement, location and use of transportation from the streets and stairways and ramps, facilities with special exhibits, ticket booths, rest rooms, offices and concession stands and transportation of the fair along with the race track and the cost of the grandstand. In order for fair officials to be in a position to construct a grandstand that will meet all the requirements of exhibitors, concessionaires and the public, it is recommended that an engineer or architect familiar with fair and exposition building construction and their operations be consulted. Fair officials are anxious that the grandstand will be constructed in all of its numerous forms throughout the State at the time of the visit of the Governor of the state and the Governor of the county.

A committee to aid the Governor was appointed by Governor Arlet, a named vice-chairman.

Napa, Calif., Annual
Asks Governor’s OK On Building Plans

NAPA, Calif., March 20—Directors of the 25th District Agricultural Association, sponsor of the Napa District Fair, April 16-18, have applied to the Napa County Board of Supervisors, for permission to start an improvement program at the fairgrounds. The officials of the association announced that a committee working with the fair officials must study requirements of the community. It will determine the size and seating capacity of the grandstand. The amount of funds may determine the size.

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PARKS-RESORTS-POOLS

March 27, 1948

COMMUNICATIONS TO 155 NO. CLARK ST., CHICAGO 1, III.

The Billboard

DALLAS KIDS “GO TO TOWN”

By Hank Harley

CHICAGO, March 26.—Barring one of those unforeseen April snowstorms, a quite a number of amusement parks, from the 1948 season early next month. Then come May, practically all of them will be under way. In most instances, these opening in April are opening for daily operation until May, when they will be shut down for the season. Most of the early season is spent by the Dallas type of amusement park in the East and the early bird among these is Rockaways’ Playland, New York. According to Al Hartman, public relations director, Rockaways’ starts Sunday operation April 18. Things are expected to be in full swing by April 21. There’s only shrubbery in the park on Monday, and it will be followed by daffodils opening May 23 for the latter phase of the season.

Edward J. Carroll, owner of Riverpark, Agawam, Mass., has tentative plans to open in April for the week ends but still hasn't decided on the exact date. Alko Carroll didn’t all in the spot asking about the opening date for business, it probably won't be at the latter part of May.

Kennywood Park, Pittsburgh, owned by A. B. (Brady) McSwigan, reports its week-end opening will be during April 18 to the weekly schedule set May 12.

By Harry Jordan

Other Eastern Parks are also expecting April for week-end bow weekly. A. B. and Harry Jordan

NEWARK, N. J., March 26.—(AP) — Harry Jordan, president of the Rockaways board of directors, reports that the hotel and cottages will be opened next fall.

Concessionaires continue to apply for 1948 bookers, says Jordan, to be included in the 1948 season.

Among promotions planned for the Rockaways this year are a beauty contest, baby contest, photo contest, March 26, 1948.

Mardi Gras, treasure hunt, fancy face contest, and a contest, pie eating contest and excursion boat trips to the new 800-foot pier in Jamaica Bay.

Rockaways’ starts Sunday operation May 22.

Two Changes Made

In Rockaways’ Roster

NEW YORK, March 26.—Two changes are announced in the executive staff for Rockaways’ Playland. According to Al Hartman, public relations and Arthur Zrale is recreation director.

Rockaways’ is adding two new rides this year, a Tilt-a-Whirl and a Whirl, Pittsburgh. April 25 will be the opening date. The Funhouse is being revamped, and a new high fidelity sound system, wired for long distance and AM receiver have been added to the park.

Among promotions planned for this year are a beauty contest, baby contest, photo contest, Mardi Gras, treasure hunt, fancy face contest, and pie eating contest and excursion boat trips to the new 800-foot pier in Jamaica Bay.

Rockaways’ starts Sunday operation May 22.

April Will Bring Opening

Of Quite a Few Funsports

East Leads Parade, With Rockaways’ The Early Bird

By Hank Harley

SPOKANE, March 20.—Two new rides, plus new trains for the Jack Rabbit, will welcome visitors to Natatorium Park this season. The funspot, managed by Louis Vogel, will open the first week-end in April for week-ends only and start daily business May 15. The new rides added this year are a Roundabout, a Kiddie Ferris Wheel costing $2,000. New cars for the Jack Rabbit, will hit the $10,000 mark, making a total expenditure on rides alone of $16,000.

In addition to the new rides, the Spokane funspot plans to develop its Kiddie Land and improve some of the old rides with new equipment. An expenditure of $25,000 is contemplated.

In its ballroom operation, Natatorium will continue its policy of the past of playing both local and name bands.

Regarding the business outlook for ‘48, Herbert H. Todd, assistant to Mr. Vogel, said, “We believe this year will be about the same as last year, maybe not quite so good. However, the improvements made in the past may bring results beyond expectations. The fact still remains, however, that not too much money is available to the average man for amusements.”

Streamlined Olympic Adds Ride, Continues Attraction Policy

NEWARK, N. J., March 26.—Henry Guenther’s big Olympic Park at near Irvington is undergoing its annual face-lifting in preparation for the Olympic’s beautiful picturesque groves, buildings and rides are in good shape and will require only normal spring refreshing.

Guenther’s park has been thoroughly streamlined and equipped with rides and other attractions since the end of the war. The only major improvements under way this spring are installation of a Tilt-a-Whirl and enlarging of the popular Piggy Slide, which will be doubled in size.

The Olympic’s exciting train, the park’s large series of circus performances and band concerts daily plus fireworks displays on special occasions.

and ice cream: Harry Kaufman, age and weight guessing; D. D. Simmons and Thomas Coffey, rings, and George D. Alexander, peanuts, popcorn, candy apples and candy floss.

Several Flat Rides

Will Be in Line-Up

Of Kennywod’s Mall

PITTSBURGH, March 26.—With A. B. McSwigan, president of Kennywood Park, here, if asked if his funground would have any rides this year, he replied, “Several new flat rides are being added but as of yet no names of the devices, as well as the cost, cannot be stated.”

Ridership improvements at Ken- nywood, McSwigan said enlargement of the midway will be possible by relocating the hotel and cottages. The new building will have a grass and flower center, which will be a large electrical fountain. Kennywood will have new flat rides, making more than 16 in all.

McSwigan reports his crew is concentrating on the improvements this year and says when completed it should give Kennywood the largest number of rides in its history.

By W. H. Blaatz, proprietor, Executive Vice-President and General Manager State Fair Park, Dallas

The State Fair of Texas is at last a nature of popular entertainment. The State Fair is the past two years it has put forth every effort to establish and maintain features that would serve as constructive means of entertainment and education for the youth. This year, with the introduction of a Horizontal beer assortment of purposes, opportunities for boys and girls to have parties in picnic areas and to avoid themselves of clean fun on the midway.

Sponsors Special Days

The State Fair is concentrating on various days and special events on certain days during the summer for the children. Last summer Kiddies’ Day was observed and June. Each ride on the midway costs 30 cents; the small price being $16,000.

Spokane, March 20.—Two new rides, plus new trains for the Jack Rabbit, will welcome visitors to Natatorium Park this season. The funspot, managed by Louis Vogel, will open the first week-end in April for week-ends only and start daily business May 15. The new rides added this year are a Roundabout, a Kiddie Ferris Wheel costing $2,000. New cars for the Jack Rabbit, will hit the $10,000 mark, making a total expenditure on rides alone of $16,000.

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Coney Preps for Easter Preem; Rosen, Nelson Add New Units; Space Is Short

Seacrest of Shows Seen Due to Licensing

NEW YORK, March 20.—Following a mild week-end Coney Island ride operators, showmen and concessionaires went into action on their face-lifting, overhauling and paint jobs in preparation for an early Easter opening.

Despite the rigorous winter few, if any, of Coney's rides or buildings suffered any abnormal damage and most will be set for action as soon as the weather is favorable. Few for-rent signs are visible except in a few recently constructed buildings.

Principal new buildings erected since the end of last summer are the Shemrock House, David Rosen's new Pleasureland building and a new store being completed by Harry Nelson. In addition the village has to have a centrally located bus terminal in the Stillwell Avenue subway station which will be a major improvement also entailing only a slight remodeling job on the street level of the subway terminal building.

Luna Park on Market

Principal eye-catcher of Coney Island is still the charred remains of fire-gutted Luna Park. The old landmark is on its last gasp, and with apparently no taker in view. Practically nothing has been done since the site excepting the tearing down of the ornate arches and towers on Surf Avenue.

David Rosen's Pleasureland building

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Addison Says This Is Year To Try Out New Tricks for Biz

WASHINGTON, March 20.—This is the kind of a year that everyone should work hard and bring out the new tricks to attract patrons to his park, of increased prices will not take up the slack.

That is the way L. C. Addison, manager of Marshall Hall Amusement Park near here, sizes up the situation for the 1948 season.

Addison said his park will add a Caterpillar this year, costing $14,000. It will ride-up, giving the spot total of 11 rides, both major and kiddie. Marshall Hall bows for the season May 29.

Calif. Bill Would Stop Commissions On Park, Beach Buys

SACRAMENTO, March 20.—The State may make no new acquisitions to the list of elder parks under an emergency bill to be introduced in the Assembly here.

Assemblyman James Silliman, of Soledad, announced he will sponsor the measure because of the contention between State and federal government over Tidelands Oil revenues.

These funds normally have operated the maintained State parks and beaches.

Silliman argued the park and beaches should be in the hands of the State which may have to reduce to fit if the State loses Tidelands' revenue.

This bill is the outcome of a meeting at a meeting of the Assembly Ways and Means Committee on departmental bud get requests.

The committee would cut from $300,000 to $100,000 appropriations for purchase of small parcels of land adjacent to State parks and beaches, and allow $12,000 to the department to co-ordinate conservation education programs in its various divisions.

Silliman said the committee reversed a previous decision to lump all conservation education funds under one department.

Illions Assured Rail, Bus Transportation For Celeron Picnics

JAMESTOWN, N.Y., March 20.—Picnic buffs at Celeron will be in for a healthy boost this season as the result of a tie-up with the Erie Railroad and $200,000 bus line, Owner Harry A. Illions, announced.

The rail and mill and other industries are being contacted, with the assurance that the transportation problem will be minimized.

Illions recently moved his Bobo ride from Dallas to Celeron, where he will be in use for the first time.

He has not yet decided on locating his Repsis ride, since it will probably be closed due to his spaciousness that is currently available here.

A dock by 50 ft. 50 feet is expected to be ready by May 10 to accommodate rail and motor traffic, Lake Chautauqua. The old Richmond Hotel is being rebuilt. The new business will be a seafood restaurant, while the upper floor will be leased to transient guests.

Crystal Beach Spending 16.5G On 2 New Rides

CRYSTAL BEACH, Ont., March 20.—Two new rides, costing $185,000, will be available at Crystal Beach Park this year, according to daily operation May 29. F. L. Hall, general manager, announced that the new 75-cent ride will cost $100,000, and a new large G-16 size, will be available for $85,000.

The two new rides will be the Miniature Train & Railroad Company, and costing $150,000 have been ordered.

In addition to the new rides, Hall said, plenty of work will be done, including new chair lift, roller coasters, rides fronts, added lighting and the planting of additional shrubs and flowers must result.

Hall will cost around $25,000.

Hall will have free acts as a promotion, booking thru George Hamid, New York. Hall said his ball-

Sears Adds Kid Ride

MANLIUS, N. Y., March 20.—Suburban Park, according to Fred W. Sears, owner-manager, will bow for the new Smokey Wolf Robinson for week-end. Daily operation, he said, will begin May 23.

Mr. B. Day, owner of the park at Suburban this year, giving the funspot three kiddie rides. No ma-

Suburban Tees Off First May Week-End

Wildwood, N. J., Pier Being Moved At Cost of $16,000

WILDWOOD, N. J., March 20. — Work for the pier for the pier opening by the Fishing Pier was being moved from its present site to the pier itself. The work will take about a year and will make for a $400,000 apartment project on the pier site.

Several boats, for instance, thru local realtor Ward Bright, submitted the lease bid of $500 for the land at the pier site recommended by the Appletown tax collector.

The sale stipulates that the new owner will have to tear out the pier before May 25 so that it will be ready for the season. The cost of shifting the pier will be $16,000.
Palisades Celebrates 50th Birthday; Gets Gold Make-Up

By Jim McHugh

NEW YORK, March 20. - Palisades (N. J.) Amusement Park, which this year marks its Golden Jubilee, has come a long way since it opened its gates to amusement-loving New Yorkers and Jerseyites in 1868. The growth of the park has kept pace with the growth of the chatel, which it overlooks from the west bank of the Hudson River, and from which it now attracts the bulk of its patronage via ferry boat and automobile. It was in 1905 that the firm of Forst, Bacon & Davis acquired the 10-acre tract which, reportedly, was virtually a wilderness, and put a tall wooden fence around it. Pleasure properties were then cleared and equipped with benches and tables, and a bid was made for outdoor games.

Shortly after opening Mike Corrigan started taking care of the grounds, including flowers and shrubs. This is still at Palisades taking care of the plants and flowers and supervising the special flower displays and the designing of the formal gardens. Several greenhouses are also operated by him so that the park will always have blooming flowers on display in its gardens.

Scene of Early Flickers

The area surrounding the park harvested much of the motion picture industry in infancy. The old Kalem Studios were located there and many scenes were filmed within the park area. Some of the scenes of The Perils of Pauline were shot here, and Pearl White, are said to have been shot on the park grounds. Stars of the day, who also were active in the area at this time which now contains a modern amusement park, were leading man, and her leading man, Claude Blackwell.

Commercialism on an advanced scale began to bring its way into park activities around 1900 when John and Jimmie Guinness started to take pictures of patrons and to sell picture post cards. At the same time ice cream cones are said to have been introduced to the public for the first time on the East Coast. Cones were introduced the year before at the St. Louis Exhibition.

At this time the park was owned by the Hudson River Ferry and Railway Company, a concern which still operates virtually all public transportation leading to the park. The park was first illuminated at night in 1865 and patronage on a good Sunday has been recorded at about 1,000 persons.

M.C.R. Is First Ride

It wasn't until 1905 that the first ride, a Merry-Go-Round, was installed. The unit was positioned on the cliff which now harbors the restaurant and band shell. There was no charge for admission to the park at the time. Rides on the Merry-Go-Round cost 3 and 5 cents.

In 1905 Nick and Joe Schenck acquired the park and stepped up its operating with time. Attendance of the first attendance of stars of the silent flickers was encouraged with the result that the fans of the day also turned out. The first spectacular stunt was the presentation of a balloon ascension by Frank Goodall.

A dance hall was built in 1910 and concerts and operas were added to the attractions. The park's first high speed rides were added, including the Ferris Wheel, Scenic Railway and Steamboat.

Salt Water Pool Opened

The salt water pool, which remains today one of the park's principal attractions, was added in 1913. Surf bathing is advertised and provided for on the park grounds. The pool is equipped with a sandy beach at one end.

Jack and Irving Rosenthal, present owners, bought the park in 1935 from the Schencks. They placed immediate emphasis on the need for, and installation of, more and better rides. This, in turn, permitted, for the first time, the huge night play which would result in the park's new reputation on Broadway, and no New Yorker without the range of vision can plea ignorance to the fact.

Lighting up the park was the first of many ambitious ventures tackled by the Rosenthal brothers. From the beginning of their ownership they have made lavish use of painted boards in the mid-town section of New York, as well as the principal Jersey highways. Every type of paper billing, up to and including 34-sheet stands is used with abandon. Billing is at all times at least one ratio over any other amusement billing posted in New York City during the period. The efficient Bert Novins and his associates handle the many advertising and publicity publicity and promotion with the result that Palisades frequently appears in the hardcover metropolitan dailies.

The park is complete, but like any other progressive institution, it will add this year at least one new ride, the Hurricane.

The CRT program will be lavishly used in this year's painting program, as well as graduated-colored electric lamps, to emphasize the occasion and to heighten the commercial possibilities of 21 weeks' celebration.

The jubilee slogan, aptly chosen, is "Fifty Years Great In Forty-Eight."

CONCESSIONAIRES

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Will book a few more Concessions from May 30 to Labor Day—Rides, Concessions, Attractions. A 10-year play for right people. No other park within miles near Harrisburg. For information or appointments to look over 20-acre park write or wire

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Highest Quality Obtainable. Lowest Prices.

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2,000 feet of 13-pound rail in 20-foot straight lengths. Almost new. Also 5 spare Freilet Cars, completely reconditioned, ready to run; 15 Lussour Cars in good condition. Also 1133 SOUTH ST. STREET, HARRISBURG, PA. Phone: 3-5028

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WILL BOOK — PERCENTAGE

CATERPILLAR — C U D D L E  U P — B U B B L E  B O U N C E

Park season May first thru Labor Day — One of Ohio’s good parks.

SUMMIT BEACH PARK, AKRON, OHIO

ATT. FRANK RAFL, Manager
Phone: telephone or wire for details

FOR SALE—THIRTY-FIVE (35) DODGEM CARS

Very reasonable

ALL IN GOOD CONDITION, WITH AMPLE SUPPLY OF NEW SPARE PARTS

PLAYLAND
Rys., N. Y.

MINIATURE RAILROADS

MINIATURE GOLF COURSE

MINIATURE GOLF COURSE

WILL BOOK — PERCENTAGE

CATERPILLAR — C U D D L E  U P — B U B B L E  B O U N C E

WANTED

IN GOOD PARK

2,000 feet of 13-pound rail in 20-foot straight lengths. Almost new. Also 5 spare Freilet Cars, completely reconditioned, ready to run; 15 Lussour Cars in good condition. Also 1133 SOUTH ST. STREET, HARRISBURG, PA. Phone: 3-5028

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- Only a few flat payment concessions still available, viz., Kitchen Center, Home Decor, Medical Products.

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SANDUSKY, OHIO

N. E. Meeting Grows in Stature; Notes on Parkmen’s Hub Doings

BOSTON, March 20.—The large turnout of operators and guests at the 20th annual meeting of the New England Association of Amusement Parks and Beaches Wednesday (10) at the Parker House, Boston, nearly cleared the affair out of its regional classification. The Yankee meets, noted for the fun and frivolity which accompanies their solemn and usually good business sessions, are always solid crowd-getters.

Lobby preliminaries got under way Tuesday night (9) with one group recounting experiences in dealing with the public or precincts, real and fake. Spinning yarns were Julian Norton, Lake Winnipesaukee, Saco, Me., and Fred Neale, Tilton, N. H., executive secretary. In these days of the Electro Freeze Sales Company, New York, plugging the new freezing mixes, Neale and representatives of the Clark,}
April To See Many Openings If Sun Shines

(Continued from page 85)

as it may seem, gave March dates for opening of the week-end schedule. Ideal Beach Resort, Shafter Lake, Monticello, Ind., opened March 14 for Sunday night dancing but will not start daily operation until May 23, T. E. Packman, president, reported. The other Midwest amusement centers reporting a March opening were: Russells Point Boardwalk, Russells Point, Ohio, according to Jack Stowe, which starts weekend activities Sunday (23). Russells Point's daily operation is scheduled until May 1. However, Moxahala Park, South Zanesville, O., plans to open in April for week-ends and for daily business May 30.

Two Vote for April

Two of three Southern spots gave April dates for '48 hours, while the third, Stewart Beach Park, Galveston, Tex., opened this month on a daily schedule, according to Fred Kingsbury, superintendent. Suttle Swimming Pool and Amusement Park, according to Owen R. A. Suttle, boss for the year on April 1. Suttle's spot is in Charlotte, N. C. April 10 has been set as the opening of the week-end operations schedule for Fairgrounds Amusement Park at Memphis, with May 1 to start daily operations.

In the Rocky Mountain region and Far West, George A. Don, owner-manager of Pismo Beach, Pismo Beach, Calif., reported April 1 as the day the park will open, will start week-end activity, but daily operation will not get under way until May 30. At Oakridge, Ore., E. B. Bollinger, vice-president, said his spot planned to open for week-ends April 1, with the daily schedule beginning May 1.

In the majority of cases, both week-end and opening dates for the above-named centers is the same as a year ago. There are exceptions, however. In the case of Oaks Park at Portland, Bollinger reported both his week-end operation and daily dates were moved ahead from last year because "the winter crew has the rides in good shape, we expect an early summer cut out here and because of good advanced picnic dates."

Spackman reports his Ideal Beach Resort isn't scheduled to open for week-end operation but gave no reason. Stewart, manager at Russells Point, said his spot had opened Easter Sunday for week-ends heretofore, but gave no reason for pushing the date ahead this year.

Dallas Kiddies "Go To Town"

(Continued from page 61)

Dallas Kiddies "Go To Town"

(Continued from page 61)

including the children and returning them to the State fair midway, is letting these children have free run of the grounds and free rides, free food and drink.

Candy Day proved to be a big suc-

cess last summer when the candy lady gave away candy under the supervision of local candy dealers, and a radio program was broadcast on these occasions which attracted much interest.

For two years plans have been in process for redesigning an area in the State Fair midway in order to provide a Kiddie Town section for the special entertainment of children under 12 years of age. This is a two-acre tract of concessions and rides and will be in operation by May 1. This project, which took $49,000. Kidde will be surrounded by a fence of varicolored woods, with shrubbery borders along the sides and around the rides. The entrance gate to Kiddie Town will be guarded by two 12-foot animated elves with lighted, blinking eyes and moving arms.

Plant 25 Trees

Twenty-five sycamore trees have been transplanted to an attractive and effective lighting fixtures will be installed. The exposed tracks in this location will be paved, and adjoining Kiddie Town there will be a rest room built exclusively for children.

The present kiddie train ride, already a favorite, will form one of the boundaries of Kiddie Town and a streamlined Roller Coaster will be built along one of the sides.

In addition to the streamlined train now in the area, a miniature steam train that will operate in the park.

A Kiddie roller Coaster will be 14 feet high at the highest point; the round-trip layout is 730 feet. The Wizard of Oz, Scarecrow, Chicken Duck and penguins will be the supports figures for the coaches.

One of the big appeals for children will be the boat ride, where safety and good-looking boats will glide around an island where a light tower will be erected. Each boat will cost $800, and the total cost of the installation of the ride will be $15,000.

There will be a central ticket office for all rides. A kidnuggy ride will be another attraction.

Wooden clover will brand the wheels for the Ferris Wheel, 10 feet high, and an airplane ride promises to be a good money maker for Kiddie Town.

A Merry-Go-Round also will be an added delight for the children.

Engineers and designers have consistently had the thought of safety for the children uppermost in their minds while designing and working on details for Kiddie Town, which will be the greatest attraction of its kind in the Southwest.

125G Crystal Beach Coaster To Be Ready For Decoration Day

CRYSTAL BEACH, Ont., March 20.

-Crystal Beach Amusement Park's new $125,000 Roller Coaster is ready for operation Decoration Day. The cost has been term low by park

engineer James J. Mitchell, who explained that 60 per cent of the 900 tons of structural steel being used in its construction is coming from the old coaster, the Cyclone. The new ride will be named the Comet.

The new unit occupies 800 feet along the Lake Erie shore. The ride is 4,000 feet long and has a 68-foot big dip.

Herb Schmeck, of the Philadelphia Toboggan Company, did the designing.

WOODBAND BEACH

SMYRNA, DELAWARE

WANTED

Due to our expansion program we book above for the data:

3 MAJOR RIDES — CAROUSEL — FERRIS WHEEL TILT OR CATERPILLAR AND 3 KIDDY RIDES

Great opportunity for someone to get in on the ground floor. This popular beach has attendance last year of over 10,000 on Sundays and over 1,000 weekdays without any rides.

Dance Hall, Restaurant, Eat and Drink Stands, Popcorn, French Fries—sold All Games, Beach and Boats (200 of them) operated by the park

WILL BUILD BUILDING FOR MODERN ARCADE

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P. VENNER MANAGING DIRECTOR

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Featured in many Screen Hits... Heard on many Networks... Best-Seller on Capitol Records... Hit songwriter of "I Can't Believe That You're Mine" and other favorites.

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EARLE THEATER BUILDING

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WANT! WANT! WANT! For SUBURBAN PARK (near Syracuse), Manlius, N.Y.

WANT: AUCTION OF ROLLER COASTER RIDE (nicely emasculated in its operation and maintenance) who can examine structure during normal week-end activities, be in the park by April 1, and be ready to run.

WANTED: OPERATOR OF LARGE DENTZEL CAROUSEL

Has been operating successful and able to handle, operate and maintain: ride, also must be sober, clean and reliable.グリフ・ fraudulent or irresponsible people will be put out of business and referred to the nearestadvertiser.

ROCKAWAY'S PLAYLAND, Rockaway Beach, L. I.
April 10 Set By King Bros. For 1948 Bow

Line-Up of Acts Named

MACON, Ga., March 20.—Details of an expanded program for the 1948 season were announced here this week for the King Brothers' Circus, when he definitely set the opening performances for April 10. The program, under sponsorship of the Lions Club.

The Cristiana Family, acrobats, tumbler, and their two riding elephants, Chita, Cosseta, Tripoli, Remo and Benny, will return for their third consecutive season.

A new feature will be the Five Chamberly, European horizontal hand-casting act and novelty acrobatic offering. From Mexico City will come the Four Canyon Sisters, equilibrists and tight-wire dancers. Another great performer on the King show will be Tereza Morales, doing a head-end catch.

Other Acts Named

Others contracted are the Sylva Gregory Trio, wire walkers; Albert Powell's wire and dog act, and the Alpino gypsy horse and jumper contingent will be headed by Billie Burke, recently returned from Havana.

The staff: King, manager; James M. Booth, general agent; L. L. (Doc) Hall, superintendent; Louis Bradford, superintendent of canvas; Charles Cotton, pathfinder; Democratic Trumpet, Statham, superintendent of concession; Chester Gregory, side show manager; Mrs. A. F. Pink, press agent; Stephen Kuzmick, manager No. 1 advertising car; Tommy Peopley, property man; Walter Rowder, chief mechanic; M. C. Carter, auditor.

Everything on Schedule

Everything is being readied on schedule at winter quarters in Central City, Colo., and it is planned to erect the big top a week in advance of opening day for start of the season on April 10. Big top will be 110 with three 40-foot middles, two 20-foot middles, and 30 middles, and side show, 50-foot round top with three 50-foot middles. Polack Bros. will have a liberty circus horse act, and many new animals will be added to the menagerie, King said.

With the approach, the Sunday crowd of visitors has about doubled in recent weeks.

Hugo Round-Up Day To Honor Showfolk

HUGO, Okla., March 20.—This city's annual Round-Up Day, which annually honors outdoor showfolk who make their winter home here, will be staged today by Mayor Brewer, of the round-up committee, announced.

University of Oklahoma band is slated to head a three-mile parade to get the crowds into the spirit. The circus program is scheduled for Hugo High School at 2:30 p.m., with Joe E. Brown, Elgin, sponsor of the school, and Gov. Robert S. Kerr and the Rev. Dr. Bill Alexander, of Oklahoma City, participating in the festivities.

Special day will honor members of the Al G. Kelly & Miller Bros. Show, Steeplechaser, panels, and other circus organizations. Special, cases, Casey Smith Show, Star Carnival, Ted Wilson's Minstrels, Don Coley, Medicine Show, Herb Walters Shows and Dolly Jacobs Trained Elephant Show.

Bob Morton, managing director of the Hamil-Morton Circus, presents gold medals to Sylvana and Simone Zacchini during the recent Kansas City (Mo.) shows for their new act in which they are freed from a repeating cannon, one of the other. In the rear are Mrs. Carmen Zacchini; Bruno Zacchini, inventor of the cannon, and Howard Y. Bay, business manager of the Hamil-Morton show.

Polack Org Sets New Mark for Chicago Date

CHICAGO, March 20.—Polack Bros., despite some of the worst weather in the history of its Chicago stand, broke its 1947 gross record for Chicago by going 18 per cent over last year's figures, officials announced this week.

Al Swency, who handled the press for the Chicago date only, reports that the final day, Sunday (14), was the strongest in the history of the show. Org opened in bad weather, but got a weather break on weekend, which helped push the gross upward.

Two mishaps occurred during the engagement here. One Ivanov, $1, 400 bar act, fell Friday night (12) and was rushed to the hospital where 18 stitches were necessary to close a head wound. It was thought at first Ivanov might have suffered a concussion, but further examination proved otherwise. Ivanov was out of the line-up Tuesday afternoon (13), but worked supporting the Saturday and Sunday night performances.

Kessow lost one of his dancing horses, Colonel Washington, nine-year-old bay gelding. The animal suffered a heart attack Friday night, a full hour after Ivanov was injured. The horse, which was numerous ribbons in various horse shows throughout the country, died Sunday morning.

Newhall-Saugus Rodeo Set For San Simeon, Calif., in April

SAUGUS, Calif., March 20.—Annual Newhall-Saugus Rodeo will be held at Bamlani Stadium here Saturday and Sunday, April 24-25, as was announced by William G. Bonelli, who has charge of the property. The event will be staged.

The large stadium is now being put in shape for the show which will attract top hands and stock from all over Southern California. It is estimated that more than 200 prominent horsemen will take part in the contests for trophies and cash prizes.

Jersey Press Kind To Larry Sunbrock

JERSEY CITY, N. J., March 20.—Larry Sunbrock's rodeo and big top circus winds up an eight-day run at the Armory tomorrow night. The show, which opened under tent and circus tent at the Armory, has been repeating events, with Dick Todd, sing-cowboy, getting top billing.

Local papers have given Sunbrock's show a good break with plenty of stories and pix thrusting the rodeo's run. As usual, Larry has splurged on display ads and radio blurbs, which apparently are getting results.

Opening show last Sunday (14) afternoon was reported as drawing a S.R.O. house of 5,000, while the first night's attendance was estimated at slightly under 3,000.

On Wednesday (17) afternoon the rodeo played to capacity, with the workmanlike Rounds and 2,500 kids making up the home crowd, and 5,000 kids members of the Bayonne Police Athletic League. On Friday (19) afternoon the rodeo management, in conjunction with the Catorle/Falcy League, a. a. u. of Jersey City, held a large group of children suffering from cerebral palsy.

Jos. De Jonghe Dies In Malines, Belgium

BRUSSELS, March 20.—Joseph De Jonghe, veteran Belgian tent circus owner, died at his home in Malines, Belgium, February 20 at the age of 61. He was the owner and director of the Cirque De Jonghe, leading tent circus of Belgium, which in pre-war days featured many well-known American circus acts. De Jonghe was a descendant of a famous European circus family as is his wife, Anna Van Der Biest. Four sons and a daughter also survive. Three of the sons, Alphonse, Cesar and Victor, are clowns, appearing recently with the Circus Krone at the Cirque Royal in Brussels. The youngest son, Octave, and his sister, Gaby, are a roller skating duo and also were with the Circus Krone the past winter.

Funeral services were held in Malines, winter quarters of the Cirque De Jonghe, and burial was in the local cemetery.

H-M Chalks Up Big Grosses at Wichita & K.C.

WICHITA, Kan., March 20.—With an advance sellout for the Friday night (12) show and most of the seats sold for the Sunday performances, the sixth annual Wichita-Shrine Circus, March 8-14, appeared certain to exceed the gross hung up by the 1947 show, having Major Manager Robert H. Morton. Matinees, offering special children's tickets in co-operation with the Wichita Junior Police Patrol, have been capacity. The show leaves here for the 18th annual Shrine Circus in Boston.

Receipts of $137,654, an increase of 21 per cent over the 1947 figure, set a Hamil-Morton record at the eighth annual Kansas City (Mo.) Police Circus in Municipal Auditorium, March 5-7. Morton. With the exception of opening night, two performances were given daily. Friday night. Saturdays and Sunday nights and weekend matinees were sold out with thousands turned away. The building seats 10,500 and extra chairs were on the arena floor. Successful in 1947 was the inaugural of a new Zacchini cannon act in which Sylvana and Simone Zacchini were set the world's record repetiting of a cannon, one over the other, and landed in the net simultaneously.

In the Joe Bostle's Madison Square Garden Band; Ridola Company and Hip Raymond, table rock, Richard Glenn; Clinton and Company, motorcycle and acrobatic arielists; Silvers Johnson, comedy; Aslan, Niccola C. Morton; Roberts and dogs and ponies; O'Neill Hollywood Cats and Dots and Paul, aerialists; clown numbers; Cooper's Trained Horses; the Norberts, horse, trainer, a tops; Spark poline; the Adamsons, acrobatic equilibrists; Great Sheron Troupe, clowns; Les Lalays, aero; Florence Hin Low, contortionist; Flying Hartley's and Flying Romans, trapses, and Near C. Davenport's 17 elephants.

Jersey Annual To J. M. Cole; Acts Also Inked

PENN YANN, N. Y., March 20.—James M. Cole, owner of the circus bearing his name, announces the contracting of his own grand stand entertainment for the Morris County Fair, Morristown, N. J. Permission was also granted for the contracting of the Mineola (N.Y.) Fair for the second year.

It was announced that Joe McMahon, assistant manager, will be back for his third season. McMahon is in his prime and is Stewart and feeding 35 people.

Mrs. Dorothy Cole, who recently undertook the duty of handling operation, is at home convalescing.

Bert Petus, side show boss for many years, is the elephant herd. Mrs. Petus will do massage and aerial work.

Circus will include the Aevedo Family; Floridella Ortega, Brazilian wire walker; Walter Galve, a circus clown; and Jim Campbell, tent and circus acts, and Paul Wolcott, to handle the Cole Liberty horses.

Circus will begin with the Ringling circus, also will join the staff.

Cole said he will add a new state and chain wagon and two new westerners. Show will move in 23 trucks, two more than last year.
EDMONDO ZACCHINI

CREATOR OF THE HUMAN CANNONBALL ACTS

PRESENTS

HIS 1948 STREAMLINED REPEATING CANNONBALL SENSATION

FEATURING

THE FAMOUS AND INIMITABLE ZACCHINI SISTERS

MOST SPECTACULAR
ACT OF ALL TIMES
THE THRILL OF THRILLS!

Also

MISS VICTORY,
THE ORIGINAL GIRL PROJECTILE,
AND
THE ZACCHINI TRIO,
FLYING ACT,
IN THEIR DISPLAY
OF SUPREME FLYING

Permanent Address: EDMONDO ZACCHINI, 2603 Fountain Blvd., Tampa, Fla.
DRESSING ROOM GOSSIP

Clyde Beatty

The hurly-burly activities of winter quarters are over and the anticipated show opening day is a matter of days past. The opening day in Shreveport, La., was a cold one (there was snow and snow), things went off without mishap. The marquees were decorated to the hilt with flowers and congratulatory horsemen.

Prior to the parade, which incidentally didn't come off opening day as scheduled, horsemen from Mr. Beatty's spectacularly decorated downtown Shreveport stable led the way to the city's green before being reassessed. The following day, four of the Bulls tried a comedy act. They got out only as far as the barn, however.

The opening ran on schedule under the guiding hand of Spenders Cline, equestrian director. Also helping to make sure that the show was in time was another Mr. Beatty favorite, Ralph Winarski and his crew of property men. Howard Meng and Gale Dunbar had the ushering department clicking.

It was reported for sure that the season has gotten under way because already Seranton Harry has cut loose with his first flight and the Chicago Bull has landed with another Mickey Mouse wrist watch about the dizzy pitch.

Mr. Beatty has his watermark on the wire in true English fashion. "The show opens Jan. 19 and that is in the circus ling with her pet English accent.

Ann Powell was our first mishap of the season. She took a bad fall from the wire in Shreveport, but is okay.

Among the numerous visitors in Shreveport were Don and Hope McIver, the Ringling Bros. and Barnum & Bards daughter, Claudena, and Winston Schilder. Leaving us on the day following the parade were Harold, Eileen, George and Jack Voice; Rose Bebe and Pat Pascual; Ann Delow, who left for N. C., to await a visit from the stock; Joe and Beebee Siegrist, who left for Chicago; and Clara Reiner.

DICK ANDERSON.

Polack Bros. Eastern

The second half of the engagement consists of a madcap parade, the houses and turnaways, despite a severe storm on the final day.

The show started with the death of James McKay, the show's drummer.

Polack has everyone into his act. His latest addition is Nate Lewis's wife, Marsha. Polack has her working on the comedy. Connie Wilson is a bit put out. She says since mention was made in this column that her hair is in the running place for all personnel on the show, the folks are staying away, figuring probably that they were coming too often and in too great numbers. Now Connie claims that she is going to round up everyone at the point of a gun.

Mrs. Polack returned from Pittsburgh where she visited her family there. Natie and Marsha Lewis, Emill and Hannah Pallenber, Stig Erickson, Billy Durrell, and Charlie Randel went night-clubbing in Akron one Saturday night. A gay time was had by all.

Notes: Frank Sheppard is around on crutches and displaying much of that husky spirit. He should be able to get along without the crutches in another couple of months.

Polack Bros., Western

Neither mild blizzards, snow, nor torrential rain kept the enthusiastic crowds from the Main Gate or the latter part of the Chicago run, resulting in a highly successful engagement.

Pete Ivonov made the front pages of the Chicago daily the hard way, by taking a nasty 20-feet fall. His stitches were necessary to close a cut in his head. The girls have taken an interest in the accident and a party was offered for the best drawing or painting of Pete Ivonov. The prize went to the judging.

Slyvia Madison, bringing the MGM elephants into the building for their formal bow, was halted outside in the rain by the building's owners. Chal Huang, the building's owner, wore a green tie St. Patrick's Day.

Jo Madison and Helaine, our Windy City girls, spent a good portion of the show entertaining friends and relatives. Millie Keathley's mother, John Atcher, and Pete and Madline Cristiani visited for several days.

Burt Wilson brought back memories with some of the old clowns and circus collection. Other visitors were Mr. and Mrs. Otto Orenta and Ricelle Bobby McGee and Mr. and Mrs. E. S. Meaton.

The new members of the trailer caravan made their initial journey out west, working in Montana, Nebraska and a sluggly lot in Dayton, Ohio. Joe Bero- sini celebrated his 50th birthday opening day in Dayton, and was on the 17th in Chicago.

The exhibitions in Dayton presented Franciesue, sway pole artist, from appearing but gave the Ward-Bells and the entertainment the first flying act able to work in this low building. In keeping with the theme of the show, the Ward-Bells are closing their act with the song, "People Like Show People."-HAROLD BARNES.

Return Circus Krone To German Owners

MUNICH, March 29.—Cirque Krone, which was taken over by the Federal military government after the war, has returned to the Krone family recently and is now being operated by Freida Krone-Sembach, daughter of the late Carl Krone, founder of the circus.

Winter season continues of the Circus Krone's indoor arenas. Performances are not up to those of before the war, when Krone's was in high favor with top American and English circus acts.

The current show has Cardinale, Liberal, horses and ponies; Kunkel and Company, perch; Fassini, dog act; Jenny Hungria Trupe, trapeze act; Freida Krone-Sembach with the Krone Brothers, Leon De Rock, ladder act; Four Vurdus, rolling Globe; Two Truzzis, musical clowns; Five Sand- world, akrobats, and Hildegard and Partner, aerial novelty.

his great work with the elephants. The Columbus Post for the first time, unknown every week and having some music for us. . . . To add to the thrill and the excitement, the costumes.

Laughter on the week: The Ricksons of the massive muscles and many manners doing a glorified can-can number backstage for Gens of Chicago.—BILLY DARTON.
North Appoints European Agent

MILAN, Italy, March 20.—Umberto Schlichtholz-Bedini, of the International Theatrical Agency, has been appointed European representative of the Ringling Bros. and John Ringling North. His principal duties are rounding up acts recently booked throughout Europe by North and handling transportation problems in conjunction with the American Express Company. All European acts set for the show are scheduled to be in New York no later than March 26 for rehearsing.

While in Italy on his recent tour, North caught the Circo Zoppa in Florence and signed up Alberto Zoppa, bareback rider, to open at Madison Square Garden. The Zoppas are a well-known European circus family, some members of which among them the six-person Zoppa-Zavata family with the Hunt Bros.3 Circus, have been appearing in America several years.

Among other acts seen by North and signed up for the Big Show are the Singing Bears, Alberti, Francis, Brun, US, and Luco and Alberton. The Singing Stars is a six-member act which has a script which is novelty that for 250 years the troup are attactive ten. The act recently played the Cirque d'Hiver in Paris.

Alberti, an equilibrist from Sweden, spotted by North in Brussels, Belgium, is a newcomer and not widely known. Francis Brun is a sturdier and acts as own. Gustave Demuyken, born in Spain, is excellent for a tent circus and playing near-capacity at this time.

Line-up of acts consists of the Maccarontis, acrobats; Carlo, Palacios, and fun faces; Josue Demuykne, trained ponies; Miss Edison, contortionist; Brux Trio, aeronauts; Gun Demuyken, Liberty horses; Petrows, bar act; Maximilien's pan, the Malmoft Troupe (7), pyramids and tumbling; Reynold, a novel; Lions Trio, perch and aerial; Lena Mary, high school horse; Cricket, clowns, pistols, and Pietro, Toto and Partners, clown finale.

Seek Ordnance To Stop Steer Bulldogging Events

LOS ANGELES, March 20.—A city ordinance to prohibit steer bulldogging events recently was passed by the council of the Humane Education League, which has termed such exhibitions as cruel.

Explaining that Los Angeles County authorities had been asked by the city council for a county ordinance to prohibit steer bulldogging, the humane league said it believed "any city that condones cruelty to animals is not progressive in watching after the welfare of its citizens."

South Africa Notes

CHICAGO, March 20.—R. Perceval, Johannesburg, South Africa, writes as follows: "Sandwiched between a stationary train and moving a locomotive, the two elephants, Tempest and Susie, were injured near Johannesburg recently. Both elephants were blown out of a 10-ton railroad luggage to Papel's Farm near Pretoria, where they are being cured. They are expected to rejoin the show in a few weeks."

"After a successful fortnight's season during Christmas, when all but three mattresses and three night shows were packed, Boswell Bros.3 Circus did a season over in Pretoria, 60 miles from Johannesburg, and surrounding areas before starting on tour again. This show features the Aslons, recently arrived from Australia. The act will be a bonus in their one-round contests with Tickey, midget clown. The circus was in Kimberley a few days ago and evidently is heading for the Cape."

"Frank Wilson, his wife and daughter arrived three days ago from New York. Frank was advance agent for Boswell's about 20 years ago. After leaving the Boswell org he left for the States and worked several seasons with the John Robinson Circus and then settled down in New York where he has been a resident of Brooklyn for 15 years. The Wilsons leave soon for Rhodesia, then down to Durban and back to Johannesburg. They are scheduled to leave Cape Town in the Warwick Castle May 7 for two weeks in England. Following their stay there they will sail for New York June 8."

"The Zoppes, of the Boswell Circus, and his wife will leave shortly for England to book new acts, particularly those that have been added to the Swede."

Helms Reports Shreveport Attendance Turns Out Okay

SHREVEPORT, La., March 20.—D. W. Helms, general superintendent of the Clyde Beatty Circus, which opened the season here with a four-day stand, March 11-14, reported satisfaction with attention despite bad weather opening day.

The show opened Thursday (11) to the lowest March 11 weather in Shreveport's history, and attendance at both the matinee and night shows was light. Friday (12) the weather was a bit better and attendance increased. The show got a weather break Saturday (13) and did.

Beatty's show pulled out of here Monday (15) bound for Big Springs, Tex. En route to California the show will play Midland, Odessa and El Paso.

Paterson a Sunbrock Click

Pete Malone Quits as Pilot

PATERSON, N. J., March 20.—Drawing heavily from near-by Asbury Park and Long Branch, Sunbrook's Rodeo and Thrill Show closed a good six-day stand in the Asbury Park on February 15th, according to press agent Carl B. Sherrerd. Jack Andrews, in charge of the show, got daily broadcast on WCAP, Asbury Park, and emceed the two daily shows which ran two hours and 20 minutes. Sunbrook has eight newspapers and reported the acts by radio. None of the acts, however, is allowed to broadcast. Owner Sunbrook was not here because of the resignation of Pete Malone, general agent, who plans to devote all his time to his Washington real estate holdings.

Western Horse Trailer

Superior Quality at Moderate Cost!

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WANTED—FOR SEASON OF 1949
Capable general manager and general agent for 20-car R.R. circus. All applications confidential. Ralph Clowen, write.

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HARLEY HERWIG
Elroy, Wisconsin
WIN, HORSE & UPP COMBINED CIRCUS
An Equine and Canine Parade—The Show With A Leash of Gold
By Starr De Belle

Gallop, Ga., March 20, 1948.

Dear Editor:

While the Won, Horse & Upp Circus is yet in quarters at Timber, Ga., the overland wagon unit, pulled by a former camp-meeting sky pilot, is trudging under the title "Deacon Dawson's Jumbo Circus." The tour to date, the not a profitable one, is rich in education. Thru this off-season, the losses learned that a show didn't need many actors if the announcer was a long-talker. They learned that it is more profitable to sell conversation than to act. With this in mind, on the last big railroad show, five cars, the office had to pay 10 concert performers. This tour taught them that there was too much.

We have what we consider, and so proclaimed by the weekly press and rustics, the greatest Wild West concert feature that ever doused in camp cooking, big show, side show and concert. None other than Princess Coyote Howl. Let me add, though, that she is born in the foothills of the Rockies, the Princess was educated in the Deep South, which accounts for her Southern accent. May I add that she is the only Indian-born woman character to ever appear before the circus-loving public. As a lawyer, she informs the audience that this is the side show; as a dancer she impersonates an Oriental girl in the annual. She is one of the persons playing Aunt Jemima. Now back to our concert.

The side-show is advertised as 32 minutes of real Wild West featuring the Princess. Here are the tickets to the run-of-the-mill concert singers, whogamble that this affair will be equal to those who are students of and lovers of early American history. Happily a new generation is being taught a fine lesson, seating up to 150 people, isn't almost packed to capacity. People who are tense with excitement waiting for that something, which they do not see in everyday life. Eyes are focused on the band-stand entrance by thrill seekers, who can hardly hold themselves in restraint.

When the lights are dimmed our announcer steps up to the mike and our excited audience knows that they are about to meet in person a girl whose forefathers helped to make American history.

The first 30 minutes of our 35-minute concert is taken up by our announcer's educational lecture — Custer's Last Stand, the Battle of the Little Bighorn and the exploits and cunning of Chief Geronimo. So well appreciated is his educational lecture and from the audience, sighs and nods it is obvious that the listeners can hardly hold themselves, so great is their excitement. Then suddenly the announcer, in his most dramatic voice, says: "And now for the outstanding feature, Princess Coyote Howl (who to the quotenumber of the drum appears in a genuine Indian beaded g-string). The one who says to a tomatostam a business man's dinner) living descendant of the Indian leader of all-time, Chief Geronimo. Now let's all give this girl the biggest hand ever given a g-r-e-a-t big hand for outshining thousands upon thousands of vanishing America."

Let me say that the audience are so excited and thrilled that they forget to applaud.

Several Acts Due To Repeat With Big One

Several acts of this circus is releasing little information as to the line-up of acts booked for this summer's tour; it is quite safe to assume that many of those appearing last year will make the trek again this season.

Among last year's performers at present in Sarasota are Albert Powell and Ira Millette, trapeze specialists, Natal, Seattle, impersonator; Margie Myers, aerialist; the Robersons, tumblers; Bogina Family, acrobats; Three Horse Act; Pull-Off Act; the Gipsies, clowns, and Gollars, and Dobrith, tight wire.

Clowns at quarters include Lou Jacobs, Emmett Kelly, Paul Jerome, Pere, and Will Paxton. Also overland are Pat Carter, Gene Davis, Wild Joe, Louis, Red Cap, Beans, Polack and Luella and Evelyn Darne.

Esther Jungner, in charge of choreography, is arranging new ballet and music numbers. The riding stockmen in charge of the course also are giving great effort. Current performers including Lou Richards, Jean Shawky, Sue Fox, Barbara Logan, Fiddie Crain and Phyllis Caruso.

Pat Valdo, general director of the show, who has been with the circus for eight years, is directing the show, is much in evidence at quarters and around town. Robert Phipps, circus executive, with only one of the floor show at a big benefit in New York City on Friday, Tuesday (9) night. The line-up of acts included most of the Ringling acts and many more of those missed by Merle Evans and the circus band.

Cirkus D'Concert Features Grock, Top European Clown

PARIS, March 20—Grock, European clown, takes up practically the entire second half of the show at the circus here and it is the opinion of every spectator that Grock is the funniest clown in every performance. Preceding Grock is Camilla Meyer II, high-wire act, and closing the show is a clown known.

New bill at Cirkus D'oliver opened Saturday (6) and runs until the end of March. First half is good circus fare with his usual list of the usual clowns, lumbuses, phony Wild West number; Mille, Moun, trinned pinches, Two Glove, Simpson and Troup, Meyers, comics, Miss Ninn, trapeze, Pipe and Rhum, clown act; Sasha, Harry, horse act, and Albert Rancy’s Horses.

Bougleone brothers, who control the circus are perusing their own arrangements, for their income season there last month and are hitting the road under canvas. Jean Coupon and E. Audiffred are operating the big indoor circus for summer shows. The Petersburg manages the house, George Loyal is ringmaster and Raymond Brindl fronts the band.

Rain Hurts Jaycee Gate in Charleston

CHARLESTON, S.C., March 20—Rain the first three days of the Fourth Annual Jaycees Circus kept March 8-13, staged indoors for the first time, at the Coliseum Gateway of the city, as called by the 1947 show, said Edwin Schachtter, Jr., Jaycee president. Edwin N. Gillem, Jr., is general manager of the show, has been retained for the 1949 event which will again be held outside of Schachtter.

Among acts on the bill were Rudy- novich’s Dancing Stallions; Virginia Boys’ Equilibrium Equilibrists; Perch: Delko Tiro, Juggler; Louis and Sister Sisters, head balancing; Balduin, Russian Trained Bengal Tiger; Watkiss’s chimps; Lynta, trained lamb; and Frenchman’s Elephants with Gladys Fox: Royal Rockets, roller skaters; Minnie and Dog; Tanais, Lulu’s Mercenary, Joe and heel catchers; Miss Francine, with Buddy and His Mule, and Bill; Rene, Happy Turner and Joe Gonzales, clowns.
UNDER THE MARQUEE

An artist asked, "How do you draw a grinnin' elephant?"

Tommy Whitney is the mail agent for Rogers Bros. Circus.

Joeo Graham, hag, punch and side show performer, is wintering in Hot Springs, Ark.

Vic Robbins, bad lead of the Clyde Beatty Circus, is also the mail agent.

Managers should juggle humber once in awhile to let the seat hucksters know they aren't necessary.

E. (Deacon) Allbright again will manifest, William on the call of King Bros. Circus in 1948.

Herb Fursler will be on the side show front door with the James M. Cole Circus this summer.

Charles B. (Sweet Tooth) Kistler is 31 and confined to the Allen-town, Pa., hospital.

Al Fischer, frog man and contortionist, is living in retirement in Ogwo, N.Y.

Good circus agent is one whose ability is evidenced by at least 10 other general agents.

Zarchnicht Family being used as subject for a story in Life magazine shortly.

Bill Powell, kilting thru Europe, has visited the Cicero Medrano and the Cirque D'ville in Paris and reports biz good at both houses.

Roy Barrett reports that his outdoor season will begin June 1-3 at the Municipal Auditorium in St. Louis and will advance with the King Bros. Bill Fiegley recently purchased his own mouth and plans to visit many circuses this season.

BETTE LEONARD.

R-B Skels Benefit for Kids

NEW YORK, March 12—Tickets have gone on sale for the Ringling circus performance April 12, at Madi- son Square Garden, to give the benefit for the Rivier- da Childs Association of New York. The event is being pushed by a committee of socialites, and many seat reservations already have been made.

CANDY PITCH

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the 20-minute own
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Release departure.
Harrison business.
Blossom his
American on
Show, McHugh, who
the largest rides, was
movie-goers, was
ranging his quarters.
were progressing satisfactorily. McHugh, who
some of the largest winter quarters.
fold, his and Peggy
the first time it will be
new rides have been purchased, including a Sea Cruise, a Hi Ball and three Kiddie rides, Barrel-Go-Round, auto and boat.
the organization will carry more shows than last year, according to Mr. Wagner. Among these rides back from the West Coast are Mrs. and Mr. Rose's Midget Show and Mrs. the Rose's Midget Show.
B. Wagnos
A new front for the Midget Show is being built and a new front ex- trance is being constructed. Over 25 moving lights have been built under the (Cavalcade on 30 Cars on page 88)

**Imperial Expo Ups Lights Adds Six Big Light Towers**

**CARRUTHERSVILLE, Mo., March 20—Imperial Exposition, formerly Goodman’s Wonder Show, which will open April 25 at Jackson, Tenn., with a far greater show of light than that which the org carried last year. Six huge light towers now are under construction here. These are smaller towers will be used primarily to give brighter illumination to show fronts. Martin E. Arthur, show manager, estimates that before the org opens some $18,000 will have been spent on towers and other lighting. Representatives of the John Farkas Company were here this week, and they and Fred Stewart, Imperial electrician, gave the power units a going over in preparation for the season.

The org will see off with 14 major rides. New this year will be a Pretzel Looper, Moenrocket and Caster Wheel, the last-named being put on the comer of Market and Ninth streets.

**Show Folk Traffic Heavy At Philly's Market & 9th**

**PHILADELPHIA, March 20—Outdoor showfolk are very much in evidence here at their favorite meeting place, the curb of the park, the last-named, and the corner of Market and Ninth streets. Mattie dieted here recently by Edward K. Johnson, contracting agent of the unit, who was Matthew J. Riley, Richard D. Gilford, Joseph De La, David Gillian, Sylvester Hildebrand, and other agents. Cushing & Standard, Geraldo Snelled, Claude Inne, Wayne Schuster, Louis R. Parr and Hag Hill, Lewis L. Rose, Paul Kane, Irving Sherman, Perry Whitman, William (Bill) Owens, Harry Kean, George W. Spicker, Mrs. Rubin (Annie) Gros. (See Philly Heavy Traffic on page 88)

**Endy Flashes 22 Rides, 16 Shows in Fla.**

**MIAMI, March 20—Endy Bros', shows, in a season's preview showing here on the midway at the Dade County Fairgrounds, included 16 rides and 16 shows. Shows were flashed 22 rides and 16 shows, all beginning at the same time.

Business, when the weather behaved, was okay. The fair, sponsored by the Miami County Fair Association, opened to only fair business because of the weather—plenty of rain and wind.

The executive staff of the Endy org includes David E. Endy, owner and general manager; Louis A. Rice, manager; Jack Gilbert, concession manager; and Bob H. Seaborn, general foreman.

**Hollywood Flashes 20 Rides, 22 Shows in Calif.**

**Los Angeles, March 20—Hollywood Shows threw an all-scare show here in Hollywood, Calif., with 20 rides and 22 shows. A big new show being made up and announced is the 22 Ride Show, five new casts have been added since last year. The org will run more than last year, according to Mr. Gilbert. Among the others, have been added, and for the first time it will be an all-five show.

**Add New Rides**

New rides have been purchased, including a Sea Cruise, a Hi Ball and three Kiddie rides, Barrel-Go-Round, auto and boat.

The organization will carry more shows than last year, according to Mr. Wagner. Among those units back from the West Coast are Mrs. and Mr. Rose's Midget Show and Mrs. the Rose's Midget Show.

**Build 25 Wagons**

A new front for the Midget Show is being built and a new front entrance is being constructed. Over 25 moving lights have been built under the (Cavalcade on 30 Cars on page 88)

**Cavalcade Set To Move On 50 All-Steel Cars**

**GETS DINNER, FOURS COACHES**

**MOBILE, Ala., March 20—Quintly, but nonetheless surely, the Cavalcade of Amusements, managed by Al Wagner, son of the late Emery Wagner, is in its sixth year. It is another winter quarters and, when the organizes off in this city April 10 with a load big enough to pack more power than it did last year.

The show will move on a 50-car, all-steel, all-steel, all-steel car, as well as a dozen smaller cars. The others, have been added, and for the first time it will be an all-steel show.

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**Spots, Door Rushed Here**

For the lobby spots, Door Rushed Here is rushing here for a big new show in the form of the new Baby Rides, and was forced to leave the show last August and return here.

Mr. Jack Neils, who is in the American Carnival Association, is expected to be here.

**IOHIO VALLEY SHOWS GET KNOX, Ind., Street Fair**

KNOX, Ind., March 20—Ohio Valley Shows, which is the Ohio Valley org, did the signing for the show.
EVANS' ATTRACTIONS!

Greatest Successes on the 1948 Midways!

Get on the right track to bigger, consistent earnings with the right equipment... EVANS' quality-built, tested Grind Stores, Wheels, Games! If you think 1947 was a year for profits, just wait till you pitch EVANS' money makers this year! On the Midway, in the Park, Concession or Arcade, you'll find EVANS unbeatable for fast, dependability and top earning power! For profits you can bank on, anywhere and all the time, rely on EVANS QUALITY EQUIPMENT, built by men who know what you need to be a winner! Many items in limited production, so ACT FAST! Get your order in NOW for early delivery!

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Production Limited in 1948

Make sure of profits this season... place your order now for this time-tested, sure-fire equipment!

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PONY TRACKS

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EVANS' THREE-MARBLE TIVOLI

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Legitimate Concessions only, no gypsies.


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Sham—Fun House. 16-in. or 22-in. show not conflicting with what we have. Can use Photo Gallery and a novelty Column. Big Reel for new title. Open Them Pleasure and Large Wind chime. Winter quarters open March 21st. Good Agent for Double Ball Game. All people formerly connected with Sham in good touch.

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March 27, 1948

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CALEDONIA SHOWS
WANT—Octopus, Comet, Tilliebird, or any Flat Ride.
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WANT—Electricity, Truck Drivers for Rides.
WANT—Concessions, Grind Shows only; no strong cruelty wanted.
Show consists of Merry-Go-Round, Ferris Wheel, Chutes-O-Fly, Eddie Auto, Eddie Train and Whip all new rides.
Opening date, April 22 to May 1.
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Midway Confab
1948. Lauder's show has been rebuilt and a new line-up of all acts will be featured, Lauder says. Josephine, chimp, will be among the attractions.

Bill (Zadu) McIntyre has signed to manage the side and snake shows on Central Amusement Company.

Robbie Franse and Pinky Pepper, Cavalcade of Amusements, are presenting their Dance of the Marionettes at the Jungle Club, Louisville.

Rozco T. Wade has the Joyland Midway Attractions out on the lot at Michigan and Joe avenues in Detroit, but has not found a place to open, which, with snow storms and neuritis which laid him up.

Tony Moreno, side show entertainer and manager, has leased the tobacco and novelty concession at Harry Lewiston's Playland Arcade, Detroit, and will remain with the organization for the next two years.

Virginia Barnes left Twin City Shows' winter quarters at Aurora, Mo., March 12, to attend funeral services for Ray Steck at Plainview, Minn., and spend some time with Mrs. Steck.

Florida won the jackpotspinning championship, and there was a Bet that has to suffer with them when show seas ends.

Edward K. Johnson received a very nice birthday letter from the Worshipful Master of his Lodge, March 8. Johnson has been a member of the Masonic lodge 30 years. He was raised Master March 6, 1918.

Diane O'Dell, mentalist, professionally known as Princess Belka, and Her Oriental Serenaders, has her show ready for the South, going into Miami and West Coast.

Raymond J. Audette, of monkey show note, who had been confined in Oak Ridge (II). Hospital because of heart trouble, has moved to his home at 29 Blair Street, Battle Creek, Mich., and would like to hear from friends.

Pean Nadja, who has been playing Trencher, N. J., night clubs during the winter with Robbie Kork, reports she has booked her Strip Polli with the Pioneer Shows for the 1948 tour. A new wardrobe has been added.

Dr. G. Hewet Barnhart, formerly attending physician on the Johnny J. Jones' position and James F. Stratos Shows, has joined the World of Today

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1 15,000 Light, Double-Sided, complete with gondolas and stages, frame and machinery ($7,500.00). 2 1500 Light, double-Sided, complete with gondolas and stages, frame and machinery ($5,000.00 each). 2 500 Light, Double-Sided, complete with gondolas and stages, frame and machinery ($2,500.00 each). 2 125 Light, double-Sided, complete with gondolas and stages, frame and machinery ($1,250.00 each). 2 500 Light, Double-Sided, complete with gondolas and stages, frame and machinery ($2,500.00 each). 2 125 Light, double-Sided, complete with gondolas and stages, frame and machinery ($1,250.00 each). 2 500 Light, Double-Sided, complete with gondolas and stages, frame and machinery ($2,500.00 each). 2 125 Light, double-Sided, complete with gondolas and stages, frame and machinery ($1,250.00 each).

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Ee No. 5, Ferris Wheel, 23 ft. Parker Merry-Go-Round, Loop-o-Plane, 2 Kiddie Rides, 5 Semi Trucks, 25 Transformers. Sold as a unit only.

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MASTER LABELS
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NEW MODEL BERT'S AUTOMATIC ICE CREAM MACHINE. Machine comes complete, no additional equipment needed. Made to Bert's specifications. One of Bert's Automatic Ice Cream Machines.

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FAIR PRICES. Supplied with complete instruction book. We also handle show supplies.

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Made for regulations only, ball. Can be operated by playing cards.
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Adult and Kiddie Rides, also Used Parts for any Ride, Merry-Go-Round Motors, Park Equipment, E. F. ALLEN
1400 Stewerton Rd.
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TOP-POP POPCORN PEANUTS—SUPPLIES

TOP-POP HYBRID POPCORN

See for yourself how this mammoth, high-expansion popcorn gives you extra dollars with its extra popping volume! Every bag is unconditionally guaranteed to give you fullest satisfaction in every respect. Send for a trial bag today.

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We have a full line of new and rebuilt equipment of all types. Star Popcorn Machines in all models • Advance all-electric Peanut Roasters • Midway Marvel Floss Machines • Sno-King and Echols Ice Shavers • Syrup Dispensers. All machines available for immediate shipment from stock.

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Now you can get your Top-Pop Hybrid Popcorn and Supplies from anyone of the 4 Chunk-E-Nut warehouses located strategically throughout the country. These shipping points in Philadelphia, Pittsburgh, Los Angeles, and Charlotte

GET IN TOUCH WITH US NOW TO BE SURE OF YOUR 1948 SUPPLIES—SEND FOR DESCRIPTIVE CIRCULAR TODAY.

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W. S. CURL SHOWS

Went Foreman for Spillman 2-About Mary-Go-Round, Foreman for No. 5 Ferris Wheel, Foreman for Chartline and Kiddie Auto Ride, Must drive Trucks and Semi. Also Second Men and Helpers on all Rides. No larceny or chicken work. Want legitimate Concessionaires of all kinds, also Piggy-Backs. Want Shows with own equipment and transportation. Will not go out. Contact Hanky-Hank with own transportation. Want Sound Trucks, must be flashy and up to date; prefer men with Concession. All replies to: W. S. CURL, Box 27, London, Ohio

CONCESSION AGENTS WANTED

AGENTS FOR 16 FT., SLUM SKILLOS. AGENTS FOR 20 FT., GRIND STORE, BINGO CALLER and COURTIER MEN for walk-in rides, good proposition to right man capable of managing BINGO, GENERAL, HELP for Mr. BINGO and also HELP for SEAT WHEEL SHOWS. Open the 1ST, CLINTON, SOUTH CAROLINA. Care Jack J. Perry Shows

C. A. STEPHENS SHOWS

6 Rides — 6 Shows — 30 Concessions
FAIR SECRETARIES AND COMMITTEEMEN IN KENTUCKY, TENNESSEE, VIRGINIA,
WEST VIRGINIA, GEORGIA, NOTE
Should our representative call on you, please spare him a few moments of your time to have him explain the possibilities we have for you on our second anniversary.
Can always use clean Concessions, Rides not conflicting, and Shows.
Mgr., C. A. STEPHENS; agent, ED GAUGER; business mgr., CHAS. H. SUTTER; sec-treas., MRS. STEPHENS; electrician and Billboard agent, BILL STEPHENS JR.

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NEW LOCATION
492 Fifth St., Struthers, Ohio

PLACE YOUR ORDERS

For the original "STAYLOR MADE" dolls, cats, bottles and toys. All painted in flashy colors and have good wool. Your choice of thirty-five styles. Send for your catalogue today. All made in the original TAYLOR GAME SHOP COLUMBIA CITY, IN.

MRS. ORPHA SHEPHERD, Owner and Operator

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Model K-Kiss Wrapping Machines and Pulling Machines.

VERY ATTRACTIVE CASH PRICES PAID

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FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS
A Complete Line of Flavors, Certified Colors, Caffeine, Paper Cups and Cold-Engra Vinyl Glasses.
WRITE FOR SAMPLES AND PRICES.
All Flavors Guaranteed to Comply With Pure Food Laws.

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THE JOLLY SHOWS

OPEN APRIL 5 — 32 WEEKS OF PROVEN SPOTS

Agents for office Stock Stores. Man to take complete charge of office owned Creme Show, must be a grinder. Ride Help for Wheel, Chairplane, Merry-Go-Round. Electrician to wire show, plenty cut in money. Agitators, drunks, chasers stay where you don't want them. Useful Carnival People come on, can place you. No joints, flakes or gypsies wanted. All mail answered.

THE JOLLY SHOWS
Washington D. C.
BILL ENFANTE

NEW 1948 JET PLANE

The World's most portable ride. The greatest repeater ever on a midway, consistently outgrossing everything in its class. Now 30% more capacity, faster loading, lighter weight. The profit ride of the show. One man sets up and operates. Write AUSTIN ENGINEERING AND AMUSEMENT CORP.

SEATTLE, WASH.

Midway Confab

org and is in winter quarters at Muskogee, Okla. Dr. Barnhart also will be the lecturer on the Bay Har-

bers-Mary Ragan Sex Show.

inside arguments are probably the things that cause showmen to turn their loud speakers as high.

On the midway in Ozark, Ala, working for Jimmy Calender were Jack Stein, Johnnie Mike and Jack (Wop) Colander, reports Joe Zinell, who adds they will then join the No. 1 Johnny Denton Shows.

Arthur McIntyre has returned to his home in Winchester, Va., following a vacation in Miami. Recent

visitors to the McIntyre home included Herb Shive, general agent of Law-

rence Brothers, new Shows, and Johnny Morgan, John H. Marks Shows.

Jim's Rapples, who has been operating a plaster factory, known as the Keystone Statuary, in Charro, Pa. this winter, has rejoined Majestic Greater Shows as special agent. His partner, George Lockhart, will operate the Sharmon firm in Rapple's absence.

Clyde Gooding is back in San Bernardino, Calif., after several weeks in the Hawaiian Islands. He takes Ka-Wa-Ba north to join the Ziegfeld Shows at the close of the National Orange Show.

Winter is so far gone that it's only a matter of days before the first anniversary of the rainy spring of '47.

Tex Conroy, vet side show manager and buffer, again will ensure the inside of Curt J. Lautner's Freaks on Parade attraction with the Johnny J. Exfield show. This year marks Conroy's 25th with the Lauder-

ization.

Mark O. Bryant recently arrived in Owensboro, Ky., from Los An-

gles, and will work with Ray Carri-

son and Stella Smith on a girl show.

Mr. and Mrs. Harry Zugg, formerly commissionaires, have leased a park on Lake Texarcana in Branson, Mo., in the Ozarks and will open May 1, with 12 concessions and a Ferris Wheel and kiddie ride. They plan to add more rides later. Spot will allow October 1.

Jack Kellow has booked his two kiddie rides, popcorn, candy apples and custard stands with Dick's Greater Shows for the summer. The Kellows will work their French Fries because of the help situation. Hobby

FOR SALE—1947 FLY-O-PLANE

USED ONLY 2 MONTHS, $12,000


FOR SALE

CARNIVAL LIGHTING PLANT

K.W., 20,000-Watt Electric Plant, 110 and 220-Volt Self-contained Generator, powered by Ford V-8, 135-Hp. Engine. Has been run only 5 hours. Reason for selling: Unit purchased to supply power for our big plant, but will not stand the gas and added drag of Large Sets of High Powered Show Display Lights. This unit ideal for Carnival, Professionally Hall. Price or write.

ROY HARTER
BOB FORD, INC.
14595 Michigan, Dearborn, Mich.

SCHEDULES RIGIDLY MAINTAINED

NAP WHITTSTOWBS
1608 Franklin St.
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MIDWAY MARVEL

CANDY FLOSS MACHINES

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All Rubber Stock Mounted! Eliminates Vibration and Wear—4-Liter Years of Trouble Free Service—Big 25 in. Pan Easily Removed for Clean-

ing—Side Panels Lift Off—Built! A real money-maker!

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NEW ROPE

In Original Coils

3/4" and 5/8" MANILA
1/2" and 15/16" SISAL
3/4"; 1-1/4" and 2-1/4" GRASS

MANILA...@ 25c per lb.

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FOR SALE!

61/2 ACRES—ADJOINING 2 PARKS

10 miles from Los Angeles 8 miles from Hollywood

SWIMMING POOL

BRAND NEW HERSHEY-BOURD

BAND AND CANDY MACHINE

(all glass)

9 ride roller

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Women's Art, Wending Acts, Davould. Every week we're on a size. White, colored. We're, who, tons on.

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JUICE AND SNOW SUPPLIES
Extracts, Colors, Flavors, Compounds and Citric Acid Juice Powders, Paper Cups for Snow and Juice, Straws, Spoons and Tin Spoons, Peanuts, Popcorn and Bags, Floss Flavor and Paper, Apple and Ice Cream Sticks.

Write for price list.

JOHN R. WARD SHOWS
OPENING MARCH 28 — GALVESTON, TEXAS
Can Place Legitimate Stock Concessions as Follows
Pitch-Till-You-Win, Duck Pond, Fish Pond, Basketball, Coke Bottles, String Game, Hoop-La, Short Range Gallery, Balloon Darts, Beer Hoop-La and Glass Pitch.
WIRE OR WRITE:
WILLIAM COWAN
c/o John R. Ward Shows, Galveston, Tex.
SALE...SALE...SALE
10-Pc. solid steel frame aluminum top corn, popcorn, cotton and candied apple cider. With nut chopper customized for all the corn, popcorn, cotton and candied apple cider. This job runs by Lewis & Bolkom Co., Monticello, equipped with Curbis Grist 14 Palmer and 14 Porter, custom built 00000000 and without all the extras, heavy, large, 30-40 bushels. 10-gallon copper boiler for corn and cider apple cider. National Bush Boiler with 15-gallon boiler and 20-gallon boiler. Are you getting ready for the fair? If so, don’t pass up this bargain. Our job is complete—cost $5,000.00. All equipment and trailer new. Used for three weeks. Take this bargain now and save money. (Must be sold.) Address: Box 71, Mankato, Texas.

D. S. DUDLEY SHOWS
OPENING APRIL 5-WICHITA FALLS, TEXAS
Annie Oakley, circus men, boxer, Sword of Damocles.
Show has ten days, runs April 5-14, 1948. Week in Wichita Falls, Dallam, Texas, Oklahoma, New Mexico and Colorado.

CONCESSIONS—West Great Store Articles, Goofus Gallery, Bobo Shows—Want same Massacre for Mansion Shows, Smokey and Bambina. Talkers for Girls Shows and Fun Shows, Boys. Want experienced Janitor for Boys Shows, Concessions, Nitro, Oklahoma City, Tyler, Texas, Texarkana, Hattieville, West, Rolla, front seat on at once. Strawberry corn, front seat ticket.

W. T. MCKINNEY, Chairman Carnival Committee, Brownfield Lions Club, Brownfield, Texas.

Midway Confab
McGregor, of Miami, will manage their custard stand. The Keelows were with Granite State Shows last season.

Post experience leads to the belief that few troupers are at a point of being swayed by any other group which they lose on horses during the winter.

Raymond Walton, who has the Jungle Ollies on the Nolan Shows, will miss next year’s opening on the Nolan Shows.

He will be at Rocky Ford, Colo., as he has contracted to play the battles of Flowers celebration in upper New Mexico. He will join the Nolan shows following that date.

B. C. HESSENFELDER, Eastern sales manager, is going to Minneapolis, Minn.

B. C. HESSENFELDER, Eastern sales manager, is going to Minneapolis, Minn.

Wealthy carnival owners react quickly to the idea of leaving their money to further educations of those who can only graduate from the old troupers’ school, hand knacks.

E. W. (Slim) Wells, who has been general agent for the Imperial Exposition Shows in the Hawaiian Islands, stopped in Los Angeles en route to Carruthersville, Mo., to join the mainland unit of the show. Wells expects to return to the Islands in July.

Max Terban, of World of Mirth Shows, has returned to his home in Chicago, Ill., following a winter vacation in Miami. While there he met Harry Weiss with whom he formerly toured on Hennes Bros’ Shows. Weiss reported a good season in 1947.

Mr. and Mrs. C. L. Lake and son, Paul, of Carlsbad, recently purchased a popcorn trailer that had been on display at the outdoor meetings in the Hotel Sherman, Chicago. The Lakes have joined the Caravela Amusements Shows at quarters in Camden, S.C.

When a team couple gets married their parents usually give them a home and a section of land. Show couples are usually given the address of a traverice finance company and the country at large.

M. G. Dodson, former owner and operator of Dodson’s World’s Fair Shows, recently purchased a new Pretzel ride, which he has booked on NELSON’S MIDWAY SHOWS

NOW BOOKING
Shows, concessions, rides that don’t conflict. Season opens May 7th. No grift or milit camps.

PHONE 1565-F-1 Bemidji, Minn.

NEW GOVERNMENT SURPLUS
SAILMAKER’S PALMS
New arrivals.

WARNER’S STORE
1915 1st Ave.
Savannah, Ga.

Molly’s Greater Shows
New buildings for season rides. Want help in all departments. Open early in March. A few copies. Concessions. Open 24 hours a day.

JAMES YORK
2110 Kline Ave.
Berea, Ohio

FOR SALE
1947 Black and White circus tent complete.

New arrivals.

W. T. MCKINNEY, Chairman Carnival Committee, Brownfield Lions Club, Brownfield, Texas.

BLADE BOX PLANS
Build this unbreakable Blade Box from plans of Pressed Wood in Press Wood.

Any size. A diamond with a heart.

A double deal, a super deal, a double deal.

Press Wood. Write for plans.

K. L. “DICK” TAYLOR
2509 Alton Way, San Francisco, Calif.

FLY-O-PLANE FOR SALE
Priced To Sell

J. A. BLASH
Pico, Cal.
OPENING LATTER PART OF APRIL IN PENNA.

WANT—Cone Rock, Goose Your Age, Scalas, String Game, Blowout, Pitch-Till-You-Win, Bowling Alley, Shoot-Till-You-Win, Slum Spindle, Swinger, Six Cats, Duck Pond, Fish Pond, Penny Pitch, Billiards, Basket Ball, Spot the Spot, Coke Bottles, Penny Arcade, Monkey Show, Mechanical Show, Motor Drome, Crime Show, Wild Life.

WANT—Truck Mechanic and Truck Drivers. General Ride Help.

WINTER QUARTERS NOW OPEN: 1000 LA FAYETTE AVE., CUMBERLAND, MD.

All replies to:

GEORGE CLYDE SMITH SHOWS
P. O. Box 521, Cumberland, Maryland

GAIETY SHOWS

OPENING MAY FIRST

20 WEEKS OF CELEBRATIONS

WANT

CONCESSIONS—

FIFTY-IN-ONE, WILD LIFE, OR ANY ANIMAL SHOW WITH OWN TOP AND TRANSPORTATION.

WANT TWO SHOWS—

FIRST AND SECOND MAN ON TILL, MERRY-Go-ROUND, FERRIS WHEEL, CHAIRPLANE AND KIDDIE RIDES.

WE CARRY FREE ACT AND NO GATE. NO STILL DAYS: ALL BONA FIDE CELEBRATIONS LOCATED IN NEW YORK STATE BETWEEN SYRACUSE AND BUFFALO.

CONCESSION MANAGER

ANTHONY SANTILLO

106 Madison St., B. Rochester, N. Y.

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OPENING APRIL 14 IN OKLAHOMA

WITH SEVEN OF THE BEST SPRING CELEBRATIONS IN THE MIDDLEWEST.

CAN USE A FEW MORE LEGITIMATE CONCESSIONS CAN PLACE RELIABLE RIDE MEN ON ALL RIDES

"IF BETTER EQUIPMENT IS BUILT, ROCKWELL WILL OWN IT!!"

Address

V. H. (MIKE) ROCKWELL, Owner-Mgr.
520 East Fourth, Kinsley, Kansas
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CARNIVAL AND PARKS

Large supply—Good quality, well finished plaster. Large and medium—a few flat backs. Arrangements made for delivery. Place your order now!

Indianapolis Statutory Company

1548 Madison Avenue, Indianapolis, Indiana
on State Road 31. Phone: FFranklin 7575.

"OFFICE-OWNED" RIDES

Michigan Model Midway

—NOTICE—

This show will open in May, in vicinity of Detroit. With 24 weeks of the best still dates, stress accommodation, and home-opening, it would make an exception.

Concessionaires, what better than with the following: Chicken Lips, Mill Bottles, Photo, Ferris, Fan, Game Gallop, Crazy Ponies, Shoot-Till-You-Win, Block Pitch, Big-Axis, Convy Boats, Hook Races, P. L. and Novelties.

"Show-Me," propriétaires wanted to none, take both end of this show.

Phone New 8410

Write New H, Simpkins, Mgr.

Who Boozes Bawls, Nich.

JONES GREATER SHOWS

OPENING APRIL 24, ASHLAND, KY.

Shows—Side Show, Monkey Show, Fun House, Mechanical. Have side-show top and banner line with transportation if you have banners and something to put inside.

Rides—Can place Fly-o-Plane and Spitfire.

Concessions—Want Penny Arcade, Custard, Photos, Jewelry, American Palmistry. Due disappointment can place real Cookhouse.

Help—Want Foreman for Merry-Go-Round. James Curley Smith, wire. R. H. Gee Kentuck, let me hear from you. All addresses:

JONES GREATER SHOWS

727 6TH AVENUE

HUNTINGTON, W. VA.

TIROLI EXPOSITION SHOWS

OPENING APRIL 10

DOWNTOWN

JOPLIN, MO.

TWO SATURDAYS

FEBRUARY 1948

WINTER QUARTERS OPEN

This show positively plays E. Pointe and Pointe Ill. Real Spring Route — With Good Fair Dates.

NEED BINGO HELP AND OTHER SHOW HELP

IF YOU WANT TO KEEP YOUR FAIR OUT OF PICNIC CLASS, THEN BE SURE YOU CONTACT US FOR YOUR 1948 DATE

Phone 9446: Write Box 742, Joplin, Mo.

H. V. PETERSEN, OWNER — M. J. DRESSEN, MGR.

DONALD VAN BILLIARD SHOWS

FREE GATE 

OFFICE OWNED

6 RIDES — 3 SHOWS WITH FUN HOUSE

WANT — CAN PLACE FOR 1948 SEASON — WANT

IN AND AROUND THE EASTERN SHOW OF DELAWARE AND MARYLAND

Show—Monroe Show, Mechanical, Glass House, Wild Life or any other money-getting shows. No Side Shows. Concessions—Large Carnival, Fish Pond, Photos, Pitch-Till-You-Win. Scales or any Merchandise Concession not conflicting. NO CYPHEES. This is the first time we advertised for outside Concessions. We always supplied all Concessions ourselves. Here is a wonderful opportunity for the right, clean and honest concessionaire for a pleasant, profitable full season. Side Acts—Finnish Fast Ride Foremen. 1 small and 2-Alfred Merry-Go-Round, 3 Ferries, Foremen for 3 Ferris Wheels, 3 Foremen for 3 Charplanes, 3 Foremen for 3 Loop-o-Planes, 2 Side Men, 2 Auto Kiddie Rides, 1 Airplane long wing, etc. Men, Trucks for each. Clean and sanitary. May apply.

FREE ACTS, Write Office 200 N. Main St.

334 1 Church Sts.

North Wales, Pa. Phone 583

P. S.: Park Help, Indian Head Park, Boat and Canoe Man, Life Guards, Dance Mgr.

L. O. WEAVER SHOWS

8 Rides 8 Shows 30 Concessions

Opening May 14th, 8 Days, Newton, Iowa. 2 Saturdays. Northeastern Iowa's biggest 4th of July, 4 Days, West Union, Newton, Marshalltown, Waterloo, Cedar Rapids, Oskaloosa. Still with strong openers. 20 present Celebrations and Fairs in Iowa.

Want Shows of all kinds. Want Concessions, all open except Cook House and Corn Game. No Mitc Camp. No Concessions. Will book Roll-o-Planes, Spitfire, Fly-o-Plane, Octopus. Have Wanted—Merry-Go-Round and Wheel Foremen and Second Help that can drive Semi's on all Rides. Celebration and Fair Secretaries, we have some open dates. 20 years in Iowa's Nest. Celebrations and Fairs.

L. O. WEAVER, Owner-Mgr.

FAIRBANKS, IOWA

MERIT SHOWS

1948 SEASON OPENS MAY 3. LINCOLN 50. LOWELL, MASS.

NOW BOOKING SHOWS AND CONcessIONS

Long Season. Out Till Oct. 15th. Vacation Route on Cape Cod, July and August. Long String of Maltese Fairs to Follow. Can place several Ride Men who drive Semi-Trailers, Hoovers and chassis, show homes. Address All Mail to:

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215 LINCOLN ST., LOWELL, MASS.

TEL.: LOWELL 27991

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Terre Haute, Indiana

CANDY APPLE MEN, LOOK!


Phramours for Aylers and Pills. Stockage space to rent for Confectionary, etc.

Midway Confab

the Cavalcade of Amusements, which open April 6 in Mobile, Ala. Dodson will join the shows at opening, but Mrs. Dodson and their grandchildren, Vin G. Dodson, will join when shows close.

Mickey Poree, manager of the Pioneer Shows, is sponsoring a baseball team composed of members of the organization, with J. F. Bailey handling the managerial reins. New uniforms, bearing the shows’ insignia, have been ordered. At quarters in Waverly, N. Y., Mrs. Poree is building a new concessions building. Concessionaire Harry Higgins is having his equipment readied.

This is the time of year when frugging husbands would dearly love to give their wives a memorable Mother’s Day gift, even though they don’t have the time or money to shop for presents.

Johanna Burkhardt Rittley, with Bailey Bros. and Charlie E. Web, assistant concession manager with the Pacific Western Unit, was married in Jefferson Avenue Baptist Church, Detroit, Thursday (18). Millard Haskins, former carnival owner, was host at a reception in his home following the wedding, and Harry Lewiston, arcade and side show operator, was host at a dinner in the Hotel Statler. Mrs. Haskins and Mrs. Lewiston were the bride’s attendants.

Jack and Martha Joyce are doing all they can with their extensive Detroit Life exhibit on O. N. Crafts midway at the National Orange Show, San Bernardino, Calif. Pearl and Joe Archer, who have a tasty concession on the Crafts midway at the show, will return to Los Angeles following the run. Dick Manley and John Balfour, with a glass ball show, held an attractive stand at the show. Jewel and Bill Hobday have their mentalist act there and Pat Seabright has a dog look— Jitter’s, a lead gypsy.

David R. (Kid Chicago) Heckmann, formerly with Charles A. Taylor’s Pleasure Show on his own, took his Shows out of Winona, Minn., and later with Bill Camp’s Motorcyle team. It is reported that he is doing well, proved himself a bit of a newspaper man in Chicago a few weeks ago when a Delta airliner crashed at the

3000 BINGO

BE 1 Card, have Wife, Mark Box, 1/20, 1/40, 1/210, 1/410, 1/240 Free. Three into complete will be 1/1, 1/0, 1/0. $100 cards, Five into complete will be 1/10, 1/40, 1/0. 50 cards, Five into complete will be 1/10, 1/20, 1/10. Card sold at 50 cards, one into complete will be 1/40, 1/40, 1/20. 25 cards, One into complete will be 1/0, 1/20, 1/40. 10 cards, Three into complete will be 1/0, 1/0, 1/10.

GAME OF THE DAY

At the National Orange Show, San Bernardino, Calif. Pearl and Joe Archer, who have a tasty concession on the Crafts midway at the show, will return to Los Angeles following the run. Dick Manley and John Balfour, with a glass ball show, held an attractive stand at the show. Jewel and Bill Hobday have their mentalist act there and Pat Seabright has a dog look. Jitter’s, a lead gypsy.

For Sale—Live Sea Cow

Greatest Show Attraction in Years

SNAKE KING

BROWNSVILLE, TEXAS

"Eye Appealing" Carnival Plaster

Do you want the finest? Are you interested in added play at your concessions? Write today for our price list.

G. M. G. ART & NOVELTY CO.
415 S. WENZEL STREET
LOUISVILLE 4, KY.

CARNIVAL PLASTER
GET ACQUAINTED OFFER
SOME—VALUE FOR ONLY 50¢—SOME
This offer good until June 1st. Not filled to satisfaction, other colors will be furnished. Many new fancy items. Write for our new Price List today.

FLORENTINE ART STATIONARY CO.
906 E. 12th St., K. C., Mo.
New Address:

PHONE: HA. 0256

Hi-Striker Mauls

Medium size, $2.00; LARGE SIZE, $4.00; Hickory handles. 1948 STRIKERS ready by early Jan., 1ST PLACE ORDERS early for June Show. Use trouble of SPRING MAIL ORDER. Do not look for. 1948 is the 42nd year for the "Middler." Hi-Striker and a BIG MONEY Maker for the Owner. Write at once and GET READY NOW. Address:

Laperle Hi-Striker Wks.
647 Tulip Ave.
LAPERLE, I. C.

WANT
GENERAL AGENT
Must Know West Virginia, Kentucky, Indiana, Illinois, Ohio, Pennsylvania, and Michigan.

Wiro, No Time to Write

$1,000 on the $1,000,000, 24-hr. Bill Board. 390 Arcade Bldg., St. Louis 1, Mo.

Big State Amusement Co.
WANTS FOR TWO CELEBRATIONS

No book which does not contain All Rock

For Billboard in Texas, April 10th 101, March 6th 1948, May 1st 1948; Rodman and Associates, Dallas, Texas, April 1st 1948. H. L. RYNES, 212 N. 8th St., Fort Worth, Texas.

ANNA MOORE

Glasell, Tex.

CARNIVAL WANTED

Rides, Shows, Concessions, Four Acts, July 1-2-3. Largest Carnival Tent, 100 sets, $100. Bill Gravatt, 510 Lecture, St. Louis, Mo.

CLINK'S PARK

BOX 476

ALMA, NEB.
A 1948 MESSAGE FROM

TO FAIR AND CELEBRATION COMMITTEES AND SHOW FOLKS

If your 1948 plans are completed we wish you nothing but success. If not, we offer a clean, 10-Ride Amusement Enterprise, with Midway Attractions that entertain. Operated with modern equipment and by modern methods with an established policy of fair dealing. Just a few open dates for this season. Always openings for Modern Show People interested in a pleasant and prosperous season.

CONCESSIONS: Want Legitimate Merchandise Concessions, must be flashy; can also use Photo. Excellent opportunity for Fun House.

SHOWS: Want Shows that do not conflict. Must have own outfits and transportation. Excellent opportunity for Fun House.

Opening April 10th at Indianapolis. Route to interested Parties. DUE TO DISAPPROVAL HAVE OPENING FOR SHOW MANAGER

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ICE CREAM FREEZERS AND HARDENING CABINETS
40% BELOW RETAIL SALE PRICES
Established September 1, 1947
See my half page ad in the OUTDOOR EQUIPMENT SUPPLEMENT, Page 70

R. B. BOX
216 N. Martin St.,
Elizabeth City, N. C.

Phone: 165

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Sixteenth Annual Tour, Opening May 1st.

Address RAY WILSON

Astor, Illinois

OPENING APRIL 5

LAKEWOOD, NEW JERSEY, AMERICAN LEGION FAIR

Want legitimate Concessions of all kinds. Ride Help—Entertain on Ferris Wheel, Merry-Go-Round and Chairpipe; semi drivers given preference. All reply:

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Samples—Prices on Request.

ROLL LABELS
COUPON RAFFLE BOOKS
COATROOM CHECKS
ATTENDANCE PRIZE TICKETS, ETC.

CAVALCADE ON 50 CARS
(Continued from page 76)

direction of Ralph Clawson, who is in charge of winter quarters, Mr. Worman is superintendent of construction, Eddie Martone is scenic artist and Sam Gardner is the show front builder.

Maley is Treasurer

Arnold Maley, formerly with Sparks Circus, is the show's treasurer, marking his first time with a circus. Arthur Abelson is secretary, Arthur Bradford, formerly with Beckman & Gerey, is treasurerm.

The shows will have two press agents, with Bill Naylor working ahead and Lou Raymond back.

STEAM TRAIN BURNS COAL

Can be used in conjunction with compressed

Hauls a big load of kids or adults on every trip.

NEW VAGABONDS

Westwards and Men-Liners at new low prices. A real showman's trader. No train is complete without a 20,000 man show without a free concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY

Mss. Stearns and Kiddie Auto Rides
324 W. Douglas
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ORDER NOW AND SAVE $$

World Barrels for Bottles and Punks. Darts—Feathered and weighted. Comic Hat Bands—On large lots you can get your own savings. Better for Games, any size. Write for Prices.

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CHICAGO, 111.

MORE CONCESSION PROFITS!

Be sure to see

BLEVINS' Big Two-Color Center Spread in the Outdoor Equipment Supplement.

ENDY FLASHES UP
(Continued from page 76)

Mr. and Mrs. I. J. Palmer, Mr. and Mrs. Ralph Band, Mr. and Mrs. J. C. McCafferty, Mr. and Mrs. Carl Sedlmayr, Mr. and Mrs. Sam Solomon, Mr. and Mrs. J. J. Weir, Mrs. Eddie Roth, Mr. and Mrs. Sam Gordon, Mr. and Mrs. Ben Boroff, Mr. and Mrs. Paul Leisher, Mr. and Mrs. Vaughn Richardson, Mr. and Mrs. Max Goodman, Mr. and Mrs. Anne Artner, Mr. and Mrs. Eddie Hackett, Harry Weiss, H. E. Stahler, Mr. and Mrs. Ernie O'Brien, Mr. and Mrs. Baker, Mr. Milton Morris, Mr. and Mrs. William Kettro, Mr. and Mrs. Bob Rub, Mr. and Mrs. Hor, Mr. and Mrs. Hyman Cooper, James Donn, Sam (Kingy) Wellb, Leo Batsany, Val Cleary, Don Donoher, Jimmy Doran, Mr. and Mrs. Solomon, Phil Cook, Mr. and Mrs. Dan O'Brien, Bill Bucky, Frank Miller, Bill Tucker, Frank and May Wirth, Paul Braun, Alfred Barton and Johnny and Elmer O' Rea.

ATTRACTIONS

Have the most modern Coke Carts, 8640. Longcases, shooting guns and other equipment of the latest design. The new home of the Coke Cart is a large train. Fully cushioned, new year license.

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When trouble comes... as it often does... a million miles from nowhere... you will thank your lucky stars that you have a Lenz Man nearby to call for help.

The Chas. A. Lenz Insurance organization has been built on service—plus experience. For over 27 years we have specialized in handling Showmen's insurance and their problems... you pay nothing extra for this experienced service... available 24 hours a day... wherever you are, whenever you need it.
W. C. KAUS SHOWS

ATTENTION
OPENING APRIL 2ND, NEW BERN, NORTH CAROLINA
WANT FOR SEASON
Shows—Side Show, have new top and banner line for same:
Animal Show, Fun House. Rides—Caterpillar, Tilt and Whip.
Concessions—Age and Scale, French Fries, High Striker, Ball
Games, Pitch-Till-You-Win, Bowling Alley. All replies for
RUSS OWENS
New Bern, North Carolina

SHAN BROTHERS SHOWS

OPENING APRIL 3
Want Ride Help. Can place Legitimate Concessions. Will sell "2" on Bungo and Custard. All people contracted answer or come on. Winterquarters open.
Lee Houston wants act for side show.
Address
SHAN WILCOX, Shan Brothers Shows, 667 E. Broadway, Maryville, Tenn.

WANTED FOR LAURENS, S. C., SPRING FESTIVAL
April 14th, 15th, 16th
Want a good, honest, young men to work on our Rivu-Rango and looking for a good young man who can handle a couple of big animals. Will teach any young man who is willing to work on the show.

JOHNNY J. DENTON SHOWS

NO. 2 UNIT
CAN PLACE
SHOWN: Have over 25000 Top if you have something worth while to put in it. Good cover for Girl, Posters, Animal, Rides, Side Show, etc. Act and Side Show with own equipment, 25 or to office. This Show carries own effects for Side Rides and good contests for 20 best Rides. Can be sold in Kentucky, Tennessee, Virginia and West Virginia. Sent Fourth of July Tentation for Concessions: Good going for Mill Owners. Sell "2" on Custard, Fries, Newfries, Zoetrope, Candy Apples. All Stock Concentrate open.

BRUNSDIKE, ALABAMA, DOWNTOWN, THIS WEEK.

CAN USE
One or two more Shows. Will not overload on Shows. Also a limited number of first-class Concessions. No Camps. We have a good route of Shill Dates and Fairs.

BODART SHOWS, SHAWANO, WISCONSIN
FREE ACTS
NO GATE

WANT RIDE FOREMEN FOR TWIN WHEELS.
AND NEW CATERPILLAR
ALSO SECOND MEN FOR SAME
SHOW OPENS SATURDAY, APRIL 19, JOPLIN, MO.
Walter London, Walter Without, Walter Lang, Walter Hill, John Has, Wayne or Who, Winnetka, Chicago, was killing it up at Chicago's World's Fair. He was a showman and a showman. Joined the Show early and will show a lot of trickery and showmanship. Report not to show April 2.

TIVOLI EXPOSITION SHOW
BOX 742, JOPLIN, MISSOURI
H. J. PETERSEN OR M. J. DREESSEN

CAPELL BROS. SHOWS

OPENING SATURDAY, MARCH 21, SHAWNEE, OKLA.
WANT
WANT
CAPABLE AGENTS FOR SKILL, COUNT AND PEEP STORES. SOFAE ELECTRICAL MECHANIC WITH TOOLS. ADDRESS:
H. N. CAPELL, Mgr., Shawnee, Okla.

JJJ Staff Set; Heavy Season Flack Planned

DE LAND, Fla., March 20.—Johnny J. Jones Exposition stuff this year will include, besides Co-Owners Morris Lipsky, general manager, and Harold (Buddy) Paddock, business manager, Hal Efford, secretary-treasurer; Ralph G. Lockett, general agent and traffic manager; James Rose, publicity director; L. F. (Peezy) Howard, special agent; Mrs. Minnie Yazvac, concession secretary; Bert Miner, general superintendent; Ralph Rothrock, advertising agent; Lee Faulkner, trainmaster, and Dr. S. T. T. Uring, medical director and official announcer.

Lockett announced that he and Rose will soon start an extensive advertising and publicity campaign in Jacksonville in preparation for the shows’ opening there April 10. It is planned to use considerable newspaper space, radio time and billing, up to and including Beatty’s show cards, heralds and advertising book matches at each stand.

Work in quarters is progressing rapidly under the direction of Lipsky and Paddock. Improvements include the embellishing of light plants with chrome and addition of three new light towers and four searchlights. The train has been repainted and the pie car has been remodeled. A bedroom sleeping car was recently purchased from the Soo Line.

New Cook House

George Reinhardt has been in quantity several weeks with a crew building a new cookhouse. Harvey White, who has again two fine houses. Bertha McDaniels has been dividing her time between here and New York while directing her show for her Arcade and Rocky Road to Dublin ride. Jerry Jackson has been with the Minnie show, but reports he has a full company in rehearsal in Nashville.

The Girl Show will be enlarged with Harry Taylor’s Best Trust which is currently playing theater dates. Carl T. Gerjour reports he has also completed work on the Side Show at his farm. John Millers Tavern, Dora Jeanette, who will be with the Life Show, is expected soon.

Mrs. Jack Kelly Dies in Augusta

AUGUSTA, Ga., March 22.—Mrs. Ruth J. Kelly, wife of Jack Kelly, cookhouse operator on the Majestic Greater Shows, died suddenly yesterday in a trailer on the show lot here. She lapsed into a coma soon after retiring at 8 p.m. Sunday and died at 8 a.m. Mrs. Kelly, who assisted her husband in the cookhouse, was formerly a high-wire performer with the Ringling and other circuses.

She was stricken ill some weeks ago and recently spent three weeks in a Tampa hospital for observation.

Funeral will be held from the Potet Funeral Home here Tuesday (23), with burial in Rest Haven here. Surviving are her husband; a daughter, Barbara; Bertha, a daughter of the Majestic Shows, and a son, Dempsey.

West Coast Shifts Route

LOS ANGELES, March 29.—A last-minute change because of the serious power shortage in Southern California, which interrupted a shift in the route of the West Coast shows, will be scheduled to play Bakersfield for the second Sunday (21). It has already played a single date in Tulare and moves to Fresno for the week ending March 26.

GIRLS GIRLS GIRLS

For High-Class Revue

Band, Rhumba, Line Girls—experience necessary. Also Talkers and Girls for Posing Show. Must be young and attractive. Highest salaries, paid by office.

JACK KEARNS

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1115 ST. AVE.
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PRESENTING THE "SHOWS OF SHOWS"
WALTER OWENS AND AGENTS
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TENTS-SIDE SHOWS

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THOUSANDS OF USED COSTUMES
CASH AND CARRY
LOOK AND BUY—NO MAIL ORDERS
We are not making a profit.
We are clearing merchandise.
COSTUME FROM $1.00 UP
Chorus wardrobe, bally costumes, separately—worth a trip to Chicago.

THE COSTUME MARKET
47 W. 41ST ST., 3RD FLOOR
Open Tues., Wed. and 1st and 15th of each month.

AMERICA'S FINEST SHOW CANVAS
Available for immediate delivery!
50x110 Round End TENTS.
10 ft. Side Wall, Blue, Flameproofed, Orange Trimmed

Tents—Side Show Banners
The Best Flameproofed Fabric Available.

BERNIE MEHNDENSON—CHARLES DRIVER

O'Henry Tent & Awning Co.

482 N. CLARK ST.
CHICAGO 9

SIDESHOW PEOPLE

WANTED
With large Motor Art or other Artist. Also Specialty Banner, also Rally Girl. One or Two good experienced artistic women with good voice.

SAILOR KATZY

Route B. Box 1145, Tampa, Fla.
PIEDMONT EXPOSITION SHOWS
WANTED FOR THE BEST ROUTE OF STILL DATES AND FALL FAIRS IN NORTH CAROLINA
Opening Near Fayetteville, North Carolina APRIL 12TH

Legitimate concessions of all kinds. No Flats. No Gypsies.

Good opening for Age Weight, Cigarette Gallery, Fish Pond, Ball Games, Hoop-La, Penny Pitch or any Stock Concession.

Will buy or lease Chair-o-Planes, good proposition to owner of good ride. We need no other rides, have all our own.

Can use Ride Help on Merry-Go-Round, Roll-o-Plane, Big El Wheel and Octopus. If you like good treatment and can stay sober contact us at once. Winterquarters now open.

Good proposition in Side-shows with something to put in good outfit. C. Norris wants Camp. Will run a Girl Show in territory. Lots 1 and 2, Union Street Show, Fort Myers. Must have your own attraction with own outfits. This show is properly financed and operated in a business-like manner. If you want a good season among pleasant surroundings contact us NOW. All Mail and Wires to:

THOMPSON & RUMLEY, Box 1083, Durham, N. C.

N.B.: Toy Snugg, Merry-Go-Round Jones, Jesse Brown, contact.

CAPITAL CITY SHOWS

LAST CALL
Opening Nashville, Tenn., Saturday, March 27
FEATUREING THE THREE FEARLESS STARS Nightly WANT WANT


SHOWS: Have 20-30 new Top and Banner Line for Side Show. Want reliable Showman to take charge of same. John Brunner, contact. Also want Snake Show or any Grind Show. Can use Second Man on all Rides. All replies to:

J. L. KEEN, 523 THIRD AVE., NASHVILLE, TENN.

BLUE GRASS SHOWS

Opening this Saturday (March 27) LAWRENCEVILLE, GA.

Can Place a few more legitimate Stock Concessions. Also Shows with Own Equipment. Want Help for all Rides and Departments. Will move on Sat Lawrenceville, Ga., Thursday, March 25.

Frank Hamill wants Agents for Hanky Panky. Sam Grabben wants Agents for Ball Game and other Concessions. If you are looking for a good work season join now as we are headed for Kentucky and Indiana fast. All wires to


★ SILVER STAR SHOWS ★
OPENING NEAR LOS ANGELES — APRIL 12, 1948

★ ANY MAJOR RIDES not conflicting with Merry-Go-Round — Ferris Wheel — Fly-o-Plane
★ SHOws ★ LEGITIMATE CONCESSIONS
★ SENSATIONAL FREE-ACT
★ RIDE HELP who can drive Semi.

Have finest rolling equipment on the road. No Secretaries in Nevada, Utah, Idaho, Montana. Have moved. Have completed new 70-stall Trail Jamboree and operated by experienced Jack Kent wants to hear from Eddie Young, Mario deSilviera, Roy Wilson. This show Owned by HORST CAMPBELL & JACK KENT

ADDRESS ALL REPLES: Campbell & Kent, Reelodiet, Cabin 5, E. 10th St., El Monte, Calif., Winter Quarters, 1231 Suisman St., El Monte, Calif.

P. S: Will pay top salary to sober reliable ride men.

HELP WANTED
Show Electrician for two light plants, both new.Foremen and Second Men for the following rides—Spillman Two Abreast Merry-Go-Round. Octopus, Smith & Smith Chairplains, Believe you will find an opportunity to work with a big show and enjoy working. P. S.: Robert (Blackie) Argo, wire at once, have new Merry-Go-Round for you.

CARNIVAL SHOWS, INC.
PHILIP ISSER, Gen. Mgr.
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WORLD OF PLEASURE SHOWS

12 RIDES — 8 SHOWS — 50 CONCESSIONS
Featuring

Selden, "The Stratosphere Man"
WORLD'S PREMIER AERIALIST


CURLY SAYRES, answer.


RIDE FOREMEN AND HELPERS for 10 major rides. Must drive semi.

A-1 MECHANIC with tools that understands both ride and truck motors—top wages. Also Mechanic's Helper.

SIGN PAINTER that is first-class letterer—all season's work.

Rides and Shows will open April 15 in Wyandotte, Mich. We will play our usual route of industrial centers in Michigan. Ohio and Indiana.

JOHN QUINN, Mgr.
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CARL D. FERRIS RUTH FERRIS J. J. HORNFIELD
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WANT WANT WANT

CONCESSIONS DUCK POND, PHOTOS, HOPP-LOA, STRING CAME, PITCH TILL, IL-WIN, SCALERS AND AGE OR ANY LEGITIMATE CONCESSION. We have booked a Bingo, Cook House, Popcorn, Peanuts, Taffy, Hot Dogs, Ball Game, Rides, etc.

SHOWS MOTOR DROME, FUNHOUSE, WILDLIFE, HILLIBILLY, FIVE OR MORE IN-DOMES.

RIDES ROLL-O-PLANE, DOUBLE LOOP, TILT, WILL BOOK OR LEASE DEVICES.

NOTICE—Fast Secretaries and Committees in Western New York State and Pennsylvania, contact us for open dates.

THE FOLLOWING ANSWER THIS AD: MAURICE (LUCKY) MANCHESTER, HARLAN O'REILLY, PAT J. O'MALLEY.

ADDRESS: CARL D. FERRIS MEDINA, N. Y. OR J. J. HORNFIELD 712 W. 37TH STREET
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AGENTS, SLUM STORES—ALL NEW
Duck, Hoop-La, Balloon Darts, Over Twelve; also Count Store Agents that can take orders. Bona needs Agents for Slum Blower, Scales and Age, two Penny Pitches, etc. All address:

N. (WHITE) BEARDSLEY
321-325 No. Pearl St., Albany, N. Y., until April 10th; then care Coleman Bros. Shows, Middletown, Conn.

KELLIE GRADY SHOWS
OPEN DOWNTOWN FLORENCE, ALA., APRIL 3
Will book any ten cent concession working, transportation. P.S.: Robert (Blackie) Argo, wire at once, have new Merry-Go-Round for you.
CLUB ACTIVITIES

Showmen’s League of America
404 State St. St. Louis

CHICAGO, March 20—Bob Parker, first vice-president, en route west on business, was suspended for 18 days by Thursday (18) meeting, and he was voted upon to reside. Walter F. Driver, treasurer, was voted upon to reside. Miss H. H. Stock, secretary, was re-elected.

The welfare committee reported Al Latto still confined to his room; Tom Keeler, president of Showmen’s Relief, 404 State St., was well; and W. C. Donahue came in.

In the next meeting, those present were Max Brantman, Jack Havill, Fred and Ben, Reuben, J. K. Don- dan, Ed Sapeman, Sam Pers, Ory Berger, Jack Levine, Peter Piver, Charles H. In Showboy Office, George, Brooks, Mel Harris and Ralph Wib- biey, Dave Malcolm was ename. In- cluded among those present were, Artwell, Gene Whitmore and Emmett Sime.

Guests at the rooms recently included Harold Swift, Leo Sennett, William and Cecil Meyers, Harry Shipp, John Wulff, Ed. R. Frank, Elton, Frank Eilenburg, in from the West Coast, has been hobnobbing with the boys.

Address all inquiries to
W.G.WADE SHOWS
C. P. O. Box 1489
Detroit 31, Michigan

ELIZA GUIIIARD

Girls

JACK NORMAN

WANTS FOR
POSING FOR A REVE
on HENNIES BRO’S. SHOWS

Girls for Phone Show. Must be young and pretty. Salaries to Grits for Sweethearts and Specialty People.

—OPENING APRIL—

Gals wanted. Send R.M.L. 100% RS.

—Not WANTED—

BILLETTER who acts as Gamin. Bound to be in with Phone Shows. Other Ticket Seller wanted. All Trained Telephone Ticket Sellers for the decid- ed MAN for “Carte Hite” Brees. Must be willing to live in residence and live for a long time.

—BECAUSE—

WANT WORKING GIRLS WANTED for “Carte Hite” Brees. Must be willing to live in residence and be willing to take all of it. Previous work in the field will be an asset. Must be a workmanlike manner and good treatment for those who can get it.

Michigan Showmen’s Association

1315 Cass Avenue, Detroit

DETROIT, March 20—Harry Stahl, president of the Michigan Showmen’s Association (1315 Cass Avenue) said that on Monday (15) meeting. Also on the rostrum were Ben Morrison, first vice-president; Nate Golden, third vice-president; Louis Rosenthal, treasurer, and Jack Dickstein, past presi- dent.

Communications were read from Sam Goldstein and the Oklahoma Showmen’s Association (1315 Cass Avenue). Los Angeles, attended the meeting.

Sam (Port Chop) Ginsburg and his wife plan a pleasure trip to the East. Mrs. Mike Balog is recuperating at home after an operation in Royal Oak Hospital. Joe Marks is in town after a successful operation. He will be back in the W. G. Wade Shows this season. Mrs. Marks is visiting relatives in the Southland. She was a recent visitor to the clubrooms.

Ladies’ Auxiliary

Bernie Stahl, president, presented other officers present were, Dave Miller, first vice-president; Rose Pugliese, second vice-president; and Dorothy Gold, treasurer.

Greater Tampa Showmen’s Association

TAMPA, March 28—Regular meet- ing was held at the 200 E. 15th Street. It was voted to sponsor a car award. A benefit bingo was held on the midway of Majestic Greats Show at the Plant City Strawberry Festival. A benefit bingo was held Thursday (11) for the clubrooms for members and their families.

WANTED SMALL SHOW

with four or five Major Rides, to operate near Boston, Mass., for the summer season. Regular Summer Shows, apply to the Annual Park’s Fair, June 28th and 29th, 1948, at Boston, Mass., for the show to operate. Apply to P. O. Box 306, Lottery, Ohio.

FIFTEEN ACRE LOT AVAILABLE

For Carnival and Shows. Central Location. 40 AND 8

P. O. Box 1

Texasana, U. S. A.
Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, March 20.—The regular meeting was presided over by President Carl J. Sedmir.

Purchase of the new building may be made by April 1.

Many members are leaving to join their respective shows. Mattew J. (Squire) Riley left for Philadelphia and Eddie Elkins left for New York. Francis (Doc) Cunningham is a daily visitor at the clubrooms.

T. Murf Deemer is confined in Jackson Memorial Hospital. He soon will undergo surgery.

A showman, who made a trip to New York, is back in Miami. Visitors have included Son J. Loy, Bill Carson, Bernie Mendelson, Chicago Jack Wilson, Kinly Wolff and Floyd Cooming.

Ladies' Auxiliary

President, Louisa Eudy presided over the March 4 meeting. She was assisted by Vice-President Hilda Romain, Second Vice-President, Martha Weiss and Treasurer Mae Levine.

The new nominating committee includes Ed Bey, Charlie Kehrer, Ray2, Golden, Laura Sedlmayr, Ada Cowan, Blanche Lyttun, Clarke Dunn, Babs Geffen, CEC Eli and Bing Glass.

The following were accepted as members: Nelle Baker, Yets Shaffkin, Marion T. Allen, Jennie DeGeth, Mary E. Maye, LaVada Ayers, May} Bell, Georgia Soules and Helen Thompson.

Nelle Baker, of the San Francisco club, was welcomed by President Eudy and called upon to make a brief talk. Members attending at the first time this season were Iva Morris, Rhea Carson and Nan Belle. Joe Gruberg donated $25 toward the furniture fund.

Freda Wilson, chairman of the committee in charge of the installation souvenier journal, instructed members to get their communications in before October 1. She also asked to send their request or summer address. Uninformed are held for Bert Keeter and John J. O'Connor.

Directors approved a plaque to be placed in the clubroom in memory of departed members.

Regular Associated Troopers

106 E. Washington, Los Angeles

LOS ANGELES, March 20.—Regular meeting was held Thursday (11). Resolution of Special Order and Treasurer was accepted and the board appointed Joe Mead to fill the unexpired term.

Lights were dimmed and members maintained a minute's silence in respect to Grace DeCarro who died Friday (5).

Joe and Marie Mead, celebrating their 20th wedding anniversary, were invited to sit on the rostrum. Later a cake, donated by Rona Pfeiffer, was cut by the couple. Also on the rostrum were Bill and May Allman.

Following the meeting, Hall shots, donated by Lucille King, Lucille Dolman and Ethel Krug, were served.

Ohio United Showmen's Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., March 20.—Plans for the round-up scheduled, April 18, were completed at the regular semi-monthly meeting. The following chairmen for the various committees were named: L. A. Huffer, general chairman; Tony Diano, co-chairman; Bert Crawford, menu; Curt McClelland, entertainment; Jim Harris, refreshments; Ford Finn, games; C. W. Ward, decorations; Doc Farnum, photographers; Jay Myers Jr., tickets and William Flinn Sr., publicity.

Following the meeting, which was presided over by Adam Sharb, manager of the Mardi Gras, taken in color, were shown by F. D. Blitzen.

FOR SALE

RIDE

S-3 BREATH ALAN HARRIS! MERRY-MOBILE, 8 HOUSING, 14000 lb. 3512 E. FERNIE WHEEL 6-CAR RIDE, (RENT $325.00) 10 GOUGER CAR 10 SUPER RIDER 12-GA RIDE-D 120 MINI RIDE-AM

MISCELLANEOUS

60 INCH SPERRY LIGHTHOUSE AND MOUNTAIN OR TRAILER MOUSE CIRCUS.

NICE NEW MECHANICAL LIGHT TAPPER TANLEY, GALLOWE AND BLOWER MERRY-GO-ROUND, BENGAL BAND, MANE 국내 1, 5 AND 10 P.M., ELECTRIC MOTORS 15 LBS., CRACKER GAMES CONCESSION MERCHANDISE.

120FRONT HOT DOG MACHINE 1 SPOON 1 BROWN POPCORN MACHINE 1 WOODEN SWING SWING METAL PARK BENCHES, ETC.

AND MANY OTHER ITEMS.

All the equipment is in A-1 condition and will stand the closest inspection. If you are starting a new business, it would pay you to inspect it as a unit or will sell individual items.

Cash. Write

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CARNIVAL PLASTER Large, Medium and Small

WRITE FOR PRICE LIST AND SPECIAL SAMPLE ASSIST. @ 25.00

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FARM AND CARNIVAL FENCE PANELS FREE CATALOG

BARGAIN

4 New 12-Watt SOUND SYSTEMS

Amplifiers—3 Hanse. Others, various prices.

3 Large, 1 Medium, 3 Pianos, 1 Harp, 1 Drums, 1 Washboard, various instruments.

Black Lutheran Church, Your Global, 500.00. Commercial, 100.00.

H. W. STEWART

2009 20strad Road, Detroit, Mich.

New Kiddie Roto Whirl

In the heart of your park.

Kiddie Roto Whirl

Carnival Park, Rite Mile. Center for outdoor activity.

1000 Watts, 4 HP motor, 130 volt, 3 speed, new and portable.

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SHOOTING GALLERIES

And Supply for Bows and Various Toy Guns.

Since 1927. WRITE FOR CIRCULAR.

H. W. TERPENING

187-189 Marine St. OCEAN PARK, CALIF.

NEW RIDES

LOWER PRICES

0 Different types. In stock.

Mail-Order (Quantity—18 to 30 cents each).

ELMER BROWN

209 ARABIE BLDG. ST. LOUIS 1, MO.

FOR SALE—2 WHEELS

One, 10 spaces. 90 Numbers

One, 12 Spaces. 105 Numbers

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4034 GRAVE STREET ST. LOUIS, MO.

BLUE GRASS SHOWS

NOW BOOKING FOR 1948

SHOWS—RIDES—CONCESSIONS.

Adams, Augusta Ga., General Delivery

MIAMI SHOWMEN'S ASSOCIATION has both the experience and facilities for making anything from a small concession to a circus "big top" since 1919

WE SELL SHOWS-ALL SIZES, COLORS, STYLES AND THIMKINGS, OUR DUKE IS WATER PROOF, MIDWEIGHT & WEATHER PROOF. "Black Delivery!"

COMPLETE OFFERING OF CAMP EQUIPMENT

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315 S. CENTRAL STREET LOUISVILLE 60, TENN.

CARNIVAL MFG. CO.

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TENTS FOR SALE OR RENT

14 x 21 feet 28 x 42 feet

16 x 24 feet 30 x 110 feet

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TENTS MADE TO SPECIFICATIONS—ANY COLOR—SIZE

STYLE—Shape flattened

Ground Cloths — Change Bys. Daily Cloths

Plafs—Velsors—Fiberglas—Reptts.

WRITE US YOUR NEEDS

A. MAMMA & SON

120 BLVD. OF THE ALLIES • Court 3500 • PITTSBURGH 22, PA.

ANCHOR TENTS

SQUARE UMBRELLAS—BALL GAMES

SHOW TENTS

BEAUTIFULLY TRIMMED CONCESSIONS—BINGO TENTS

WIDE SELECTION OF MATERIALS AND TRIM PROMPT DELIVERY

ANCHOR SUPPLY CO., INC.

EVANSVILLE, INDIANA

ANCHOR TENTS

TENTS ANOTHER 1948 WESCO—TWO MODELS

TICKET BOOTHS

MORE DURABLE

MORE ATTRACTIVE

New Pennsylvania Materials.

Plastic and Chrome Trim Built-in Electric Sign Talkers

Special design and manufacturing.

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1280 N. 18TH ST., SALEM, ORE.

TENTS

All Sizes—NEW AND USED—ALL STYLES

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forrest Green, Olive Green, Tangerine, etc.

E. G. CAMPBELL TENT & AWNING CO.

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ALTON, ILLINOIS

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WIRE, WRITE OR PHONE

TENTCO CANVAS, INC.

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NEW YORK 12, N. Y.
WANT FOR SANFORD, FLA., FAIR
MARCH 29TH-APRIL 3RD, AND FOR 1948 SEASON

CONCESSIONS—Penny Arcade, Custard, Ice Cream, Photos, Jewelry, Fish Ponds, Baby Carriages, Painted Lady, Rides—will book following for season: Streamline Kid Train, Caterpillar, Spiffire, Fly-0-Plane, Looper or Dark Ride. Long season: nice route.

SHOWS—Monkey Show, Snake,Beagle. Must be neatly framed and have own transportation.

SHOWMEN—Have finest framed Girl Revue on road, walk-thru type, panel front, mounted on 30-foot trailers, seats, stage, top, etc. Will turn over to responsible showman that will take care of same. Must have not less than six girls, wardrobe, p.a. sets, canvassman, and man to handle front. Must have carnival and amusement concession. Will run the show as ordered. Must be run as real, or high-class Hawaiian show. Also have Posing Show. Will turn over to some party. No drunk or hop scouters. Do not answer this ad unless you have complete show as stated and can manage same and intend to stay for season. Good proposition for a real showman. All replies to:

E. L. YOUNG,
Royal Crown Shows
Wauchula, Fla., this week: Sanford following.

ANNUAL TOUR—BEST ILLUMINATED MIDWAY IN AMERICA

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

RIDES: Can place Oceania, Roll-o-Plane, Spiffire or Thingy Frontier. CONCESSIONS: Can place Concessions, Ice Cream, Hot Dogs, etc., Painted Lady or any legitimate Concession. Will place Min Wisconsin with at least two other Concessions; must dress American and be clean.

Address: Rogers, Mrs. Minnie, Murf-Davis Carnival, this week.

LAST CALL

ROGERS GREATER SHOWS
Opening April 10, 1948, Union City, Tennessee

WANT { Shows with Transportation. }
Ride Help and Truck Drivers.
Concessions. No Grift.

H. V. ROGERS, P. O. Box 647, Jackson, Tennessee

CONCESSIONS WANTED

Can place all Legislative Concessions—Ball Games, Hot Dogs, Fries, Paint, Photos, Gallery, Gone Tour Ass and Snipes, Baby Balloon, Cork Gallery, or any others you cannot complete. Can place Pan Games, Hot Dogs, Fries, Fries, or any other Concession. If you have a top Stand that drive doesn't. Red Hot, answer. Address all work to:

LLOYD B. SERFASS, PENN PREMIER SHOWS
Sanford, N. C., this week; High Point, Va., next week.

FOR SALE

8 CAR KIDDY WHIP
GUARANTEED GOOD CONDITION. ALSO
KIDDY 16-SEAT ELECTRIC SEA-SAW
OCEAN VIEW PARK
NOFOLK, VIRGINIA

Price on Request

Heart of America
Showmen's Club

Showmen's Association
1325 S. Hope Street, Los Angeles 15

LOS ANGELES, March 20.—Short business meeting found couples and the showmen's club conducted by Vice-President Joe Krug. Vice-President E. W. Wells, Treasurer Al Weber and Secretary Ed Manna also were on the rostrum. President Lopeno and Pete Kortes were admitted to membership.

Principal business was the discussion relative to plans for the winter season. President E. W. Wells reported on the National Carnival Trade Show at San Bernardino as guests of Orville Crafts, owner of Crafts 20 Big Shows, who is supplying the midway attractions at the show.

A cavalcade of 35 autos organized at San Bernardino (16) and proceeded with escort to the San Bernardino Orange Showgrounds. Over the carnival and amusement concessions that attended the lunch given by Crafts.

Slim Wells, recently returned to the States after a month in Hawaii, presented a $250 check to the building fund committee on behalf of the Los Angeles County General Hospital.

Drawing was won by Harry Gordon who donated his winnings to the building fund.

Ladies' Auxiliary

President Madge Buckley, who presided at the regular meeting, invited Eliza Russell, Margaret Ashton to sit on the rostrum. A letter and card from her daughter, Mrs. and Mr. Harold De Garro, was read. On the sick list are Martha Levine, Blossom Robinson, Vivian Gorman and Margaret Bennett, the latter two being much improved. Members were informed of the death of Agnes White, wife of Henry B. White.

Called on for talks were Grace Mace, Anna Mayers and Florence Sturm. Inez Alton introduced her niece, Bernice, a prospective member. Dorothy West, who is assisted by President Buckley and Opal Manly, were won by Nina Roger and Ethel Hargrave. The book award went to Emily Bailey. Dorothy Enfield donated three aprons. Lillian Biddles Williams four ten dollars and President Buckley the material for aprons to the bazaar. Barbara Burke and Peggy Forstall announced they would give a party for the bazaar in May. The next evening were Rosalind Roper, Norma Burke and Doodles Demar.

International

Showmen's Association
135A Chestnut St., St. Louis

ST. LOUIS, March 20.—Approximately 390 members and their wives were present at the St. Louis Carnival ball and dinner in the clubrooms. A drawing was held by the ladies. Members of the dinner committee were Mrs. Dee Lang, Mrs. Ida McCall, Mrs. Sally Prevost, Mrs. Jean Lan, Mrs. Charles Channing and Mrs. Daisy Davis.

On Thursday night (18) the regular weekly meeting was held and there was about 150 members present. The ladies presented the beef hash.

A motion to raise the initiation fees to $10 and the yearly dues to $7.50 was tabled.

President Earl H. Bunting reported hopes to bring the membership count to the thousand mark this year.

WANT

FOREMAN and Second Man, Sippetts, Hef, Arcade, Biga, Catapailer.

JACK E. VINSON
UNUNITED EXHIBIT showS
Beaumont, Texas

GIRLS WANTED

FOR REVIEW AND Posing SHOWS
Transportation and Wardrobe furnished.
Girls who have worked for me before, may call on: Tickets if we know you. Also CAN-"XAS MEN for both Shows.

CLIFF OOSTEN
LAWRENCE GREATER SHOWS
Kingman, Ariz.
Strates Ready For D. C. Bow

JACKSONVILLE, Fla., March 30 — With less than a week remaining before the opening of the theme park here, the Strates Shows are being put into operation. The train will leave here Thursday (5).

Attention!

BATTER UP

Two-Color OPENING

COIN

BASE-BALL

NATIONAL LEAGUE

BASE-BALL

NATIONAL LEAGUE

ATTENTION!

CONCESSION MEN

BASEBALL SCORING MACHINE

There goes national baseball. Can be played any time. Doesn't cost Western Union. Ticket: your name and initials, all you need. Salesmen for Carnivals, Fairs, Ponds, Towns, Bowling Alleys or Lodges or anywhere crowds gather. Baseball is a proven great money-maker — a trade stimulant for business places. Full of fun and color. Guaranteed —immobile fees. Marking as a real ball game to watch. Class ticket ball tickets. Machine is extremely local. Is operated by man in charge and has no coin slot.

FOR SALE

BATTER-UP BASEBALL PITCHING MACHINE

Complete with canvas, balls, bats, etc. Used only short time. Cost $2,350.00. Can be used inside or outside, long or short range. Will include extra pitching arm, never used, and one great new ball, never used. First cash in hand $300.00 deposit. Will crate and ship anywhere C. O. D. F. O. B. Huron, Ohio, for balance.

JOHN ROOK

213 Main Street

Huron, Ohio.

WHITE'S RIDES

OPENING APRIL 24

Want Crab, Photos, Punk, Rack, Duck and Fun Tent, Ring or anything you want, P. C. if you have other Concessions.

SHOWS—20 P. M. Crab, May 4.

RIDES: Will book or buy #5 or #10 Ell Wheel, small Jury-Go-Round. Agents for Smur Outfits, Bill Reese, let me hear from you. ALL ADDRESS:

In GUY WHITE

5314 FACAN ST. CHATTANOOGA, TENN.

Attention, Mr. Showman

We build and ship to any point in the world, Concession and Show Equipment built to order. Ask Showman and understand your needs.

W. H. "BILL" SARIGENT

1BA WEST ST., Newport, N. H. Phone 177-W

5c ART SHOW

AMUSEMENT MACHINE

SEE LOCAL AD IN CONE CARNIVAL SECTION

SHIPMAN MFG. CO.

AUTO RIDE WANTED

Want to buy 10-Car Allen, Horseless, Riddle Auto or any all Riddle Auto. Will consider anything. Must be in good shape and worth right for cash.

J. WILLIAMS

P. O. BOX 240, BRIGHTON, TENN.

ACE SHARP AND STUNT RIFLEMAN

Famous position. Shoots two rifles in front simultaneously and two rifles; also one rifle, other behind simultaneously, and many ways.

C. J. PIERCE

Gurnee, Ill.
NOW AVAILABLE

FOR LEASE

LARGE CORNER PLOT

ON MAIN THOROUGHFARE

FLATBUSH AVE. & AVE. U. BROOKLYN

300x400 — FACING 4 STREETS

Suitable for Carnival, Drive-In Theater, Golf Driving Range, Arcade, Drive-In Barbecue, etc.

BOX NY-99

THE BILLBOARD

1564 BROADWAY, NEW YORK 19, N. Y.

CARNIVALS

The Billboard

March 27, 1948

DANVILLE, VIRGINIA, MARCH 26-APRIL 3

Best Show Lot in Town. Two Big Fridays and Saturdays.

WANT RIDES—Will book any Flat Ride with transportation.

WANT SHOWS—Illusion, Snake, Funhouse, Penny Arcade, Wild Life. Doc, Dillon City, come on. Captain Thompson, wire me.

WANT CONCESSIONS—Two more Ball Games, Guess Age-Weight, Novelties, Floss. Can place Popcorn and Custard for four weeks only.

WANT HELP—Capable Foreman for Octopus, Tilt, Chairplane and new Kiddy Autos. Prefer settled men with wives, who can drive semis. No time to write. Come on to Dan River show lot. Barnett, come on. Replies to

MORRIS HANNUM

DANVILLE HOTEL, DANVILLE, VA.

QUEEN CITY SHOWS

Magazine, N. C., March 27 to April 3; then to the Coal Fields

WANTED

CONCESSIONS—High striker, Picko-Thrower, Bubble net, Devil's Duplication Alley, Bridge Game, or any legitimate back shows. Agents for officered back shows. Red coat wands things better. Send full information to

J. J. PAGE SHOWS, P. O. BOX 705, JOHNSON CITY, TENN.

WANT

GENERAL AGENT

WHO KNOWS THE SOUTH

ONE WHO CAN HANDLE A 10 RIDE CARNIVAL

Address

MAD CODY FLEMING, Hixieox, Georgia

WINTER QUARTERS

Georgia Amusement

AYERSVILLE, Ga., March 20. — Despite inclement weather, quarters work is progressing favorably and all will be ready in readiness for opening at Corners Gap on June 12. Four new rides will be presented. Staff for 1948 includes H. H. Scott, manager; Mrs. Bobby Scott, treasurer; Ed, Ward W. Curtis, secretary, and Roy Wilbanks, ride superintendent and maintenance man.

So far 15 concessions have been booked. Recent arrivals in quarters were Lolo (Blackie) Timms, Duke Pitman, Jack Jones, Ed Harris and Madam Rose and family. The writer and Mr. Tom purchased a new house trailer—EDWARD W. CURTAIN.

Art White's Exposition

BUTLER, Pa., March 20. — Everything is ready for opening at local quarters. Mike and Patty Clark have purchased a new truck and are preparing for a big season this summer. Mr. Art White left for the East to pick up the two new semi-trailers which he purchased at the State Fair. Three new trailers and a new pick-up were added to the fleet recently.

Pop Sants, concessionaire, and George Renn, builder, are expected in quarters soon. A new boat ride is ready for operation for operator Jeanette and Mr. and Mrs. Art White. Current plans call for the show to open May 1. General Agent Mark Wayne is on a booking tour.—E. M. TUNSTALL.

Capital City

NASHVILLE, March 20. — Cold weather slowed up activity. Equipment, nevertheless, is rapidly getting into shape. Bill Hayes is at work on the new construction of the building. Horace Drennen heads up the ride work and Mr. Conquest is handling the painting.

Harry Roberts arrived recently to do lettering and artistic painting. Clyde Lowery has been signed as hill-poster.

Owner J. L. Keef purchased three new trailers, and Bill Sterling again is general agent. Others on the staff are Jack Rainey, secretary; Reese Davis, bookkeeper, and Drennen in charge of the mechanical work. The writer is in charge of publicity.

Show will open March 27 at a downtown location here.—JACK SNOW.

Gulf Coast

BLYTHEVILLE, Ark., March 20. — F. M. Sutton Sr. and Bill Norwood are supervising a crew of 15 which is busy at painting new construction and repairing equipment.

Light plant, which was damaged in an accident last year, has been repaired. A new light plant for the house trailers has been purchased.

Bill Norwood, who will have the popcorn and some other concessions, arrived. Joe Spann is in charge of the painting, and is in charge of the painting, and is in charge of the painting.

Joe Spann is in charge of the painting, and is in charge of the painting.

Light plant, which was damaged in an accident last year, has been repaired. A new light plant for the house trailers has been purchased.

J. H. Dugan has booked three concessions. E. E. Harper, electrician, will have novelties and jewelry, Mrs. Harper, who has a 10-foot pick-up parked at the door of winter quarters, has been busy serving coffee to the crew.

Among dates booked for the show is the annual rodeo and celebration at Cheyenne Wells July 2-4, Nolan announced. The show's route will take the group into State County.—TEX CLARK.

Jayhawk Amusement

ERIE, Kan., March 20. — The cold weather put a hold on the parade and the show, but now the warmer weather back things are moving along nicely. All the rides have been repaired and painted aluminum, trimmed in red. All the rides have been overhauled and painted.

Everything will be ready for the opening date, April 16, at Neodesha, Kan. Other dates are included on the way through Kansas, Nebraska, and Missouri.

Tenn. Valley Amusements

VALDOSTA, Ga., March 20. — Quarters crew has finished all repairs here and all the new rides are in order. The organ in shape is some painting and retouching, which will be done in Panama City Beach.

Mr. and Mrs. Arch Beauxcentia are expected soon from Clarkston, Mich. They have added more to their concessions and are preparing to open a new concession line-up. Doc Brown, who has been seriously ill, is slowly recovering. The writer is recovering from a recent spinal operation.—UNA MEADOWS.
William T. Collins

ST. PAUL, March 20.—Cold weather and snow delayed the construction of new show fronts, but work on them started with the advent of good weather.

A full crew of men will arrive April 1. Changes will include eight new streamlined light towers. Two new truck bodies are to be built to haul the Ferris Wheels. A new hot wagon to go on a 28-foot semi trailer also is among included among building projects.

Line-up of shows for the season follows: Milo Anthony's Rides and Monster Show; Ernest Slavin, Motordrome; Bunny Venus, girl revue and Crime Show; Alvin Dane, one-man band, and Harris Johnson, crime car.

Concession line-up includes Bob Robinson, bingo; Phil Little, cookhouse and five others; Slim Donaldson, 7; Blackie Hyman, 8; E. H. Henderson, 1; Ted Pappas, 2; Emily Wilson, 1; Ben Bitkus, 1; Buckets Edwards, 2; Henry Hingst, arcade, and four other concessions: Harris Johnson, 1; A. Drescher, 2, and H. Dingleder, 2.

Back from a trip to Fargo, N. D., Owner Billy Collins reported that he has the promise of an early delivery of a new Cadillac. New show trucks are arriving on schedule in quarters.

Recent visitors include Bill Dobson, of Dobson United Shows; Mr. and Mrs. Henry Hingst and daughters, Buckets Edwards, Mr. and Mrs. Harris Johnson, State Representative Alfred Otto, Sig Signor and Blackie Hyman.

Cellin & Wilson

PETERSBURG, Va., March 20.—Winter quarters are now open with a personnel of about 50. Co-Owners Jack Wilson and Iazy Cellin plan a complete overhaul for all units.

Most activity is centered in the new Girl Show, the construction of which is being supervised by Raynell George Golden is already occupied with his duties as business manager.

A new, 100 feet long, will be used. All new stage effects will be used.

Fiero and Goodman are working on their cookhouse and bingo. George Harms and Harry Enrigo arrived from Miami, Al Turkol is in charge, and it is reported that he is remodeling his side show at his Florida winter camp.

Whitey Hewitt is supervising shop activity. McDonnell is building new wagons, using welded steel construction which he inaugurated last year and which proved so successful. Larry Bedwell is supervising the repair of wagons and trains.—WILLIAM HARTZMANN.

Mid-Way of Mirth

TRENTON, Ill., March 20.—Working men in quarters continue busy with repairs and painting. Cold and snow have prevented outside work.

W. R. Reece writes from Georgia that he will arrive Saturday (20). T. Tankersley, who will have the cookhouse, is en route from Florida. Edyth and Heavy Seals write from Iowa that they are ready to come on. Edyth advises her health is improved. Last year her health prevented her from going on the road. Cliff Seals is a licensed pilot now, thinking of buying his own plane, according to word from Iowa.

Ralph and Jackie Mulkey are in Rock Island, Ill., visiting Ralph's folks. Esther Spern in back orders and quarters after visiting relatives in Chicago.

Curl and Jane Pope, who have the corn game, visited quarters recently. Johnny Lauts writes from East St. Louis that he is recovering from illness and looking forward to the opening date, March 27.

A cab-over-engine Chevrolet tractor has been purchased to pull the Spittles. Mr. and Mrs. Wears again will have the photo gallery.—ROSEIE DAVIS.

SEND FOR NEW GUIDE
Lists Nearly 3,000 Personally Inspected Trailer Parks

For More than a full year T.C.M.A. advisors have been inspecting trailer parks throughout the country. All parks meeting high standards for cleanliness, sanitation, and other important requirements are approved and listed in the new Guide.

The NEW OFFICIAL T.C.M.A. PARKS GUIDE with nearly 3000 personally inspected trailer parks, includes 48 individual state maps showing park locations, also trailer coach tips, information about national and state parks, other vital facts.

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SEND $1.00 TODAY
TRAILER COACH MRS.'S. ASSN. DEPT. 821 CHICAGO 12, ILLINOIS

FOR SALE
Concession Trailer and Equipment ready to go. Taylor Ice Cream Machine, Cretor Popcorn Machine; large Hamburger Grill, all stainless steel; Juice Dispensers, Coffee Urn, Cream Dispenser, etc. All equipment new and last owners. Can transfer fair contracts if wanted. This outfit is a money maker and a good-looking job anywhere. Will explain circumstances. Will send photo.

DAVID GRESHON
R. 6, Kokomo, Ind. P. 8400

WANT
READER
for Midway Camp
ROYAL AMERICAN SHOWS
Pauline Meyers
4408 Fannin St. HOUSTON, TEXAS Telephone: Keystone 3-2272

WANT FREE ACT
For all season's work. Short jumps. State salary. Write or wire Barney Tassell Unit Show Chase City, Va.

WANTED TO BUY
ONE THREE-ABREAST MERRY-GO-ROUND
Horses and apparatus must be in A-1 condition. Please send full details with price delivered and set up in Burlington, N. C.

City Manager
Burlington, North Carolina

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Lists Nearly 3,000 Personally Inspected Trailer Parks

For More than a full year T.C.M.A. advisors have been inspecting trailer parks throughout the country. All parks meeting high standards for cleanliness, sanitation, and other important requirements are approved and listed in the new Guide.

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ONE THREE-ABREAST MERRY-GO-ROUND
Horses and apparatus must be in A-1 condition. Please send full details with price delivered and set up in Burlington, N. C.

City Manager
Burlington, North Carolina
Jack J. Perry Shows

"The show that tops all shows!"
OPENING APRIL 3, CLINTON, S. C.

CONCESSIONS—Book Legitimate Stock Concessions. Exclusive on Age and Scales, Photos, Novelties, French Fries. WANT—Agents for Pan Game.
RIDES—Foresman for No. 5 Chair Wheel. WILL BOOK—Tilt, Caterpillar, Roll-o-Plane or Spittles.
SHOWS—With or without transportation. Girl Show, must have 3 or more Girls. Drore, Scoake Show, Monkey, Account drawn. Have beautiful Side Show with new transportation. What have you for the inside?
WANT—Man to handle Searchlight and Towers. MCwire.

Jack Perry, Manager
Oregon Hotel, Greenwood, S. C.

Florida Company
WANT TO JOIN WINCHESTER, TENN. OPENING APRIL 5.

Side Show, Snake, Girl Shows of All Kinds, Legitimate Concessions. Show heading into new town. Foresman and Second Men must drive, join at once, Sarasota, Fla.

Mae MacManus, Business Manager; R. E. Savage, General Agent. People engaged acknowledge. Rides open Brandenton, Fla. Street Fair, March 29 thru April 1st. Want Man for popcorn that drives. Place Cook House, Photo, Camp. All address

Howard Ingram
 Rt. 2, Box 380-C, Sarasota, Fla.

EXHIBITIONS AT HOME SHOWS

High Class Attractions, for Fairs and Celebrations

WANT
Concessions, Custard, French Fries, Ball Game, Fish Pond, Palmistry, Novelties. Don't write, come on.
RIDES—Want to book Octopus or Tilt.
SHOWS—Want complete Side Show, Monkey, Wild Life, any shows not conflicting. Have complete outfit for Minstrel. Want Sound Truck for season.


WINTER QUARTERS

World of Pleasure

DETROIT, March 20.—All equipment has been overhauled and painted under supervision of Obie Bauer and its owner, Mr. Gregory, according to the plans for the opening at Wyandotte, Mich., at the corner of Nineteenth and Fort Street.

Owner-Manager John Quinn and his staff of 80 are preparing Howard Park in St. Petersburg, Fla. While in Florida they visited the Tamps Fair and attended a dinner given to Mr. Quinn by the Fort Wayne, Ind., who had the cookhouse at the fair. Mrs. Hatcher, Mrs. Quinn, will be there at least a month at St. Petersburg, then return to Detroit.

While in Florida, Owner Quinn contacted a number of show people who will be with him in the coming season, including Sailer Katz who will have the side show. Bill Rice, who will have bingo, reports he will be on hand for the opening.

Other several concessions wintering in Rusklin, Fla., will leave here early in April to join the show, including Buck Allsup and wife, photo gallery, and bell gang manager Ruffin found his late, Mrs. Tillie Rice, cotton candy; Mr. and Mrs. Roy Duffy with concessions, and several harmonious, who wired from Miami that he will be ready with his diggers.

Quinn has been scouting the same size show this season and play some of the still dates he has played for a number of years, although this year it will be played. Charles Schater, general agent, has been on the job all winter. R. A. Neff, superintendent of transportation, returned from Florida.

While in Florida, Mr. and Mrs. Quinn, also Mr. and Mrs. Christy, have had a vacation, with Mrs. Quinn spending the time on his boat. The party docked at Bill Rice’s pier at Rusklin for a week-end. Most of the shows in the area will be used. Seen on the boat by the writer were Mr. and Mrs. Bill Rice, Mr. and Mrs. Roy Duffy, White, Mr. and Mrs. Tillie Rice, Mr. and Mrs. Roy Duffy, White, Mr. and Mrs. Bill Thompson, Triangle Shows; Mr. and Mrs. H. Citron, Will and Betty Haren; Mr. and Mrs. Milton Haren, Will and Betty Haren, White; Mr. and Mrs. Milton Haren, Will and Betty Haren, White; Mr. and Mrs. Milton Haren, Will and Betty Haren, White; Mr. and Mrs. Milton Haren, Will and Betty Haren, White; Mr. and Mrs. Milton Haren, Will and Betty Haren, White.

Charles Lenz and Mr. and Mrs. Quinn were hosts to the party later that day.

Mr. and Mrs. Floyd Mellon, assisted by Mac McCarthy, will have their cookhouse with this org for the fourth season, Bob Goode and his assistant, Roy Griffin and Joe Anderson, Department. The writer will assist Quinn and also handle publicity.—EDGAR C. MAY.

D. S. Dudley

MANKINS, Tex., March 20.—Rebuilding the progressing quarters, with W. E. Chamberlain, Roy Dunn, T. C. McCoy and A. H. Holder among the new MICKEY and MIKE, an American, will have his show ready, and Mr. and Mrs. M. L. Anderson and Mr. and Mrs. A. W. Anderson are rebuilding and painting their six concessions. Others still working on their shows include Mr. and Mrs. Sam George, Beene Brown and Oscar Schutte. Most of Michigan, still on delivery, on a new trailer built to order for popcorn, snow and cotton candy.

Floyd Culp is receptive from a serious operation and hopes to be back in condition by mid-May.

Visitors included Martin Purdy, Jimmie Ellis, Bill Russell, James Good, Chester Gray and relatives.

WANT AGENTS
For Roll Down, Rattles, Clothes Pins; also two capable Wheel Agents and general Concession
Help to join at once. All answers:

Harry "Irish" Gaughn, Royal Crown Shows
Wewahach, Florida, this week; Smedor, Florida, next.

WANT AGENTS
BOX 1582
NORFOLK, VIRGINIA

DICK’S GREATER SHOWS

WANT
Ride Help, Semi Drivers preferred

Have opening for Bingo, Photos, Penny Arcade. Pete Boudreau, can place your French Fries.

WANT AGENTS
For Roll Down, Rattles, Clothes Pins; also two capable Wheel Agents and general Concession
Help to join at once. All answers:

Harry "Irish" Gaughn, Royal Crown Shows
Wewahach, Florida, this week; Smedor, Florida, next.

CARNIVALS

The Billboard
March 27, 1946
Pioneer

WAVELRY, N. Y., March 20.—Jerry Higgins is framing his new Chief Perce Show. The first: is being painted and new scound pend and Jimmy has been acquired. Higgins is also busy renewing his concessions. Princess Jean Nadya has booked to appear in the show and will have new canvas and a new front. Other units will include an Animal Show managed by George Bartel; Funhouse by Harry Atley; a Roper by Bill Nuss, and a Penny Arcade.

Rides and their foremen are Ferris Wheel, Ken Crawford; Merry-Go-Round, Harry Lent; Whip, L. L. Zypit and R. Knell; Chairplane, Jerry Cur- ric; Octopus, Cleon Fox; Airplanes, Stanley Stan- drean; and Miniature Train and ponies, H. Ditzler.

Pop Eye Andrews is reframing the Mechanical Man, including the installation of a new chassis. Pop Eye, who is chief mechanic, is also shipping all rolling stock. Wilmot Tracy is repairing all motor equipment a bright red. Paul Burton is doing the lettering.

Concessions include Mrs. Percell's bingo and ball games; Paul Merkier's; L. W. Earle, 5; Lew Farrell, 4; Pete Percell, 3; Frank Silverman, 2; Richard L. Cain, 1; Ed Garcock, 3; Joe Sherrington, and several office-owned units. Bill Gou- man is the bookkeeper.

Plans are to run a baseball team, managed by Andrews. Uniforms have been designed by a local dressmaker, and it is believed, will result in afternoon play at still dates.—J. PERCELL.

Silver Slipper

CHATTANOOGA, March 20.— Crew has been in quarters here since mid-February, but infestation with bed bugs has caused limited work considerably. Four new show fronts are under construc- tion, including the four office-owned shows. The Funhouse, built from the old Johnny J. Denton Shows, is being reconstructed and repainted.

A new tractor has been added to haul the Ferris Wheel, and the Wild Animal Circus has been augmented with four miniature circus wagons and several animals from Shan Bros.' Shows.

Rufus Robbins, painter, and wife arrived in quarters recently. He is relating signs and trucks and will operate the office-owned show. He and his wife have been in the show business about 13 years.

FRANK DICKERSON, Hurdston, 66.

CHARLEY SUTTON

“The Showman’s Friend”

America’s Finest Trainers & Dollies.

H. B. ROSEN SHOWS

Want SENSATIONAL FREE ACT

To join on wire. Address: H. B. ROSEN, Mgr.

WILLIAMSBURG, Ala. This week.

WANT TO HEAR FROM CIRCUS ACTS, SHOWS, RIDES AND CONCESSIONS

For the 5th. Celebrating the held July 1-2-3-4-5.

Dr. W. G. D. MILLER

20 W. Main St.

Cany, Ill.

Ernie Jordan Trainer Sales

“Charley Sutton

Contact me at once.

COLEMAN LEE

INTERNATIONAL SHOWS

Texarkana, Tex.

SUNSET FIRE FOR SALE

Practically new, late 1946 Model.—40 tank. Cob rated at 90,000. Annual report paid in full. 126; 130. Total DOH, $1,080. Earn $25 weekly. Will divide with all interested parties.

P. O. Box 403

Step Fire, La.

IMPORTANT NOTICE

JUANITA GREEN

McGILL COLLEGE

Contact: O. L. BALDER

812 S. MAIN ST., WELLSTON, KANSAS

by wire immediately.

FOR SALE

6x FREEZE CUSTARD MACHINE

Mount, June 10, 1946. 6x, 12x, and 18x. Ready to work. Well built. Used 8 months. Will sell for $100. 6x, 12x Mount, June 10, 1946. 6x, 12x, and 18x. Ready to work. Will sell for $100. 6x, 12x, and 18x.

Loine & Schemidt

Fort Smith, Ark.

Oscar’s GREATEST AMUSEMENTS

Want Utensils, Tilt-A-Whirl, Kiddie Trains, Manh- eat, Shimmer, Crane, Coin-Operated Amus- ing Machines, Coin-Operated Horse and Cow and Horse. Call or write for prices.

K. A. PANDIRIS

522 Forsyth St.

FORREST NOBLE

Mifflin, Ohio
WINTER QUARTERS

Bright Lights Exposition
LYNCHBURG, Va., March 29.—Managers John Geocma and L. C. Buck have arranged and are supervising the activities of the 14 men on board. Recent arrivals include Bob Sanders who will draw the show; Paul and Sonny Martin, both from Arkansas; Walter Davis, with Dorothy, and M. E. Bagoo, who will letter and decorate vans and fronts.

Mickey Weeks, cashier, and custard operators, are in quarters. Danne and Claudia Donalini have a slip, and Charles Nagy, supply driver, has been ex- cessions.

John Geocma reports that his booking office activity is continuing under the direction of his associates, Frank, George and Sonny Martin, and is apparently doing well.

The Geocma show is being handled by Stone, Moncure and Blue Top, Inc., of Lynchburg.

Coastal Plain

TARBORO, N. C., March 29.—A record breaking show, the first in the new season's marathon, has opened successfully.

Agent Clyde Frye reports favoring bookings in Western North Carolina, Virginia and West Virginia. He feels that his show is an excellent program for the new season despite unfavorable weather.

White is busy supervising the over-all operation of the show, including handling of tickets and readiness for opening date, Saturday, April 2.

Joe Kaus will be back with 2 rides and 12 concessions. A. W. Lewis will have his bungee on the show. R. C. Shugart will have candy apples and popcorn, and the writer, Sam Chapman, will handle the box office and mail—Sam Chapman.

Johnny J. Jones

DE LAND, Fla., March 29.—Finishing preparations for the new season, the De Land Show has been given equipment for the April 10 opening. President Bert Minder has 17 wagons, refurbished the old equipment, and redecorated the train. The dining car has been refurbished, and the refrigerator is now on hand. The show is equipped with a refrigeration unit and a deep freezer.

The show will carry 21 rides and 14 shows. Pollies Revue of 1948 has been converted to a family attraction, to be opened by the Revue with Linda Lee, Baby Dimples, and 5-piece band, Honey Lee Walker will have charge of the front.

Greater Rainbow

CLAY CENTER, Neb., March 29.—Recent heavy snowfall postponed the opening of the current season. The weather, however, has not slowed down the booking or booking men. Larry Lanch, returned from a booking tour, reported signing a string of contracts in a week. The weather is now favorable for the street. First of these is set for early June, and with a couple of weeks scheduled for June, the show may be up to far time. Ora's Office has not been set, but if the weather holds, shows will bow sometime in May.

Owner Frank Ward writes from Birmingham, Tex., that he is enjoying the weather there and that he returned recently from another trip to Mexico City—BILLY SUNDAY.
New Org Built By Conn. Trio

Bridgport, Conn., March 20.—A new org, Park City Shows, was formed here recently by A. J. Martin, Emile J. Gravel and H. J. LaPlante.

The shows will have at least four rides and carry about 20 concessions. Territory will include Massachusetts, Connecticut, Rhode Island and New Jersey.

Martin and LaPlante will manage the shows while the rides and concessions will be supervised by Gravel, who will also serve as agent and bus man. Gravel was formerly a concessionaire with Dick's Paramount, Continental, Boston, Bay State and Ted Lewis shows. Org will spring about May 1.

GLOBE SHOWS
OPENING LAST WEEK IN APRIL
will book Shoshone Territory and South Dakota. Will have 2 walks, 2 Cribs, 1 big walk and 1 specialty and will trade for what home need. Please write. Have 37 years’ experience. Write Box 10, Star sink, Idaho Falls, Idaho.

One Photo to Home. $40.00. Will.March 15.

J OHN C OSTA
727 CHARLES ST. FALLS RIVER, MASS.

Outdoor Organ Records
Write for information
MIDWEST RECORDED SPECIALTIES
111 Larch Street
Elkhart, Illinois

CHARLEY SUTTON
Contact us at once.
COLEMAN LEE
INTERNATIONAL SHOWS
Texarkana, Tex.

BRIGHT LIGHTS EXPO SHOWS
-WANT FOR CLOSE MIDWAY-
Wheel Agent. Skills Lay-down Agent. Can use General for all Concessions. Everybody that worked for me before, get in touch with me. (No drinks.)

HAVE FOR SALE
One complete Shum Skull, nicely framed, or complete over all, nicely framed. Will sell cheap.
All reply
MR. DAN DONNINI
LYNCHBURG, VA

FOR SALE
One Buckingham Choo Train, four cars; all track and part of scenery, as is. Four complete cars, all in green, is new or complete. Trolley is very good condition. $1,000.00. Will trade for something of equal value.

W. R. GEREN, Greensburg, Ind., Box 289

JIMMIE FERENZI WANTS GIRLS
Opening with Penn Premier Shows in Sanford, N. C. March 22.
Experience unnecessary. Wardrobe and transportation supplied. Highest paid salaried. Rightly bonus. No time to write, wire in care of Show, then an agent. Candy, come on.

WANTS
JOHNNY GREEN
WANTS
Agents for Grand Shows and one Wheel Man for only Shum Skull on Show. Also wants Fish Pond, Heli Rider, Jewelry Stand, Puck-Till-You-Win, Devil's Bowling Alley or any other Stock Concessions. This show plays Grand Fields of Kentucky and Virginia and has 18 box side Falls. All reply.

C. A. STEPHENS or JOHNNY GREEN, Social Circle, Georgia
P/A: Glenn H. Bottom, Legal Agent, wants people with him before to contact immediately.

CAVALCADE OF AMUSEMENTS
ACCOUNT CHANGE IN DATES. RIDE MEN REPORT IMMEDIATELY.
SHOW OPENS APRIL 6. BOSS CANVASING AND USEFUL HELP, COME ON. ADDRESS: RALPH CLAWSON, Mgr., Mobile, Alabama

KELLEY'S BIG SIDE SHOW

GIFFI S WANTED
FOR GIRL & HAWAIIAN SHOWS
PEPPERS ALL STATE SHOWS
Wine or come on to Sumter, S. C. Open March 24. Write for copy, March 26.
One Girl to manage others. Can place experienced and inexperienced Girls. Salary from $50.00, va. transportation and room. Write immediately: Contact McIntosh, Mgr.

MAGIC EMPIRE SHOWS
18 Bona Fide Fairs
Kentucky's Best July 4th Celebration, Falmouth, Ky., July 2, 3, 4, 5
Big Celebrations
-LOOK THIS FAIR LIST OVER-
Bardstown, Ky.; Lafayette, Tenn.; Westmorland, Tenn.; Bolivar, Tenn.; Brownsville, Tenn.; Houston, Miss.; Marion, Miss.; Poplarville, Miss.; Newton, Miss.; Holly Springs, Miss.; Booneville, Miss.; Brookhaven, Miss.; Hattiesburg, Miss.; Gulfport, Miss.

Four other fairs to be announced when dates arranged.

CAN PLACE FOR NOW AND ALL SEASON
CONCESSIONS—All Kinds Store Stocks, $21.00 per week. WANT Bingo Exclusive, Custard.

SHOWS—Want organized Minstrel. We have complete new outfit, percentage with guarantee from office. Athletic show people—Monkey, Snake, Geese: We have equipment for all. Cliff Patton wants Girls for Girl Show. Want Rodeo to feature with own transportation.

RIDES—Will book any ride not conflicting with Merry-Go-Round, Wheel, Chairplane, Till, Octopus, Rollopade and Jeep Ride.

HELP—Can always use capable, sober, reliable Help. MULLIGAN SPRIGGS: Understand you are dissatisfied: if so, come on home; your job always open.

Clarence Thomas—Wire Bob Meyers A. SPIERIS, Mgr.
Pascagoula, Miss., this week; Luclade, Miss., next

SEE OUR AD IN THE OUTDOOR EQUIPMENT REVIEW ON
GLASS PITCH BEDS & O. L. LIGHT BULBS AND LAMPS
MISSOURI LICENSE TAGS
Showmen and concessionaires with Fas and bright ideas, write us for information and we will immediately get your Missouri License Plates for you.

DOWNEY SUPPLY CO.
924 ARBORE BLVD.
ST. LOUIS 1, MO.

FOR SALE
ALAMO EXPOSITION SHOWS
FOR SALE
NUMBER 12 ELI FERRIS WHEEL
IN FIRST-CLASS CONDITION—HAS BEEN USED FIVE SEASONS
WANT SPECIAL AGENT AND BILLIOPPER COMBINED.
Can own Fries for work, and get Exclusive. Write for information:
Reserve your Concession Stand for the Battle of Flowers, April 10 to 24. ADDRESS: JACK RUBACK, Mgr.

2020 E. Houston St., San Antonio, Tex.
Phone: Fannin 8192

SCOOP
Brand New Popcorn Machines To Spell Close-Out Inventory, List Price—$750.00 Each.
OUR PRICE—$185.50

P. K. SALES CO.
507-509 WHEELING AVE.
Phone: L-2361
CAMBRIDGE, OHIO

MAD CODY FLEMMING SHOWS
Opens April 24th, Two Saturdays
We own 9 Rides, Fun House, no financial worries. 10 Fairs signed, have disposed of the pending ones. Will book Cookhouse or luy. Book Bingo (no jackpots). Jimmie Forbus, write. Box 4, Hickox, Ga.

DUE TO DISAPPOINTMENT
WANT CAPABLE DIESEL ELECTRICIAN
Fats McDavid, please phone collect. Also need Office Secretary. Wire or phone 747.

TRIANGLE SHOWS, Wilson, N. C.
JOHN FRANCIS SHOWS
OPENING MADISON, ILL., POLICE SPRING CARNIVAL
MARCH 26 TO APRIL 4 INCLUSIVE—2 SATURDAYS AND 2 SUNDAYS

Will play 5 weeks in the heart of the Steel District
Can place a few more Concessions that will make for book for the entire season. (No gimmicks, no percentages.) Want men to handle Biscos. (Must put up, take down and handle all crowd. Must drive truck.) Want sober, reliable Ride Help that drive Semi Trailers for 11 Rides. Shows with own equipment and transportation, will book one only on good proposition.

This Show is booked solid with Wisconsin and Illinois Fairs and Celebrations.

ADDRESS:
JOHN FRANCIS, Mgr.
Madison, Ill. until April 4; then Belleville, Ill.

From the Lots

Royal Crown
EUSTIS, Fla., March 20.—Lake "A" Fair and Sportmen's Exposition was a success to big crowds and fair weather here. Friday (15) was opening day, cold, but pleasant weather kept the crowds down. Saturday (16) was "Big Daddies" Day, with all schools in Lake County closed for the fair. Rides did well and Captain Biff's Wall of Death showed out. Dixieanna Recue and Side Show also clicked.

Fearless Flyers, free act, were well received and earned plenty of radio and newspaper publicity. Carl Lehman, fair president, reported that he was pleased with attendance and the appearance of the midway. J. E. (Jesse) Sparks, now making his home in Tuscarawas, Fla., analyzing his big-fair, recollecting with his showfolk friends.

Gus Davis, shows' cashier, entertained her parents, Mr. and Mrs. W. A. Carroll, at Lakeland, Fla., last week.

Among visitors from this area were the Johnson and the Johnny J. Jones Exposition at De Land, Fla., included Art Fraley, Chester Taylor, Mr. and Mrs. T. S. Keene, Mr. and Mrs. Clay May, Bill Rice, Mr. and Mrs. Rudy Rivers and Mr. and Mrs. S. Mathis.

Shows have more two weeks in Florida and this year's route includes the county seat of Lumberton, N.C. and Albany, Ga., will be the first stand the Wall of Death is attempting.

DOLLY YOUNG

Florida Amuse. and Majestic
GIBSONTON, Fla., March 20.—Fort Lauderdale date was not made until the last minute. All was picked up. The V. F. W. committee was co-operative.

Date attracted many visitors. Among those seen by the writer were Leo Bistline, Mr. and Mrs. Jimmy Zylber, Carl Hurd, Mrs. and Mrs. Benjamin Stein, Splinter Royal, Tommy Ley, James𝙠. Dinger, Aubrey Dobbs, Bill Moore, Bill and Bobby Anthony, Mr. and Mrs. Erwin Eube, Ray Marchey, Beans, Jackie Stevens, Mrs. Jack Halligan, Mr. and Mrs. Pat England, Mr. and Mrs. Joe Weir, Jimmy Finn, Mr. and Mrs. Eddie Elliott, Mr. and Mrs. Mort Messias, Mr. and Mrs. Walter Hilady, Jack Perry, Dave, Mrs. Sue Copping, Mrs. Herman Bantly and H. J. Herton.

The sensational Parrots broke in two new men who did well on the swinging ladders. Col. Kiltroy, Glen Porter's pin head, is proving popular with the public. Mrs. Jack Kelly is in Tampa Hospital and looking very well. Improvement. No word regarding the condition of Ronnie Constantine, who is still in the hospital. He also is chief mechanic, Richard Welch, Rolloplane foreman, for six weeks to bring the ride on the show. J. F. J. KENNETT

PLACERVILLE

JACOB HARTSHORN

Lastly, we checked with the old time Canadians.

WANTED BILLPOSTER

Account of disappointment, want sober, reliable BILLPOSTER. Must be able to drive Fair Panel Truck. Good salary, long season.

Lawrence Greater Shows
Kingston, S. C.

ELECTRICIAN

15 years' Carnival experience, desires immediate proposition with reliable returning. Hand 1 Concession. P. O. White, care-person-to-person 2492 or 2291.

WILLIAM C. HANDLER

BOUT 115

NEW HOLLAND, OHIO

WANTED FLY-O-PLANE

Prefer to Show Plane North Central States.

P. O. Box 388

Pico, Calif.

P. GUY CREWS

CANDIDATE FOR

ATTORNEY GENERAL

STATE OF FLORIDA

R. WALKUP

R. E. WOHLBERG

Insurance Brokers

Insurance for Showmen

214 N. 4TH ST.

ST. LOUIS, MO.
SPONSORED EVENTS
Veteran, Lodge and Other Organization Festivities

2,500 in U. S.-Mex. Parade
CALEXICO, Calif., March 20.—
Typifying the friendly relations
enjoyed by the United States and Mex-
ican, 2,500 citizens of Calexico and
Mexicali, towns across the interna-
tional border, opened the three-day
Desert Cavalcade Celebration with a
parade here Thursday (11). Event
was sponsored by the California
Festival Association. Government
officials of both nations attended the
ceremonies. Parade, featuring par-
tcle of the festival was in the na-
uator of a historical pageant.

Kit Carson Dates Set
JACKSON, Calif., March 29.—
Plans for the Days of Kit Carson
Celebration to be held here are tak-
ing shape, according to the
Kit Carson Mountain Men, sponsor-
ing organizations. William Stippler,
appointed superintendent of enter-
tainment for the celebration which
will begin under way Friday for
two-day run. A parade and a dance
will be featured and a local girl will
be crowned queen on opening night.

Food Show for Hub Garden
BOSTON, March 29 — The
New England Fairs Exhibition will be
re-
garded as one of the highlights of
the war April 24 at Boston Garden
for nine days and nights. Attendance
is expected to top 150,000. The last
show, held in 1940, drew 115,000.

American carnivals Association, Inc.

by Max Cohen

ROCHESTER, N. Y., March 29—
We regret to learn of the passing of
Ray Steck, owner of the Steck Shows,
at Plainview, Minn., Thursday (11).

The 1948 membership certificates
were mailed yesterday and will be for-
warded to members early in April.
Certificate mailing this week is
impor-
tant promptly should communicate
with the association's offices. Ac-
cording to the certificates mailed is
the first general information bulletin
of the year. Shows operating in more
than one unit are requested to advise
of the manner in which they wish
duplicate certificates issued in the
name of subordinate units of their shows.

Plans also are developing in con-
nection with the association's visita-
tion program, and it is expected
that the same will be started during
April. The plans, which will be an
annual visitation by the association's
Detroit area will be made early in
May.

The War Assets Administration ad-
dvised it has available for sale a large
quantity of trailers formerly used for
transporting electric equipment.
These trailers are of the half-ton
eighty-two types and in good condi-
Full specifications are on file. The
War Assets Administration also has
consultation with its War Industries
in regulations, and a complete list
of its regulations are on file.
A research service advises the
development of a rubberized enamel,
an all-purpose cleaner for removing
grease, grime and paint. Detailed
information is available covering the
curing of enamel and various non-
ferrous metals.

WANTED
CARNIVALS
For One Week Stand During Month of
June in Central Pennsylvania Location.
EXCELLENT PROSPECTS
Contact
M. HOLLY LIONS' CLUB
1345 Centennial St., Williamsport, Pa.

WANTED MERRY-GO-ROUND AND FERRIS WHEEL
For American Legion Carnival
(Near Albany, N. Y.)
June 15th and 16th.
Contact NATHANIEL ADAMS, Branch Post
1084, American Legion, Altamont, N. Y.

CARNIVAL-WANTED
FRONTIER DAYS CELEBRATION
In Major Route Center
Ride pleasantly; can use local Generals.

Contact
J. W. MOUCHRA, Pres.
Chamber of Commerce
Glendive, Montana

WANTED First-Class Carnival
for the First 13 Days Celebration, September 4th.
For KID'S DAY CELEBRATION. Will pay fair bid.
Contact
R. D. CROWE
Plymouth, Ill.

WANTED CARNIVAL & RIDES FOR
OVERALL DAYS
Early June, 1948
WASECA, MINN. 1948 COMMERCE
JUDGE LEON LEXTON, Sec'y.
Waseca, Minn.

WANT Rides and Concessions for
VETERANS' CELEBRATION, JULY 2-3-4
Contact
PAUL ECHACKSON
Wilton, Wash.

Rolle or Folded

CASH WITH ORDER PRICES
TEN CENTS
ADDITIONAL 10c's AT SAME ORDER, $2.00
Above prices for any wording desired. For each change of wording and color add $0.75. For 500 on orders, the
work. Each letter will be described separately on form of your letter or note.

DADDY MILLER'S CARNIVAL

DONKEY BASEBALL
New looking for the 1948 season
Fairs, Celebrations, Clubs, and Organizations to sponsor one of the biggest attractions of connecting with a
money of the future, a beauty of the real, a donkey. These
donkeys, well trained, handle, in the past two years, send all inquiries and lend you would like to book games to

GLEN JONES
Manager of Great American Donkey Baseball
641 E. 13th St., Sedalia, Mo.

FIREMAN JUBILEE
Saxenburg Volunteer Fire Company & Relief Assn.
SAXENBURG, PENNA. JULY 15TH TO 24TH
Western Pennsylvania’s Largest Fireman’s Carnival
WANTED CONCESSIONS AND RIDES
Wire or Write C. F. GRAHAM, Secretary
Carnival Routes

(Continued from page 15)

When the Orin Davenport Circus portrait recently he visited with Felix Adler, Dick Lewis, Larry Griswold, Gabby DeCo and Otto Griswold will make its trip, it will be the Louis Police Circus May 8-22 for Frank Wirth, working his table and barrel rock.

With the arrival of open cars, the open- aired car is open carried up. "Should soap and water be carried with spunking weapons?"

Sam Dock, who is breaking stock in New Mexico, is also working for Wirth. The group included Bright Jones, Bobby McElroy, Bill Hale, Hoy Hahn and H. R. Brison.

Cecil McMillin, billed a head of the Clyde Beatty and Dely Brown" Circus, reports he will again be with the Wirth show this year, she said.

What it takes to be a good circus house waiter is the ability to keep the hens, yet handy, boots and reins.

Grover Nitchman, writing from Oshu, Honolulu, says that after a 10-week tour of the Islands with the show.

Under the Marquee

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

BEVERLY, Maine, June 24; Yuma, Ariz., June 28; Kansas City, Mo., July 6; Des Moines, lowa, July 8; St. Louis, Mo., July 14; Davenport, Iowa, July 23; Des Moines, Iowa, July 24; Ottumwa, lowa, July 25; Boston, Mass., Aug. 1; Providence, R. I., Aug. 5; New York, N. Y., Aug. 7; Chicago, Ill., Aug. 13; St. Louis, Mo., Aug. 21; Fort Wayne, Ind., Aug. 25; Detroit, Mich., Aug. 26; Cleveland, Ohio, Aug. 29; Buffalo, N. Y., Aug. 30; New York, N. Y., Sept. 1.

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Dave Bradley, H'w'd Park Op,
Started at Top, Stayed There

(Continued from page 50)

To finish off, he wired two green lights as eyes to blink at night. Result: A free publicity feature that draws the park's small fry patrons like a magnet and has been worth many columns of space in papers and magazines.

Conversion of this potential eyesore into a genuine kid attraction is characteristic of Dave Bradley, who is considered one of the most enterprising young park men on the West Coast. Without any experience in this branch of show business, he "mortgaged his soul"—to quote his own words—to take over the enterprise in 1945. In less than three years he has paid off the entire obligation and now owns the park outright.

Further, he operated a factory manufacturing kiddie rides invented by himself and recently established a second park unit in San Fernando Valley. The latter property, operated in conjunction with a large manufacturers' outlet called "Kiddy City," is used as a sort of proving ground or experimental laboratory where Bradley can determine the popularity of new kid attractions before installing them in Beverly Park.

Native Californian

Dave Bradley is also his hobby—which doubtless has much to do with his spectacular success. Born May 11, 1911, he is one of those rare

BALLYHOOP!
GENERAL ELECTRIC PORTABLE
GENERATORS WITH PORTABLE
60-IN. SEARCHLIGHTS

More Concession Profits?
Big Two-Color Center Spread in
the Outdoor Equipment Supplement

FOR SALE
Super Roll-o-Plane and Spiffire
Both Rides overhaul, painted and in
an excellent condition. Buyer with cash.

M & S Trading Company
3036 NW 27th Street
Miami 4, Florida

GASOLINE BURNERS
and
TANKS
All Sizes Prompt and Serviceable.
J. SCHORE
116 Chamber Street
New York 7, New York

Government Paid $15,000 for Complete Unit...
PORTABLE POWER PLANT

Some Unit Now
$965 each

HERCULES 6-cyl. gas engine.
Model JKD 440 hp., 450 ft. lbs. torque. Complete unit, complete.

800 MILLION CANDLE POWER SEARCHLIGHTS

$695 each

www.americanradiohistory.com

CARNIVALS
105

TO ALL OUR FRIENDS OLD AND NEW CUSTOMERS
G. C. MATTEI & CO.,
BACK AGAIN
With concerts, camps, amusements, grand parades, Lose for Complete
AMUSEMENT RIDES, CONCESSIONS, SHOWS

C. J. MATTEI CO.
927 E. MADISON ST., LOUISVILLE, KY.
For 60 years
Watch for our ad in Billboard for opening date some time in May.

WILL BUY OR BOOK
AUTO SKOOTER RIDE
(Must be in good condition)

PLAYLAND
Orphans — Council Bluffs
Write Abe Slusky, P. O. Box 256, Council Bluffs, Iowa

World of Pleasure Shows
NOW BOOKING FOR 1948 SEASON
RIDES—CONCESSIONS—SHOWS

Opening in April—Victory of Detroit
JOHN QUINN
5030 Commercial
Detroit 1, Mich.

WILL YOU JOIN OUR TEAM?

PLASTER
Complete Carnival Assortment, 25 cents
Also extra large sizes. Price $2.00
We deliver within a radius of 200 miles. We open early and stay late. Phone Cory 3001.

COSIMINI COMPANY
Hollis 1-70
CARY, N. C.
ODT to Hear Shows’ Pleas

A. G. Gas, division chief
says orgs strapped by ban
may appeal for relief

WASHINGTON, March 29.—Carri-
nels and circuses strapped by the transpor-
tation ban on movements over
the roads are appealing for relief to A. G. Gas, chief
of the Office of Defense Transportation (ODT). Gas
told The Billboad simultaneously
with an announcement that ODT
began in effect at midnight Sunday (21).

Gass said, however, he expects the
ban to have little effect this early in
the season, since most of the circuses are
on the south where org is
the chief railroad fuel.

Ban Tighter Than In ’47

According to Gas, the situation
calls for the understanding of the
United Mine Workers (UMW).

ODT’s limited number of
the ban will, however, be ap-
ppealed to by the former
next by the July 31 of the Chief
Carlsbad, land.

(What’s The staff
Together

106 GENERAL OUTDOOR The Billboard March 27, 1948

WHAT’S ON R. R. MOVES

Dressing Room Gossip

Orrin Davenport

We always seem to be in St. Paul on St. Patrick’s Day and what a fine
town to be on in that day. There are a lot of people who are
losing the former fighting brothers, Mike and Jimmy Gibbons,
about being around a circus on the
Irishman’s day, and that is you see
them in the band, which is sponsored
by Hungarians and Spaniards, and nearly
told will be wearing a bit of
‘Irish’ this day. The Irishmen have celebrated the day by being all packed
out in green. She even sang some Irish
Jottings—Ruth Nelson made a new
costume between acts. Speddy, eh?
Lola Montez de Oro gives you the
impres-ision she could jump over the moon with one leap. Did you know that
La Lago made her first appear-
ance in this country at the San Fran-
sisco Fair in 1929 or that
Harry Hagen was just adjus-
ter? Mrs. Dutch Orton is practicing the
swaying pole. She and the box
Vern, plan to do a double waving pole number.
Lee Wollanda looks
(See Orin Davenport on page 110)

Effort To Have Zoo
In Long Beach Is
In News Once Again

LONG BEACH, Calif., March 29—Pro-
duction of the effort to bring the front again and official action on
the matter is expected in the near
future.

Westley Dickinson, president of the
Long Island Zoological Society, has
asked the city council to put on the ballot a proposed charter amend-
ment which would provide a tax
levy to help finance the proposed zoo. He suggested a levy of
not less than 2 cents on each $100
assessment as a start. The charter.

Dickinson said that city-owned land
at Paramount Boulevard and South
Pacific Coast Highway could be used.

Cages need not be expensive, but
should be utilitarian, he said, and
the animals should be able to
Cage could be operated “safely”
by the Zoological Society. This method,
he pointed out, has proved satisfac-
tory in San Diego, New York, St.
Louis and Chicago.

Dickinson said society members
now own bears, deer, foxes, coyotes,
monkeys and reptiles which could
be placed in a zoo immediately.
Other zoos would be glad to give surplus
animals such as lions and fer-
cows, he said, and an elephant
which has already been lined up in the
proposed zoo becomes a reality.

12 Weeks of Racing For New Brunswick

FREDERICTON, N.B., March 20.—At a recent meeting of representatives
of the New Brunswick Racing Circuit, Fred- 

ericton Centennial Committee, a 12-week horse racing program for
New Brunswick, from June 29 to the
week of September 20, was
mappled

Racing dates set were Saint John,
June 29-39; Saint John and Ed-
rock, July 1; Houltown, July 5; Salis-

106 GENERAL OUTDOOR The Billboard March 27, 1948

WHAT’S ON R. R. MOVES

Gainesville Bow
Skedded Apr. 21

Gainesville, Tex., March 20—
Gainesville City Community In-
rugates its 19th season of ran-
ning time for the Big One.

New features this season will
include a six-reef diving act, six-
horse Liberty act, 18-gir, aerial
ballet, tooterboard acrobatic act
and a 15-gallon wave pool. The
show will also have some new features, in-
including a new set of big heads and
 Chadwick. He is also
e F. E. Schmitz, producing clown and
local Dodge dealer.

The Big One is the same big top
as last year, but has added 500 addi-
tional chairs for backside grandstand
and has built new 16-high bleachers.
A new marque and a new 50 by 144
combination dressing and ring stoll
is being constructed by U. S. Ten
Motors Company, Chicago, complete
the principal new equipment.

Dr. D. Ford will have an 18-piece
band augmented by Bob Eggleston,
calliope player.

ev. Hour, and Mrs. A. M. Schmitz, Mr.
and Mrs. A. M. Schmitz went to Sarasota, Fla.,
and returned from the Ringle-
Barnum show.

Sunday, March 21, will be the annual
show of the New Yorker Photographers, a
large group of still photographers, repre-

sented by a recently issued makes of cameras and newspapers,
on hand.

The show is featured in a picture story
in the April issue of Reader’s
Scope.

Dates contracted for the season are
April 1 to June 30; May 1 to July 31; Aug
1st to Sept. 30; Oct. 1st to Dec. 31.

Hinkle Routes Two
Rodeos Thru South

NEW YORK, March 20.—Rodeo
tivatevly set for Milh Hinkle’s two
rodeo units are as follows:

No. 1 Unit: Columbus, Ga., March
3; Charlotte, N.C., April 3; April 3; April 6
thru 11; Macon, Ga., April 15 thru
18; Gadsden, Ala., April 22 thru
25; Dothan, Ala., April 27 thru
29; Raleigh, N.C., May 5 thru 8;
Dan-
nville, Va., May 14 thru 15; Greensboro,
N.C., May 26 thru 28; Huntsville,
Ala., June 3 thru 6; Chattanooga,
Tenn., June 10 thru 13; Atlanta, June 17 thru
20.

No. 2 Unit: Cordele, Ga., March
25 thru 27; Columbus, Ga., March
31 thru April 1; Macon, Ga., April 6
thru 11; Macon, Ga., April 15 thru
18; Macon, Ga., May 1 thru 5;
Atlanta, May 5 thru 15; Macon, Ga.,
May 21 thru 24; Charlotte, N.C.,
Sept. 2 thru 6; Charleston, S.C.,
Sept. 7 thru 10; Roanoke, Va., June 3 thru 6;
Memphis, Tenn., June 10 thru 13;
Charlotte, N.C., June 17 thru 20.

Both units will be combined to play
some of the larger dates, like Char-
lotte, Columbus and Macon.

106 GENERAL OUTDOOR The Billboard March 27, 1948

WHAT’S ON R. R. MOVES

Coal Ration Won’t
Stop the Big One

SARASOTA, Fla., March 20.—
Henry Ringling North, vice-president of
New York, feels that the
coal ration will play no role in the
coal strike. Because of the
multiplied difficulties of the last date.

Circuit trains carrying performers, personal, equipment and animals
for the New York engagement will leave
winter quarters March 22. The
coal strike, however, may cut into difficulties of the next date, but
probably will not be seriously affected until after its under-canvass
stands at Washington, Baltimore and
Philadelphia.

Typical Hollywood
Premier Is Skedded
For Beatty in Calif.

LOS ANGELES, March 20.—When the
days of the Beverly Civic five
on the streets here the night of Wednesday
(31), there will be a typical Holly-
days, which will be
billed with klieg lights and movie stars en
masque, it is reported by Shirley
Carroll, wife of produceræk.

In the mean-while, the final nature of the
local scribes, will be covered by movie fan
magazines and syndicate photos, it was
said.

Biggest radio line-up in the history
of the fives was announced on
Friday (26), at the
ture of events. Announcement of the
those negotiations have not been
completed.

The number of other network pro-
grams may also carry Beatty
pictures before the local date is completed.

William Hayden, versatile
Outdoor Showman, Is Dead

HOOSICK FALLS, N.Y., March 20.—William Hayden, a well
known figure in many outdoor shows,
who died at his home here Monday (15) at the
age of 76, leaves a widow, Mrs. E. C. M. Wade, a daughter, Alice, and a
son, Jack.

Starting in 1914 with the Great
Eastern Circus, Hayden later
was associated with the Thomas L. F. P
Shows and the Dixiana Minstrels.
His William Myers he organized
Bill-Rays Comedians and toured the
East with this unit for several years.
He also managed the Indian Village and continued its
operation thru 1935.

He was associated with the
following carnivals: O. J. Bach, A. B. Rogers, Glick Exposition,
and the King Heads Show. In 1944
he acquired a restaurant here and
retired from active trouping except for
his cookhouse, which he still con-
donduated annually at the Schodack (N. Y.) Fair.
German Circuses Are In Full Swing

(Continued from page 50)

many of the several George A. Hamid office in New York.

Circus Barley, which is also operating in the same quarters, is going to do some first class equipment thru a robbery at winter quarters. While all of Barley's animals are going to be dressed in the latest style, his oil- skins are going to be a bit more expensive than the usual, the serious loss was several typewriters, which are almost irreplaceable. Barley has a good program and looks for a good season.

While Berlin at present has no indoor circus, the Berlin circus, the largest of its kind in large cities, several of circus season for its fair is feature. At Stuttgart and the U. S. E. A., the famous Circus Althoff has its own circus arena, a modern edifice. Althoff has been the favorite circus in the world and draws crowds from all over the country. The largest of these performances will be the biggest of the season. It is scheduled for March 17.

At Cologne, in the British zone, the Circus Williams also has its own modern circus arena. Harry Williams, is a British subject and has been a circus manager for many years. He has drawn one of the best circuses in Germany and plays to good business everywhere.

At Essen, in the British zone, a new circus arena has been built by John and Fred Kays. This circus field. Shows draw capacity audiences to arena, which seats 2,000. Barley will tour under canvas this summer.

Circus Hoppe will probably play the State Fair in Denver, Colorado, and at Frankfurt-on-Main. Dr. Bernard Hermann, director of the zoo, was driven by the German government after being convicted of fraudulently expropriating zoo property. This season he was fined 5,000 marks. He is now living in the United States and is planning to open a zoo in the United States. It is expected that the new zoo will be opened at least before the end of the season.

John Howard Jones Strutes

ST. PETERSBURG, Fla., March 20.—John Howard, for the last 8 years purchasing agent for R. J. Reynolds Tobacco Co., and Barley Bros. & Althoff Circus, announces he has resigned that position and joined the James F. Strates Shows. He will join the company at New Orleans, La., where it opens the season April 1.

Page Billy Rose

LONDON, March 20.—Gordon Bostock, handling Henry Seft's Aquashow at Earl's Court Arena in London, England, has put on a show that is rated as the finest ever presented at the rink. The opening show of 1947 is the largest line-up of performers in one show in Europe. The feature of the opening night was Billy Rose's big splash, Johnny Weissmuller, who is supported by Deems Taylor and his orchestra of several other feature performers.

Coliat Killed In 88-Foot Fall

(Continued from page 50)

at the end of the fall, Coliat was 88 feet from the ground. Coliat and Joe and Anne, and this year are giving away nothing because rafts were outlawed by the state legislature last year.

Attending Monday matinee were 6,185; Monday night, 3,331; Tuesday matinee over that of a 10-minute interval. The boost is in inversion of holding a few semi-circle show.

Equipment In Shape

There have been several sharp trends which augur well for outdoor business. The pacity of supplies, which even last year, after a year, has abated. Most carnivals, for instance, will go out this year with their best against war-year peaks.

Rides—new ones—and parts of old ones, which has been easier, too, to obtain skilled help, even tho the cost is up. The cost of new rides is due to new ride acquisition or to the improvement of old ones thru the formation of a new collective of skilled workmen, will go in top shape.

Most of the carnivals and many of the amusement parks are preparing for a bigger kiddie play. The vast majority are being adapted for the small fry, and not a few will have two separate areas for these devices. One example has been the result of the increasing popularity of children's rides and the realization that there is money—good money—to be made in them. It also is in line with the idea that the stands, and which has marked this country since the war. And now with the combination of carnivals and stands, as inspiring more family-type trade, such expansion comes at an opportune time.

Push Names

One striking trend, noted particularly in the carnival field, is a turn toward outdoor events and away from "out." The introduction last year of a 16-week run of a large railroad shows (Hennin Bros.) was greeted with outstanding success, and the realization that there will be still another season, will offer established names on the midway.

Too, these carnival organizations are stepping up their publicity and promotion plans. There has been a definite increase in outdoor advertising, good press agents, and one or two shows which had only one agent will now have two, or even three, and one agent, this year.

Map Stronger Pitches

Amusement parks, fairs and circuses are using stronger promotion job. Amusement parks, stronger and stronger for promotions and for picnics, the latter aimed essentially at the trade, are finding that the smaller circuses have had a rehaul of their advance staff, and in most cases of them. The case of the Circus of the Dead, of which they have been wholesale shifts, which, while the same is not true of all, those in the field, also is felt to be one of the benefits of the break—except for the fact that not a few are hitting their advertising and publicity budgets to maintain, if possible, these huge campaigns.

Widespread new construction by fairs as a whole has been deferred, in many cases, the conditions. Not a few, however, have made long-delayed, vital improvements, and these are being more inviting—or, at least, more suitable. Chief among these improvements is the new construction, the improvement of sanitation facilities, particularly the installation of modern rest rooms, which have plagued them in the lean years.

Other Factors Cited

These factors apart, the outlook for the outdoor amusement business also is fair. A brutal winter is a high level of employment forecast, but business could be aided by the possibility of reduction in income taxes, which would affect, of course, not only the operators but pay, but also operators' net incomes. In some situations particularly to various local conditions, small advantages exist. It is figured that the Canadians will throw outdoor events as a relief from the Dominausterity.

NY Lawmakers Okay Bill for New Garden

NEW YORK, March 20.— New York's project for a super Madison Square Garden has undergone another stop Wednesday (10) when the Assembly in Albany passed the Mitchell-Brook bill which authorizes construction of a new Madison Square Garden, as a bridge and tunnel authority. The bill enables the condemnation of the site for the new $25,000,000 bond issue. The bill was okayed by the Senate Thursday. The act also provides for the. sale of the signature of Governor Dewey.

While the project for the new Garden calls for its financing and construction by the city by the use of bond issue and by authority, plans for the structure call for the building of a Madison Square Garden Corporation, which has agreed to pay the city, or its corporation, a sum of $2,000,000 in return for the privilege of operating the huge arena.

Construction plans call for a huge six-story edifice facing on Columbus Circle and occupying the major por- tion of the present mid-blocks from West 59th to 60th Street. The building will contain a convention hall with nearest including 21,000 spectators and a garage for 2,000 cars.

Rockford Sports Show Going Under Canvas

ROCKFORD, Ill., March 20.—With the March Sun shining brightly for the Illinois-Wisconsin Sports and Travel Show, Harry Clark, manager of the Rockford Sports Show, reported the annual event will be held under circuses at the local airport which has been the home of the Rockford Aeronauts since the door.

Owing to limited capacity of the Shrine Temple, site of the past three years, the show's officials were unable to accommodate many exhibitors, said Clark, and only 16 booths were turned away from the doors.
Rawson System the Answer To Mass-Teaching Problem

By W. H. Carpenter
Operator Town Hall Roller Rink, Scranton, Pa.

In contributing this article I am in hopes that operators, managers and professionals will take a little time to ponder a most important subject. Much has already been said on this subject and much more will be said in the future.

During the past 10 years the roller skating business has experienced excellent business and great strides were made in the advancement of the sport. There have been magnificent rinks built throughout the country—little towns as well as big cities. International-style skating has been introduced, and local, State, regional, national and even world competitions have been held. All of us interested in roller skating business must admit these achievements have been great accomplishments.

During this same period rink operators associations were formed. One can deny that had it not been for the men who formed these organizations and the operators who have joined the movement, it would have been impossible to attain the publicity interest in the sport it enjoys today. Thus the associations are constructive information and knowledge has been passed on to members. This has resulted in the promotion of the roller skating business from a rather obscure position to its present status as the No. 1 participating sport in the United States. A great achievement, indeed!

Does this mean that we have reached the peak? For some operators the answer is probably yes. Not so for the energetic operator with the knowledge, he will devise ways of increasing interest in roller skating, not only in the skating rink, but throughout the community. With the achievement much publicity will run off the presses of our newspapers, which up to the present time have not been liberal in comparison with the strides we have made.

Again referring to the past decade, much time and money has been spent in the development of competitive skaters. Beyond question, the men responsible for creating the success of roller skating deserve a world of credit.

During this time many rinks were doing capacity business, even turning away business, but with the years upon us it was difficult to keep experienced instructors and instructors. Some went into the armed forces, while others went into defense plants. This resulted in neglect of a most important phase of our business.

Need System for Beginner

The beginner is the man or woman, boy or girl we must go after. We must apply a system which we can make roller skaters out of them. We must offer them a system that will give them confidence and prevent any fear of falling. We must give them the proper understanding of the function of the roller skate.

Having been connected with the roller skating business since 1902 in its various departments, from skater to operator and exhibitor, I have experienced what a tedious and arduous job it is to take a beginner out for the first time on a public floor. The beginner doubts on you for dear life for fear of falling—so much that the instructor gets the shakes at times. If any of you readers haven't experienced this phase of teaching, I suggest that you try it. It will give you something to do in the morning and then repeat it at night. You will soon find out where I write from. It is not a short session and it is taken out of the beginner that in most cases he gives it up as hard work and fails to see any pleasure in learning to skate.

The solution to teaching the beginner is to make use of the Instant skates, which are presented to this great group of young skaters. When first the Instant skates are attached to his feet, the beginner will be able to learn the game and continue the fitness program. The Instant system has a history of being successful. (See Rawson System on page 110)

Two Capacity Crowds See Bal-A-Rone's "Highlights"


Acclaimed by officials as the best show ever presented at the rink, the revue included comedy and free style, pairs and ensemble skating numbers set off by cymbal and snare percussion.

Surprise visitors were Mr. and Mrs. Frank Freeman, who planned here from a Florida vacation to see the show.

"Blue Jean Night" in Ala.

MONTGOMERY, Ala., March 29—Loewy's Skating Rink here is observing "Blue Jean Night" once each week. On that night girls wearing jeans are admitted to the rink for 50 cents. The rink, owned by Piaa Loewy, operates Wednesdays, Thursdays and Sundays from 7:30 to 10:30 p.m.

N. Y. Skate Queen Judges Announced

BROOKLYN, March 28.—A panel has been chosen to judge the April 24 finals of the skate queen contest being sponsored by Empire Roller-drome here in conjunction with The New York Journal-American. Teaming with Boris Kaplan, Eastern talent scout for Paramount Pictures, previously announced, are Alex Raymond, creator of the Flash Gordon and Rip Kirby cartoons, and Albert Doras, president of the Society of Film Journalists with a name that is widely known."
Three "Fantasy" Performances
Draw More Than 6,000 at Oaks

PORTLAND, Ore., March 20—On
afternoon and two night performances of An Arabian Fantasy, staged recent-
ly at Oaks Park Roller Rink here, drew more than 2,000 spectators at
each performance, according to Jack R. Pat-
ton and Robert Bollinger, Oaks operators, who report that the show was also
presented a few weeks later for the
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SKATES
JINGLE BELL BEANIES HATS
At their "state" the bells on the hat jingle constantly. Bells free that represent work. All portraits. Fit all hands. For men and women. Assorted colors. Mix, 1 pair, 75.00; 2 pairs, 1.00. Ten-cents in minimum amount. Cash with order or 50% deposit. Orders C.O.D.

SAMBELL EPBY & COMPANY, INC.
114-16 80th Ave., Richmond Hill 33, L.I., N.Y.

SKATE OIL
Finest obtainable. Same oil as used on the Tommy's small arms.

Have 90 cases at $6.00 per case of 16 flat tin quarts

Guaranteed not to gum up bearings. Will ship C. O. D. freight collect. Buy one case or all you want.

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342 Oldham Ave. LEXINGTON, K.Y.

ROLLER RINK LOCATION
AVAILABLE FOR LEASE land 
straight right royal built to operate efficiently. Site is selected to comply with the city ordinance on location of building. All modern conveniences at your disposal. The finest location, and if you want you should be there.

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Secretary
P. O. Box 148
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RINK FOR SALE
Building, 125x50x10x25, 12 acres land on highway, 225 acres land. 75,000 sq. feet capacity. 250,000 sq. feet capacity land. 325,000 pounds. Terms.

A. ROSE
113 Albany Ave. KINGSTON, N.Y.

NEW SPOTLIGHTS
With built-in electric glass entertainers: 500 watt each. Write for circular.

GROVE STAGE LIGHTING
Newark, Ohio

MIDWEST FLOORS & RINKS
Manufacturer of Portable Floors and Complete Portable Rinks
For Full Information, Write
2514 ORCHARD ST., BLUE ISLAND, ILL.

CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
Distributor and Slat Distributor

RILLY-ROLLER RINK
Advertised to many millions in the Official Roller Derby competition. Maintained to highest quality standards.

RINK SKATES
MODEL "B" ROL-LAY-WOY
Precision Dance Skates with Patented "B" ROL-LAY-WOY System

ROLLER DERBY SKATE CO.
3533 Payne Ave. Cleveland 3, Ohio

COMPLETE PORTABLE RINKS
SECTIONAL FLOORS

BILT-RIT ROLLER RINKS
Dealer in Hard Maple Floors
WB49

Raswn System the Answer To Mass - Teaching Problem

(Continued from page 108)

It is here that he gets the stroke, the side push, the lean, the edges and the timing to the rhythm of the music. At the end of the stage of the lesson completed, the beginner has no difficulty to take to the main skating surface on his own without the aid of gadgets.

Save Wear and Tear on Pro

In summing up the above stages of the lesson you have made a group or a group of skaters at one time with only one instructor. I might add that the average cost of coaching a group out physical exertion on the part of the instructor, who is fresh to take on the next group. Thus you can see what Raswn means by mass production.

In conclusion, the Mr. Armbruster in my party was the beginner Rawn. This man is a member in his late 40's weighing well over 255 pounds. He had never been on roller skates before. Here I figured he'd be an excellent subject to put thru. In just a bit over an hour, he was ready to roll. His floor skating under his own power not walking—actually skating. Is there the Raswn system of mass production. That is for you rink operators to figure out.

ORRIN DAVENPORT
(Continued from page 108)

This was a West African born on that airplane revolver. The word was band. In the dressing room. The Du Wardes in St. Paul. Also new arrivals are Billy Ward and Jim Olson. Here Sherman is back in harness after being sick for a few days. The press is the Free Press of the Free Say. Bagumagi, may not leave town with the circus. Reports are he has accepted a job as a Paul. St. Paul hotelier. Correction: Pete Crisliam is the top-ranking football player in his family.

One for the books: Mr. Carl Solts, of the Aerial Solts, went into a restaur-

ant with a meal. After the meal was short on time getting back to the show, so she dashed up to her check and grabbed her coat from the rack. Once back at the show she dis- covered a small amount of change in her coat. She made another mad dash back to the restaurant and found her missing change. As she was doing this, she saw a person who had taken money already was the man in the restaurant, and went to her return. Everyone on the show was saddened by the untimely death of Leon Coleb in St. Paul. He was working on the rigging of the Lea Kimzis when he was killed. Incidentally, Kimzis was born in St. Paul, France, 48 years ago. DICK LEWIS.

WHAT'S WHAT ON R.R.

(Continued from page 106)

ban, ODT ordered all coal-burning railroads to cut their soft coal consumption by 25 per cent. As the walk-out continues another week, ODT is ready to order an additional 25 per cent cut.

May Ask Injunction

Meanwhile, reports were circulating from Washington that the nation's capital President Truman will involve the emergency strike provisions of the Taft-Hartley Act. Under these provisions the President could ask a federal court for an 89-day injunction against any executive order issued by a federal health and safety board.

Some legislats contend, however, that the court's decision is not on its own a strike, the courts are powerless to intervene under the terms of the Taft-Hartley Act.

Mich. RSROA Group Sets Contest Plans

DETROIT, March 20.—At a recent meeting of the Michigan chapter of the Roller Skating Rink Operators' Association of the United States at Varsity Gardens Roller Rink here plans were completed for the Michigan State championships, to be held March 31 at Grand Rapids. Wal- ter E. Supthep, Varsity Gardens op-

er, announced.

Speed events will be held the first day of the contest, and large entry lists are expected in dance and skill skating competitions, said Supthep.

Larson, Edwards Eds. Sets Plan For Opening in S. D.

JGLOO, S. D., March 20.—Earl F. Larson and Robert W. Edwards report plans for opening the Armony at Edgmond, S. D., as a roller rink. The building's 70 by 94-foot maple floor will be covered with Curverest plastic and a plywood base and a high-fidelity sound system will be used. The building is controlled by the Edgmond school district. Last summer Larson and Edwards operated a roller rink at the Black Hawk Ordnance Depot. Larson built the plastic over the building's concrete base.

NEW AND BETTER SKATING RECORDS

New Releases Available.

MIDWEST RECORDED SPECIALTIES
111 Larch St.
Embank, Illinois

RIEDELL
The Accepted Leader in
SKATING SHOES

RINK & BALLOON LIGHTING EFFECTS
Crystal Rondos, Spotlights, Motor Driven Color Wheels. Not only. Order now for delivery today.

NEWTON
1282 W. 140th St.
New York 4, N. Y.

WANTED
Portable Skating Rink
For Order located in central AMERICAN PLATE,山西, D. C. Will be instructed in drawing from plans. Must be in operation by May.

LAKE SANISPORT AMUSEMENTS PARK, INC.
Hartland, Michigan

FOR SALE
Brand New
HAMMOND CV MODEL ORGAN
For Immediate Delivery
S. SCHAEFFER
1058 W. Washington
CHICAGO, ILL.

WE BUY AND SELL
New and Used Rink Roller Skates
Aryes Manufacturing Co., Inc.

JOHNNY JONES, JR.
61 Chatham St.
PITTSBURGH, PA.

PORTABLE ROLLER RINK
Plumber Tested. 42x20 Hard Maple Floor, 140 p. c. of the floor is in excellent condition. 25000 sq. ft. of seating capacity. 100 people. Cost $775.00. Can be hauled for $5.00 a day. Price $500.00.

E. F. SMITH
5227 Thirteenth St.
Texarkana, Texas

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OPPORTUNITIES
A Display-Classified Section of Business, Sales and Employment Opportunities

RATES:
Display 70¢ an agate line . Minimum 10 lines
Classified 12¢ a word . Minimum $2.00

IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible hour arrange to have your copy reach the publication office, 3100 Patterson St., Cincinnati, 22, early in the week.

NEW and really HOT!

ACTS, SONGS & PARODIES

BACK POPULAR SHEET MUSIC TO 1850:

FRANKLIN'S ENTERTAINERS BULLETIN

Entertainment Guide—MAGAZINES.
Inclusive Publishing, Rochester, N. Y.

MONEY-MAKING OPPORTUNITIES

AGENTS—NIFTY DEMONSTRATORS—OUR BUSINESS, AND OPPORTUNITIES FOR RETAILERS, WHOLESALE HOUSES, AND VENDORS OF DOMESTIC ARTICLES.

BRAND NEW GETTING INTO PROHIBITION BUSINESS.

 ç LONG LIFELIKE BIRDS. Rings, Chains, Bracelets, Etc. with A Large Stock in Mail Order.

STATIONERIES. Art Dealers, Note Takers, Physicians, Bakers, Book Retailers, Art Students.

CONFECTIONERS. Art Dealers, Note Takers, Physicians, Bakers, Book Retailers, Art Students.

MONEY-MAKING OPPORTUNITIES

AGENTS—NIFTY DEMONSTRATORS—OUR BUSINESS, AND OPPORTUNITIES FOR RETAILERS, WHOLESALE HOUSES, AND VENDORS OF DOMESTIC ARTICLES.

THE PLAIN DEALER COMPANY
285 Grand Ave., Brooklyn, N. Y.

For all outdoor wearables, guns and knives, send 25¢ post paid. We pay 50¢ a pair on foreign orders. Complete line. 5 S. S. & D. Co., 603 Diamond Ave., Cincinnati, Ohio.

NEW YORK TOY DISTRIBUTORS, INC.
126 Stanford Place, New York, N. Y.

AMAZING WAX DENTURES—DENTISTS, PHARMACISTS, DENTAL DENTURISTS, SALOON OWNERS, ETC.

PERFUME—RETAIL, 30¢, 50¢, 75¢, $1, $1.50, $2, $2.50, $3, $4, $5.

SALESMAN losing his job report to your nearest, 50% to the person who sends him to us.

BERKLEY'S
Dept. 8, 1006 Davis St., Evanston, Ill.

1.00
case.

SPECIAL OFFER—75c to the person who sends us the name of a person who sends him to us.

COOKBOOKS

SOUTHEASTERN NOVELTY CO.
224 Metropolitan Ave.

WILMINGTON, W. S.

CONCESSIONAIRES!! Attention!! Dealers!!
WE HAVE A BEAUTIFUL LINE OF MERCHANDISE FOR YOUR NEEDS PRICED REASONABLY.

For all outdoor wearables, guns and knives, send 25¢ post paid. We pay 50¢ a pair on foreign orders. Complete line. 5 S. S. & D. Co., 603 Diamond Ave., Cincinnati, Ohio.

NEW YORK TOY DISTRIBUTORS, INC.
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SALESMAN losing his job report to your nearest, 50% to the person who sends him to us.

BERKLEY'S
Dept. 8, 1006 Davis St., Evanston, Ill.

1.00
case.

SPECIAL OFFER—75c to the person who sends us the name of a person who sends him to us.

COOKBOOKS

SOUTHEASTERN NOVELTY CO.
224 Metropolitan Ave.

WILMINGTON, W. S.
GOLF BALLS

for Premiums
and for Prizes

OUR PRICE $6.95
PER DOZEN DIRECT TO YOU
Genuine de luxe "ST. CLAIR" Golf Balls. A golf ball for the average golfer. Think, tough, uniform, real rubber-core balls at less than 59c each. True putting and ruggedly-constructed to take a lot of punishment, the "ST. CLAIR" is an outstanding value. Retail value $8.40 per dozen, our price $6.95 per dozen direct to you!

Send your order in today, enclosing check or money order. Satisfaction guaranteed or money refunded. 24-hour service on all orders. We pay the postage.

ONTARIO SALES CO.
EXCLUSIVE DISTRIBUTORS
154 East Erie Street
Chicago 11, Illinois

SELLS FAST ON SIGHT
Cleverest—Neatest—Salting

TIE DISPLAY
Ever made with
12 BEAUTIFUL ASSORTED TIES
DISPLAY #1—WITH 12 BEAUTIFUL TIES—$3.00
DISPLAY #2—WITH 12 BEAUTIFUL TIES—$4.50
Retail for $1.00 Each
F. O. R. St. Louis, Mo.
Sample Display #1—$3.00 Prepaid
DEPT. N & K SALES, INC., 11 SOUTH 4TH STREET, ST. LOUIS 2, MISSOURI

WIRE WORKERS, ATTENTION
WIRE WORKERS’ SUPPLIES AND JEWELRY FOR ENGRAVINGS
MOTHER PINS—$24.00 GR.
MOTHER PINS—$24.00 GR.

Leaf Pins
Heart Shape
Pearl Plate of Swirl and Fresh Water and Plastic Plate, also Findings. Copper base and Silver base Wire sold in large quantities at wholesale prices.
$5.00 for samples and deposit with each order. No catalogue required.

AMERICAN JEWELRY NOVELTY MFG. CO.
99 TAUNTON AVENUE
EAST PROVIDENCE, R. I.

AGENTS & DISTRIBUTORS

EARN $25 DAILY—SELL STORES GUARANTEED
$1 Ball Pins. Full, fast line, exclusive territory. Very attractive. 25c each. Start now.

FREE SAMPLES—BRING OPPORTUNITY IN ANY TOWN
Write Pres. P. 0. Box 322, Philadelphia 3, Pa.

GOLF BALLS

OUR PRICE $8.95
PER DOZEN DIRECT TO YOU
The incomparable "Regent" Golf Ball is an extremely high-compression, with tough, vulcanized, durable cover. Made with expensive liquid center, and scientifically wound with the finest grade of para rubber tape and thread. Here’s a real championship ball. "Compression Tested" to provide greater distances. Retail value $11.40 a dozen—only $8.95 per dozen direct to you!

MAGIC

HUMPETY-DUMPTY DANCERS
Pitchmen — Demonstrators — Novelty Workers. Fastest selling novelty in the world. These mystifying puppets are made with heavy woolen material, assorted colors, direction labels assorted colors, tape and tin areas, with Phantom motion poles through the body and for back hat.
SAMPLE SET—5c. GROSS LOT—$8.00.
25c Bulk. Immediate Shipments.
ELL GRAHAM
R. W. COX, HANCOCK & DAUPHIN ST.
PHILADELPHIA 28, PENNA.

ATTENTION!
All rings are delivered exactly as pictured and described, a trial order will convince you.

Order #8404
EXTRA HEAVY MOUNTING, SOLID CONSTRUCTION, ALL WHITE DOUBLE STONES.
$1/20
GOLD FILLED
$18 PER DOZ.

Order #8410
EXTRA HEAVY MASSIVE MOUNTING, SOLID CONSTRUCTION, WITH EXTRA LARGE WHITE DOUBLE STONE. THIS RING IS NEW, A REAL VALUE AND SHOULD SELL MUCH HIGHER.
$1/20
GOLD FILLED
$18 PER DOZ.

TERMS—C. O. D., Money Order or Check. No Catalogue—State Business.

DES MOINES RING CO.
1135 26th St.
Des Moines, Iowa

MOUSE WORKERS, PITCHEMEN
ATTENTION!

They are perfectly balanced; everyone a worker. Not made of wax; will not melt in hot weather. Non-plaque wire; plenty of extraordinary motion. Make your own color combinations. Available in Grey or white. Packing in attractive 3-colored boxes. This time the greatest, nearest shipment—25% Deposit required. Each O. C. D.
$6.00 Per Gross in Lots of 5 Gross $7.20 Per Gross in 1 Gross Lots

EMIL SEIBOLD
97-36 Eads Dr.
Roose Park, N. Y.
March 27, 1948

**THE HOTTEST SALESBOARD-CONCESSION OR PREMIUM ITEM ON THE MARKET**

No. R4. REARING HORSE AND RIDER. All finishes. Height 13 1/2 inches; radio, 16 1/2 inches. $47.50 each.

No. R6. RACE HORSE. Full action horses with mounted jockeys. Height 8 1/2 inches; radio, 3 inches; total overall, 11 1/2 inches. $45.00 each.

No. R2. WESTERN HORSE. Our best seller... beautifully crafted with removable saddle and red blanket. Horse is 12 1/2 inches high; radio, 3 inches; total overall, 15 1/2 inches. All finishes. $40.00 each.

No. R5. LADY CODIVA. One of Abbotwares finest pieces. Height, 13 1/2 inches; radio, 3 inches; overall, 16 1/2 inches. In bronze only. $45.00 each.

FAMOUS ABBOTWARES HORSES WITH "Marvel-tone" RADIOS!

ABBOTWARES... one of America's most famous names in bronzeware horses, figurines, humidors, etc., now manufacture their outstanding line of horses with radios in bases. Pictures can't tell the story of the superb workmanship... artistic techniques... and finer methods of production which go into ABBOTWARES HORSES.

FINISH ON ALL PIECES: except LADY CODIVA and RACE HORSE... in bronze, gold Palomino, silver, gold and silver, black and silver, and copper.

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**"Marvel-tone" RADIO SPECIFICATIONS**

- **Cabinet Dimensions**: Length, 12 in.; width, 4 1/2 in.; height, 3 in.
- **Circuits**: Superhet, with full automatic volume control, high gain matched iron core L.F. transformers, high-Q iron core antenna coil, high quality tone and performance.
- **Dial**: Direct reading, smooth action dial. Accurately calibrated in kilocycles with large, easy to read numbers.
- **Speaker**: 3 1/2 in. P.M. dynamic speaker, with heavy Abrose V magnet.
- **Chassis**: Steel, high grade cathode, to resist rust and shock.
- **Frequency Range**: 340 to 1720 kilocycles (175-650 meters).
- **Power Supply**: 110-125 volts DC or 50-60 volts AC.
- **Tubes**: P12X-rectifier, latest power design. (1) 12BD6, (1) 12BA5, (1) 12AX7, (1) 5885, and (11) 6304.

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7336 N. GREENVIEW AVENUE  CHICAGO 26, ILLINOIS

TELEPHONE BRIARGATE 0266
GEM LEADS AGAIN WITH SPRING SPECIALS AT LOW PRICES

AMARILLO, BIRDS, PETS

A.A. - HARNESS, POISONOUS, 2 1/2 lbs. each, 50c.
B. - HARNESS, POISONOUS, 2 1/2 lbs. each, 50c.
C. - BIRD FEED, 15 lbs. each, 50c.
D. - BIRD FEED, 15 lbs. each, 50c.
E. - BIRD FEED, 15 lbs. each, 50c.
F. - BIRD FEED, 15 lbs. each, 50c.
G. - BIRD FEED, 15 lbs. each, 50c.
H. - BIRD FEED, 15 lbs. each, 50c.
D. - BIRD FEED, 15 lbs. each, 50c.
E. - BIRD FEED, 15 lbs. each, 50c.
F. - BIRD FEED, 15 lbs. each, 50c.
G. - BIRD FEED, 15 lbs. each, 50c.
H. - BIRD FEED, 15 lbs. each, 50c.

DOGS - SHOW DOGS, 50c.
CATS - SHOW CATS, 50c.
PETS - SHOW PETS, 50c.

ELECTRIC TRIPLE WRITE MET.

PARADE FEATHER RABBIT POCKET COMBS. $6.40.

ELEPHANT - LOP-NOSE, $12.50.

TIE & COLLAR SETS, Ind. $5.00.
POCKET COMBS, Ind. $1.75.
HAWAIIAN SET RIBbons, Ind. $1.75.
FOR SALE OF VINOITY STANDS.
FEATHER DOLLS, Imported. $30.00.
FUR MONKEYS, on Sticks. $24.00.
PAPER NOVELTY SNACKS, Labeled. 8.40.
YELLOW FLYING BIRDS. $9.00.
FEATHER FLYING BIRDS, Double Propelled. $7.50.
PARADE CANS, Maple $15.00.

ARROW LOCKHART www.americanradiohistory.com

AMERICAS NEWEST SENSATION THE ARROW PARACHUTE

America's newest sensation! No parachute parades! The thrill of its descent will make every boy and girl want one for 50c or $1.00.

THE WONDROUS PARACHUTE

For excellence in design, construction, and performance, The Arrow Parachute is unsurpassed. It is the most advanced parachute available today. The Arrow Parachute is easy to use and provides safety and security in any emergency. It is the perfect gift for children and adults alike.

PARACHUTE PRODUCE COMPANY

306 East 39th St. New York 16, N. Y.

LARGE STOCK

CARNIVAL PLASTER

HIGH GRADE DAZZLING PLASTIC DAZZLING PLASTIC SHOW ITEMS, 25% OFF. We ship daily. C.O.D. orders.

GEM SALES CO.
533 Woodward Ave., Detroit 24, Mich.

WRITE FOR OUR 1948 CATALOG LISTING OUR COMPLETE LINE.

AMERICAS NEWEST SENSATION THE ARROW PARACHUTE

An Arrow, a Silk Parachute and a Slinghot, All in One.

America's newest sensation! No parachute parades! The thrill of its descent will make every boy and girl want one for 50c or $1.00.

A Natural for The Billboard Trade.

Write for Quantity Prices and Details. Manufactured by AVIATION PRODUCTS COMPANY

306 East 39th St. New York 16, N. Y.

AMERICA'S NEWEST SENSATION THE ARROW PARACHUTE

An Arrow, a Silk Parachute and a Slinghot, All in One.

America's newest sensation! No parachute parades! The thrill of its descent will make every boy and girl want one for 50c or $1.00.

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CARNIVAL PLASTER

HIGH GRADE DAZZLING PLASTIC DAZZLING PLASTIC SHOW ITEMS, 25% OFF. We ship daily. C.O.D. orders.

GEM SALES CO.
533 Woodward Ave., Detroit 24, Mich.

WRITE FOR OUR 1948 CATALOG LISTING OUR COMPLETE LINE.
**KIPP’S REMOVAL CLEARANCE**

KIPP BROTHERS ARE MOVING INTO LARGER QUARTERS 60,000 SQUARE FEET TO SERVE YOU BETTER

Our New Address After May 1st—240 SOUTH MERIDIAN ST., INDIANAPOLIS 4, IND.

You Save If You Buy Before We Move—We’d Rather Sell Our Stock Than Move It

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**CONCESSION SUPPLIES**

- Dairy Croutons $4.65 Ea.
- Oat Gum Cookies 2.75 1000
- Plastic Animal Cases 7.95 Dz.
- Plastic Birthday Animals 2.60 Dz.
- Plastic Binky Emblem Sets 1.25 Do.
- Plastic Baby Animal Sets 1.25 Dz.
- Plastic Bear Case 3.50 Do.
- Plastic Bear Cases 2.75 Dz.
- Plastic Bell Sets 2.25 Dz.
- Plastic Bird Cases 1.00 Dz.
- Plastic Bird Cases 2.95 Dz.
- Plastic Bird Sets 1.25 Do.
- Plastic Bird Sets 2.60 Dz.
- Plastic Buck Sets 1.25 Do.
- Plastic Bear Case 2.95 Dz.

**GLASSWARE**

- Tiny Mugs 1.95 1000
- Tin Dishes 2.75 1000
- Tin Plates 5.50 1000
- Tin Pots 2.50 1000
- Tin Jugs 3.00 1000
- Tin Dishes 2.75 1000
- Tin Jars 2.50 1000
- Tin Bowls 2.00 1000
- Tin Dishes 3.00 1000
- Tin Jars 3.50 1000

**NOVELTIES**

- Combs 2.95 1000
- Combs 2.75 1000
- Combs 2.50 1000
- Combs 2.25 1000
- Combs 2.00 1000
- Combs 1.75 1000
- Combs 1.50 1000
- Combs 1.25 1000

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**SLUM SALE**

- Engraved Wedding Rings $6.95 6.00
- Plastic Whistles 75c 6.00
- Plastic Whistles 60c 6.00
- Plastic Whistles 50c 6.00
- Plastic Whistles 40c 6.00
- Plastic Whistles 30c 6.00
- Plastic Whistles 25c 6.00
- Plastic Whistles 20c 6.00
- Plastic Whistles 15c 6.00
- Plastic Whistles 10c 6.00

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**PLANTER**

- 1/2" Ass. Animals 1.25 1.15
- 1/2" Ass. Animals 1.15 1.00
- 1/2" Ass. Animals 1.05 0.95
- 1/2" Ass. Animals 0.95 0.85

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**BINGO PRIZES**

- Hand Painted Wooden Bobbin 6.50 6.00
- Hand Painted Wooden Bobbin 5.00 4.50
- Hand Painted Wooden Bobbin 3.50 3.00
- Hand Painted Wooden Bobbin 2.00 1.50
- Hand Painted Wooden Bobbin $1.50 1.00

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**WATER-mark**

- Carnival Marble Bust Statuary 2.50 2.25

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**FIREWORKS**

- We offer buyers the most complete line of Commercial and Display Fireworks. Finest Quality, Safe Fireworks, with assured prompt delivery. Have just a few of the many items that we manufacture: Caps for All Toy Pistols, Roman Candles, Aerial Bombs, Sparklers, Sky Rockets, Whistle Tracers, Signs, Fountains, A Hot Pitch Item, our “COP CALLER” (Auto Protector), Venice Torches and Flares for each and every occasion. Distributors: A few exclusive territories still available. Write for full details.

COLUMBIA MANUFACTURING CO., INC. Elkton, Maryland
3 HOT ITEMS!

Money-Makers That Bring in the Crowd

INGRAM ACED ALARM

We have a very Limited Quantity of these popular, fully guaranteed clocks. Every metal case; gold finish; 1 day alarm. Ht. 4¼". Width 4". We'll ship 12 to a customer on "A First Come-First Served" basis. Each ... $1.38

837/2/1— EVANS CIGARETTE CASE AND LIGHTER COMBINATION

Exclusive Luria Purchase of Famous Evans Lighter combination at Special Reduced Price. In attractive gift box with $7.50 Retail price ticket. In Black Enamel with highly polished nickel finish. Don't Overlook this Terrific Value!

Special Low Price ... $1.76 Each

Write for Complete Catalog

L. LURIA & SON, Inc.
The Silver House
100 Fifth Ave., New York 10, N. Y.

CASTING OR GUNNING FOR BIGGER PROFITS?

S. H. TOWL
Tackle—Large wind.

32 TARGET H.R. REVOLVER
32 cal. bbl. Self loading. Easily removed from scope. Excellent gun for trap or rifle matches.


WRITE FOR PRICES

HOBAN M-48—410 SHOTGUN
DE FOUR SALES COMPANY
736 W. GREENVIEW AVE.
CHICAGO 24, ILLINOIS

BOX CANDY FOR ALL PURPOSES

BEAUTIFUL GIRLS—FLORAL—MOVIE STAR—PICTURE DESIGN TOP BOXES create plenty of eye-appearance. Cello wrapped.

Warren Specialty Company
1933 South Halsted Street
Chicago 8, Illinois

25% deposit required with order, balance C. 0. D. F. O. B. Chicago

WRITE FOR COMPLETE PRICE LIST
6000 ITEMS TO CHOOSE FROM

COMPLETE STOCKS OF
- Beacon Blankets, Cotton, Part Wool and 100% Wool
- Electrical Appliances
- Housewares
- Aluminumware in all gauges and prices
- Enamelware (White-Roseate)
- Glassware
- Fans
- Heat Resistant Glass Cooking Utensils
- Smoking Stands
- Golf Bags
- End Tables
- Flash Lamps
- Magazines
- Racks
- Electric Alarm Clocks
- Lithographed Metalware
- Picnic Jugs
- Boudoir and Table Lamps
- Cocktail Sets
- Tackle Boxes
- Balloons, all sizes
- Minnow Buckets
- Novelty Merchandise
- Outing Jugs
- Electric Mantle Clocks
- Fishing Supplies
- Bingo Game Supplies
- Golf Clubs
- Salesboards
- Radios
- Balls and Bags
- Sporting Goods
- Men's and Ladies' Leather Luggage
- Chrome Urns and Cocktail Sets
- Knives
- Dolls and Stuffed Toys
- Plaster Items
- Card Tables
- Fishing Bait, Lures, etc.
- Chairs and Sets
- Luggage, Fitted Cases
- Baseballs, Soft and Hard
- Musical Boxes
- Flashlights
- Seasonal Novelties
- Lighters
- Kitchen Cannister Sets
- Razor Blades
- Brush Sets
- Cards
- Poker Sets
- Games
- Wheel Goods
- Radios
- Penny, five, ten, twenty-five, fifty-cent goods

NOVELTIES...AS WELL AS JOKER ITEMS

OUR NEW 1948 CATALOG WILL BE READY FOR MAILING ABOUT MAY 1ST. WRITE TODAY FOR YOUR COPY. STATE YOUR BUSINESS.

WHO SAID THERE'S NOTHING NEW TO SELL!
HERE'S THE NEWEST SALES SENSATION ON THE MARKET!
VENUS SALT & PEPPER SHAKERS
A NATURAL FOR TAVERNS
$4.25 CLUBS

MEN'S 7-JEWEL WRIST WATCH
Calendar Date—Special Model
Tremendous watch that tells you the correct day of the month as well as the time. Watch is powered at one motion of winding. Bewitching dial and hands. Ladies 5-J. Chrome Wrist Watch—$3.50. Deposit with order, Balance C. O. D.

LAKEVIEW SALES
180 W. RANDOLPH ST.
CHICAGO 1, ILLINIOS

PITCHMEN, NOVELTY MEN, DEMONSTRATORS, STREET WORKERS, CONCESSIONAIRES

DON'T BE A BIG SUCKER
(Sell Them Instead!)
- A SENSATION AT THE SHOWS
- A RED ONE FOR THE FAIRS
- THE HOTTEST STREET ITEMS IN YEARS

WORLD'S LARGEST LOLLYPOP

Full 8 ounces each of high quality Taffy-type Candy on 18-inch stick. Striped in 6 flashy colors and plainly marked in 6 delicious flavors. Each is an individual cellophane bag.

SEND $1.50 FOR 6 DIFFERENT SAMPLES and we WILL SEND YOU A PHOTO of the flash that rolled up the most sensational grosses of any Concession at the Milwaukee Home Show (over 15,000 sold in seven days).

Don't be a Big Sucker—Act Now!
CHARLES KASHER
THE LARRY CANDY CO.
1229 S. 86TH
MILWAUKEE 14, WIS.
JOBBERS! — CONCESSIONAIRES!
CARNIVALS,
FAIRS,
BEACHES...
There's LOTS of
MONEY for YOU
in
OUR
PLASTEREX
HAND-PAINTED
HIGH GLOSS
PIGGY BANKS
Largest Piggy Bank Manufacturer (4,000 Units Daily)
7 Sizes—Metal Lock for Reusing—Prompt Delivery—No-Breakage Packing

#811 GIANT (Holds $1,000 in silver)
16" L x 15½" H $12.25—Doz. —Indiv. ½ Doz. Master Carton
#710 11¼" L x 5½" H $7.20—Doz. —1 Doz. Carton
#609 5½" L x 3½" H $2.25—Doz. Order
Colors: Blue, Pink, White, Red—WRITE FOR DESCRIPTIVE CIRCULAR OF OTHER STYLES, PIGGY BANKS AND LAMPS!

JOBBERS: Write for liberal set-up!
AGENTS: Write for good proposition!

AMER. TOY & NOV. CORP.
341-349 SHAWMUT AVE.
PHONE CO. 6-4151
BOSTON, MASS.

Big Money Maker!

JOSEPH BROS. Offers
Men's and Women's Beautiful
CHATON WATCHES
with RHINESTONE DIALS that
look like real diamonds.

Assorted dials: black, white or
colors with red stones.

LOWEST PRICE in 10 YEARS
6 or 7 Jewel...

$9.95

FORMULAS AND PLANS

PRINCIPAL CANADIAN SUGAR FORMULA,
2 lbs. You must always have your money refunded. Additional, 25c. CHATON ROSES, P. O. Box 133, New York, N. Y. TROUBLE WITH YOUR REPAIRS? New! New! New!
aN O void, Canada, every five years.

JOSEPH BROS.
MEMBER JEWELERS' BOARD OF TRADE
59 E. Madison St., Dept. B-27, Chicago 3, Ill.

13 PIECE UTILITY SET

$6.00

Per Set

-6 Sets=10% Discount

Retail value:
$11.95 to $18.50

BERKELEY MFG. COMPANY
2720 Archer Avenue
Chicago 6, Illinois

The Right Item — At The Right Time!

SPRING HAT '48
PIN AND EARRING SET

The House Built on Bingo Markers

BINGO MARKERS

Transparent Plastic, ¾" round, ¾" round and ¼" round. $1.00 round, $1.00 round and ¼" round. 13 $1.00 to 15 million or 2 tons.

WRITE FOR SAMPLES AND PRICES

V. E. SUPPLY CO.
918 W. Mound St.
AKRON 4, OHIO
Phone: Blackstone 2609

New Fast Selling Rings

YELLOW & P.
GOLD FILLED
No. 4855
$18.95

GOLD FILLED
No. 4885
$24.00

MACHINES, SECONDHAND
A Large List of Second-Hand Coin Machine
Bargains will be found on page 150 of this issue.

COIN-OPERATED
MACHINES, SECONDHAND

ALL-BRAIDED CELLOPHANE WRAPPING Paper, 1000-ft. Rolls, Light or Dark Blue, Green, Red, Black, and Gold, Army colors, $2.50 each Roll. Shade Paper, 30 rolls, $1.00. Alphabet, Numerals, Striped, and Solid colors.

ATTRACTIVE CHROSIS AND GIRL SHOW
Coin, $2.00 each; also many colors. Premiums in assorted worthless 50's, 500, 250, 100, and 50 dollar bank notes, with silver clamps.

RALLY CAPS, 12½" STRAW HAT STRIPS, $7.50 per dozen, $2.00 each. Embroidered Hats, $10.00 each. Plastic Hats, $3.00 each. Ralli Hats, $1.00 each.

CLOTH AND BURLAP CONCESSIONS,
$10.00 per dozen. Canvas, $1.00 per yard. Ralli Hats, $1.00 each. Plastic Hats, $3.00 each. Ralli Hats, $1.00 each.

OLD HAT MATERIAL: MARSEY, $3.50 per dozen. Embroidery, $1.00 each. Ladies, $2.00 each. Fashionable Hats, $2.00 each. Girls, $1.00 each.

PACIFIC SOUTH, 6TH STREET, HASTINGS, NEBRASKA

WORLD'S FAIR EXHIBIT, D. L. C., CHICAGO, ILL.

ASSORTED RINGS, CHAIN, NECKLACE, BRACELET, BRACELET, ETC., ETC. WITH CAMEOS, CRYSTALS, ETC.

FOR SALE, 27,000 MILLS, MACHINES, ANY COLOR, WANTED. 15% down. Write for details.

CHICAGO TOURNAMENT, 11TH STREET, CHICAGO, ILL.

HARRY PAKULA & CO.
2 N. Wabash Ave.
CHICAGO 2, ILL.

TRICKS — LEADERS — JOKES

TRAP DUN (Looks real)...

MYSTERY CHINESE MAGIC...

MULTIPLYING RABBITS...

DONKEY RINGS...

MINIATURE BOXING GLOVES...

STANISLAS, 10TH AND ARCH, PHILA...

CHERRY BOMB...

CUP-DOWN TRICK...

MINIATURE BOLT...

MUSICAL BULLET...

LADY TICKLES RUGGS...

MARCH BUDS, 309 8th Ave., New York...

BROWN SHOE RAZZLE...

MAYOR, 153 6th Ave., New York...

BOB'S SHOOTER...

MAD-RUBBISH, 174 4th Ave., New York...

COMIC CIGARETTE LABELS...

TIMES ENTERPRISES...

325 PIKE ST.

ST. LOUIS, MO.

COIN-OPERATED
MACHINES, SECONDHAND

ALL-BRAIDED CELLOPHANE WRAPPING Paper, 1000-ft. Rolls, Light or Dark Blue, Green, Red, Black, and Gold, Army colors, $2.50 each Roll. Shade Paper, 30 rolls, $1.00. Alphabet, Numerals, Striped, and Solid colors.

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MAD-RUBBISH, 174 4th Ave., New York...

COMIC CIGARETTE LABELS...

TIMES ENTERPRISES...

325 PIKE ST.

ST. LOUIS, MO.
HERE AT LAST!!!

Neodized Costume Jewelry—beyond compare. Direct from one of America’s Leading Costume Jewelry Manufacturers at amazingly low wholesale prices.

JOBBERS — DISTRIBUTORS — QUANTITY USERS

Here is without a question of doubt the best costume jewelry deal in America; and we make no exceptions to that statement considering quantity of material, workmanship, finish and price. Frankly, we invite comparisons with any and all competitive jewelry that is being offered by other jewelry concerns, and we dare say that none, regardless of price or make, could possibly have a more brilliant micro-like finish.

Over 100 Exquisite Designs—in the very latest non-precious Rhodium-White or 22 Kt. Rose Gold Plated—lavishly set with imported brilliant mirror-like crystals—rubies and other multi-colored stones.

Tailored and Floral Spray Dress Pin and Earring Sets $9.50 Doz.
Combination Lavaliere—Dress Pin and Earring Sets 12.00 Doz.
Chatelaine and Earring Sets from $6.00 Doz. to...
Smartly Styled Cocktail Creations Mounted on the national favorite Famous Coral Streamlined Bracelet...
Bangle Bracelets—exquisitely mounted with alluring, colorful stone settings...

Many of our creations are exact replicas of originals which retail from $40.00 to $125.00 per set.

Convince yourself—send for special sample assortment—one dozen—no two alike—individually boxed—$10.00 Doz.

NOTE: Remember this is non-precious, and only realistic price on which our success has depended is one for which we ask a nominal price.

CLARION SALES, Inc.
Manufacturers of Fine Novelty Jewelry
180 Forsyth St.
New York 2, N. Y.

AMAZING PRODUCTS THAT MEAN AMAZING PROFITS TO YOU!

PORTABLE SELF-POWERED FLUORESCENT LIGHT

TOTELITE

PORTABLE LIGHTING THAT MEANS PROFIT TO YOU!

IT’S A MUST FOR EVERYONE!

No longer a long, skinny finger of light, but a full flooding light that illuminates every corner of an area within 180° half-spherical illumination. It is the all purpose light anywhere, anytime.

LIST PRICE—$15.95

Complete with internal batteries.

THE 4 WAY PORTABLE FLUORESCENT TOTELITE

Here again is the amazing Totelite with all its varied uses but with the additional feature of 4 WAY use.

1. Double Duty, Long-Life Batteries
2. Self-Contained Batteries
3. Alternating Current
4. Direct Current

LIST PRICE—$25.00

Complete with internal batteries and line cords.

TOTALITE IS THE IDEAL PRIZE!
"THE FIRM THAT HAMMERS PRICES"

**FOR SALE—SECOND-BAND SHOW PROPERTY**

**TRAILER—18X24. 30 FIT, STIMULATED, 9 WINDOW, deep sleep, air heating, good condition. 1920. $850.**

**A NINE-PIECE ORCHESTRA CAR FOR SALE—**

Covers 100 ft. and 200 ft. pipe, oaks, etc. over look, $3750 taken in. Wire or write for particulars.

**ABOUT ALL MAKES PIPES AVAILABLE—**

Made to order, $275: copper and galvanized, 30 ft. lengths, from $115. (312) 631-3568.

**AIRPLANE TRAINERS—WROKS WITH PRINCIPAL FIEE ENGINES—**

Very modern. 30 ft. long. 1500. 20 ft. long. 1200. (312) 631-3568.

**AT TAPAI LOT—2750 TANKS WHEEL**

Diameter, $1175. Among the best and latest, total 3150. New, used. By weight and size, general, ideal for winter quarters. 600. (312) 631-3568.

**AUTO FIRE ENGINE RENT—**

A very good condition. For only $150. 150. 240.

**COFFIN-TYPE BLADED BOX—**

This is a wood frame and metal, capacity 3000, suitable for carrying, transportation, exhibits, etc. 600. Complete.
NEW! 3 Great Items
Tops All Competition

AIR KING
Portable Wire Recorder
LIST $139.50
MODEL 750
A record player, too. Plays 10" and 12" records. Has Filetteone permanent needle. Built-in sturdy wooden language type carrying case. Superior engineering quality. Automatic anti-slip...safety lock prevents accidental actions...highly effective...few simple controls, easy to operate.

AIR KING
Minstrel
LIST $13.95
MODEL 450
A new, compact quality radio. Has everything—amazing power-rich tone—outstanding performance. Superhet-dyne circuits, American VFM speaker. AC-DC. Cabinet is 9" long x 5½" high x 4½" deep. In stock. Also available in walnut and ivory.

Wire! Call! Write! For Our Special Price Lists
FRALEIB NOVELTY CO.
99 UNION SQUARE
NEW YORK 3, N. Y.

AMAZING CAMERA OFFER
FIVE STAR CAMERA
Never Before Sold Below $2.98
NOW Sells for Only $1.98
Individually Boxed With Full Instructions. Full 90-Day Guarantee With Every Camera. Features the Rockwell "CHINAT" X142-25k.
GET STARTED IMMEDIATELY!
You'll never find a more appealing offer that pays you back two ways. We'll wish all the information you need right with your initial order, then, if you're really into this amazing hobby, we'll send you a complete line of accessories, too.
THE BRUCE CO.
69 E. Adams St., Dept. B-27, Chicago 3, Ill.

YOU'RE MISSING PLENTY OF PROFIT!
IT'S ADVERTISED
IT'S IN DEMAND
It's selling faster all the time—THE SHARPEST EDGES EVER MADE—
Retails for $10 a package in thin, blue or single edge.
GET ON THE BAND WAGON
SEE YOUR JOBBER OR WRITE TO
FAN BLADE CO.
Newark 2, N. J.

Sensational New Fluorescents with "Miracle" CIRCULAR TUBES!
22 Big Money-Makers in Single, Fast-Selling Line!

AGENTS! Just like having "exclusive" when you sell sensational new CIRCULAR Fluorescents. They're circular tubes in fixtures for kitchens, dinettes, halls, bedrooms and play rooms. A beautiful Bird Lamp, Table Lamps for living rooms and Kitchens, for Shaving and Vanity Tables. New Rhythmic Designs never before offered in Fluorescents. A winner for quick, big-money sales. Frequent demand in homes, stores, offices, public buildings—everywhere. Be first in your territory to cash in on latest Fluorescent "Gold Mine!"

FREE! Send Name for FREE SALES OUTFIT
Don't send a pen. Sample outfit is FREE. Substantial name on penny post card for money-making facts about most sensational line of Fluorescents ever offered to agents. Also immediate delivery on all sizes and types of standard Fluorescents. All Pictures complete with tubes! Don't take this like you read it. Each runs to your order! This is no sales talk—this is sound advertising for Five Sales Uplift.

MAXILUME COMPANY
125 W. Hubbard, Dept. 133-D
CHICAGO 10, ILLINOIS

NEW BASEBALL Designed for CONCESSIONAIRES
- Official Size
- Official Weight
- No Stitches to Rip or Break
- Impossible to Knock Out of Shape
Specially priced for Concessions at 24¢ Each In Any Quantity
Immediate Shipments.

AVIATION PRODUCTS CO.
306 East 29th St.
New York 16, N. Y.
PLASTER
THE BEST AT THE WRIGHT* PRICE

MEDIUM PIECES
- Circus Horse
- Prancing Horse
- Baby Doll
- "Snookie" Doll
- Ship
- Police Dog

ASSORTED PIECES
- Owl Bookend
- Knowledge
- Scatty

MEDIUM SIZED PIECES ARE PACKED ASSORTED
- 30 PIECES TO THE CARTON

PRICE: $3.60
F. O. B. MILWAUKEE

MEDIUM CIRCUS HORSES
- 30 PIECES TO CARTON

PRICE: $3.60
F. O. B. MILWAUKEE

LARGE PIECES
- Sport Girl
- Sailor Maid
- Circus Horse
- Prancing Horse
- Tootsie Doll
- Twin Scotties
- Indian Rider
- Lion
- Cat Bank—6" high
- Piggy Bank—8" high

ALL LARGE PIECES PACKED SECURELY FOR SHIPPING ANYWHERE
- 12 EACH TO A CARTON

PRICE: $3.60 PER CARTON
F. O. B. MILWAUKEE

JEWELRY ENGRAVERS!
No Larries — No Squawks — No Comebacks!

IDENTIFICATION BRACELETS
Each One with a Written Guarantee

1927ACH Identification Silver-Plated Chain... 8.40... 10.50
1927AA Identification Silver-Plated Chain... 7.00... 9.50
1925 Identification Ladies’ Silver-Plated Chain... 4.00... 5.50
1920A Double Heart Identification... 4.00... 5.50
1925 Charm Bracelet—7 Gold-Plated Charms... 5.50... 7.00
1948 Mexican Rings—Extra Large (Larries)... 12.00... 15.00
Identification Bracelet Boxes—Plain Lined... 1.50... 2.00

Jewelry Boxed—All Sizes and Shapes
Over 200 Other Engraving Items

SEND FOR CATALOGUE
MILLER CREATIONS MFG.
6628 KENWOOD AVENUE
CHICAGO 37, ILLINOIS

PRICE... $68.50 EACH
3 OR MORE... 65.00 EACH

MITCHIE GOLDMAN
5 BRIGHTON 1ST ROAD
BROOKLYN 24, NEW YORK

WRITE
FOR OUR SPRING CIRCULAR—NUMBER 248
MIDWEST MERCHANDISE CO. 100 BROADWAY
KANSAS CITY, MO.

PITCHMEN: DEMONSTRATORS!
Extra Aggressive—Excellent PUNCH NEEDLES!
One of the best punch needles is available for immediate delivery. Comes complete with holder and 4 Nickel-Plated Steel Needles $22.00 per hundred. Send for sample set—$1.00. Ask for complete pattern. We also carry complete line of Match Patterns, Pocket Books and other accessories.

HOME ART AND NOVELTY CO.
1500 FOREST AVE.
CHICAGO 28, ILL.

CARNIVAL SUPPLIES—SPRING SPECIALS

Dart Balloons, 25 & 50¢ each

Cincinnati Style Aluminum Bottles

CARRIE SUPPLY CO.
"Bill Eck" Box 61, Pleasant Ridge, Cincinnati 13, O.

Carnival Now Ready—Write for Copy Today

IMPORTANT TO OBAIN THE PROPER LISTS, Be Sure and Be In Detail Your Business and Type of Goods You Are Interests In.

MERCHANTISE 123

The Billboard
IN ADVANCE OF OUR NEW CATALOG: a few sample Money Saving Specials

BINGO • CARNIVAL • NOVELTY • PARK SUPPLIES

Glass Tumblers
Heavy 9-Oz.
A REAL SAVING
Gross $3.60

Heavy $1 oz. gross

Whiskey Glasses

Dart Balloons
$4 gross 90¢
$5 gross $1.10

Clothes Hampers
- Fibre
- Wood Frame
- Plastic Top

$2.75 Ea.

Red Top Glass
Salt and Peppers

3

Vanity Lamps
WITH SHADES
- 15½” High
- Glass Tube
- Good Seter

$4 Gross

A BARGAIN!

Dresser Lamps
Pink or Blue — Beauties!
$16.50 Dz.

WHILE THEY LAST!
STOCK UP!

Pocket Combs
$3 gross $1.35

Assorted Colors—5 Inch

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720 East Baltimore Street • Baltimore 2, Md.

King Carnival and CARNIVAL item of the year!!

The greatest PUNCHBOARD 


American Merchandising Co.
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don't be an APRIL FOOL...bet on a sure thing!!!

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JEWELRY CHAINS & FINDINGS — IDEAL FOR NECKLACES, ANKLETS, BRACELETS & CHATELAIRES

SILVER PLATED FOR SILVER FINISH

Originalities, Inc. 104 Fifth Ave., New York

16MM. MOVIE PROJECTORS!
Brand New—Complete
AC Motor, Automatic Shutter, 400-ft. Automatic Rewind Reel, 6-ft. Cord, GE Lamp, Lens, etc.

Dozen and Gross lots, $10.37 ea.
Sample sent postpaid, $10.95 ea.

Terms: Check or mo. with order.

J. Vigilante & Co.
600 Woodward Ave., Detroit 28, Mich.

The rage all over the country... now and oill yeoirt!

Two units everyone is raving about.
Terrific Buy of gleaming, solid brass, highly polished and lacquered to prevent tarnishing. Wanting to lend glittering beauty and glowing warmth to millions of kitchens, living rooms, etc. Handcared! Practical! Fabulously advantage priced for consistent sales . . . 100% profits!!

ATLAS LAMP MFG. CO.
37 Fifth Ave.
Brooklyn 17, N. Y.

Check these Features:
* Set alarm to ring at any time of the night. Works just like a big alarm clock.
* Handsome chrome case with back that opens for easy time setting.
* Imported Swiss Movement, 4 jewels, jeweled bearing, and sweep second hand.

Send $1.00 for complete new sample assortment of chains and findings.

sure things

Cash in on BIG DEMAND for PLANTER LAMPS and PLANTER WALL UNITS

WALL PIN-UP PLANTER LAMP
Solid Brass, highly polished and lacquered. Top size 4½”, Overall length 14¼”, Overall height 17½”. Wholesale Price $8.00 Ea. (Minimum without limit).

Send $5.50 and get both samples. This includes postage. Do it now and start making BIG MONEY.

WALL PIN-UP PLANTER UNIT
Solid Brass, highly polished and lacquered. Top size 4½”, Overall length 14½”, Overall height 17½”. Wholesale Price $8.00 Ea. (Minimum without limit).
MAGICAL APPARATUS

A SPECIAL WHOLESALE TRADE CATALOG, 10- to 50-copy quantity, now being published by J. Whitford Gordon Sales Co., 3155 Army Street, San Francisco, Calif., for dealers everywhere.

Also available in 1- to 9-copy quantity, in which we can supply you with a 10- to 50-copy catalog on approval.

Advertising literature, illustrations, sales pamphlets, and manuals.

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THE J. WHITFORD GORDON SALES CO.
3155 Army Street
San Francisco, Calif.

NATIONAL MUSICAL INSTRUMENTS

With IMPROVED MUSICAL MOVEMENT

$40.00 DOZ. Send $4.00 for Sample

SAME BANK WITHOUT MUSIC

$15.00 DOZ. 2 Dec. to a Case

ART & CRAFTS STUDIOS

568 W. Hubbard St.
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Use the BALLS The Professionals Use

White Rubber Juggling BALLS

$12.00 DOZ., Delivered C. O. D. or Cash with Order

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FOR THE BEST IN

CARNIVAL STATUARY

AT THE RIGHT PRICES

See PFEIFFER BROS. STATUARY CO.
In their new and enlarged location of 547 MAIN ST., KANSAS CITY, MO. Phone Central 2519. Large Assortment of 2 Lines. Shipped in Wooden Boxes. 50% Deposit with Orders.
Everyone...Yes, Everyone Goes For

**MAJESTIC DOLLS**

Concessionaires all over the country go for Majestic dolls because there are profits in their appeal. Your customers go for Majestic dolls because they have the dynamic styling that catches eyes, and the quality that makes for satisfaction.

"JUMBO-ANN" No. 905
30" tall, a great big pudgy doll with a pleasant mask face crowned by 3 blend curls showing from under her colorful bonnet. She's made of soft fleece and plush in smart contrasting colors. $3.75 a dozen. $36 gross. Sample $3.90.

"JILL" No. 130
Full 16" tall, with two-toned cotton material, rolling eyes, and bright ribbon bow. JILL can make lots if luck for you. She's priced for quick profits at $7.75 a dozen. $81 gross. ( $6.95 des.) Sample $9.30.

"HAPPY" Available in either 21" size (No. 580) or 30" size (No. 535), both in two-colored rayon fabrics with a shirred nestband, shiny metal buttons and mask face. 21" HAPPY is $15 a dozen. $162 a gross ($18.50 des.) Sample $1.50. 30" HAPPY is $57 a dozen. $528 a gross ($54 des.) Sample $5.25.

"HAPPY BRIGHT-EYES" (No. 533)
21" tall, HAPPY'S twin with battery-controlled eyes that light up, $57.50 a dozen, $528 a gross ($59.75 des.) Sample $5.25.


MAJESTIC DOLL & TOY CORP.

Creators and manufacturers of dolls, toys and novelties.

112 BLEECKER ST., NEW YORK 12 - GR 3-0744

Other fast-selling, profit-making Majestic dolls from $6 a dozen.

Write today for complete Majestic catalog "B".
ARE YOU NOW FRAMING, REMODELING?

YOU SHOULD HAVE OUR "Early Bird" Catalog

WRITE TODAY FOR YOUR COPY. WHEN WRITING, STATE YOUR Pitch AND WE WILL ALSO SEND SPECIAL LIST OF "FLASH," "SLUM" OR OTHER STOCK SUITABLE TO YOUR OWN BUSINESS.

WHEN YOU ARE IN THE NEIGHBORHOOD STOP IN. WE MOST CERTAINLY DO APPRECIATE YOUR PATRONAGE.

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

NEW EXCLUSIVE TRICK MATCH ASSORTMENT

They do the DARNEST thing!
SMOKE-SQUIRREL-SPARKLE-BANG!
60 Pcs. offer your customers NICELY-COLORED NATURAL 13 Flats at same price the usual flat!

JOBBERS SUPPLIED
RETAILERS: Order the old reliable DOUGLAS line from your regular Novelty Jobber NOW. Name of nearest distributor sent on request.

BREAKING SALES RECORDS FROM COAST TO COAST
NEW LOW PRICE
BIG PROFIT
JOKE ASSORTMENT
SMOKES' FUN

America's Fastest Selling Novelty Assortment!

We contain 24 each of our 100 different items, 10 different items, such as Trick Matches, Onion Matched, Snake Matches, Exclusive Matches, Christmas Balls, Royal Stars, Table, Bar, Bitter Cie, Hot Cigies.

LYLE DOUGLAS
Mr. Jake Novelities
238 W. DAVIS
DALLAS 5, TEXAS

ROGERS SILVERWARE
FOR PREMIUMS, PRIZES, AWARDS

Not ordinary Limited line of awesome 5-in-one watches. Each watch is a miniature timekeeper for 9 persons, with new regular Hollow Handle will write the name of the person, "ROYALTY." Two You can have any pattern, "Pike" and "Charmeo," types.

SAMPLE SET, $20.38
DOZ. SETS EACH...$18.34

Turfah Proof Chests-Extra
Majestic Golf on Wood Chest - $40.00
Duchess, King and Queen, $12.00
Cheerleader Lavabette Chest, $5.95

There was excitement over the Chests, and now there is satisfied owners of Chests of OAD.

H. MEINHARDT & CO., DEPT. B-1
4138 Sheridan Rd.
CHICAGO 13, I1.

ELGIN-WALTHAM
Reconditioned Movement—Brand New Case

By certificates of the largest manufacturer of watches in the world, the 7 Jewel St. $8.75

15 Jewel $11.75
17 Jewel $13.75

All Watches Guaranteed.

Blue Moon Specialty Co.
Dept. 10, Reveved, Mi.

NOVELTIES FOR JOKERS
Fastest selling in the entire Job Novelty Field Wholesale only. Over 100% profit. Brand new. $5.60

410 W. 48th St.
New York 19, N. Y.

March 27, 1948

The Billboard

100% NATURAL RUBBER

Per Gross
No. 5 Round Balloons $ .90
No. 8 Round Balloons 2.16
No. 9 Round Balloons 3.00
No. 11 Round Balloons 5.60
No. 16 Paddle Balloons 7.20
No. 19 Jumbo Balloons 7.50
No. 8 Animal 2-Side Prints 3.60
No. 11 Animal 2-Side Prints 5.00
No. 724 Mouse Toe-Ups, stands 24 in. inflatable, ear, heavy cardboard feet $14.40

Winner Assortment of Balloons by, Spiral, Serpentine and 338 Airship Balloons 5.60

No. 6 Musical Squeaker Balloons with 2-3/4" Two-Tone Inflatable $3.40

AIRSHIP BALLOONS
No. 315 Airhips $ .90
No. 350 Airhips 1.50
No. 524 Airhips 3.60
Balloon Stick, 24" Reeds .72

ALL BALLOONS SENT PREPAID TO YOUR DOCK IS PAYMENT MADE IN FULL WITH ORDER.

R. J. PRIESMEYER & CO., INC.
Cor. 9th & Boston, CHI. 02, St. Louis 6, Mo.

FOR MAIL ORDER HOUSES—JOBBERS—WHOLESALE—CHURCHES—CLUBS—BANKS—BUREAUS—OFFICES—RESTAURANTS—HOME ENTERPRISES.

PRINT YOUR OWN CIRCULAR LETTERS—BUSINESS LETTERS—LAMINATED SHEETS.

PRINT-O-PRESS
Will print anything that can be typed, written or drawn. Fully guaranteed work. Print your own literature and save money. Print for others and make money. Reproduces in unlimited quantities. Does quality work, same as machines costing as high as $100 Automatic Feeder.

Amazingly Low Priced...$32.50 F. 0. B., N. Y. C.

COMPLETE WITH VINYLICE, INK AND Instructions

49.50 each

Special 10-0.34 each

25% Discount With Order. Balance C. O. D.

Philhay Products
39 IRVING PLACE—N. Y. 3, N. Y.

CRANDERY 3-6246

FLAG DECORATIONS

Everything for the professional flag decorator Embroidery, Fancy Flags, etc. Send for new low price list.

H. A. WALEY CO., INC.
201 W. 64th St.
New York 16

DEE-CIDO
IT'S NEW—IT'S FUN—IT'S EASY
Try a dozen--$0.00 postage.

THE NEWTON W NOVELTY CO.
Box 925, New York 19, N. Y.

They do the DARNEST thing!
SMOKE-SQUIRREL-SPARKLE-BANG!
60 Pcs. offer your customers NICELY-COLORED NATURAL 13 Flats at same price the usual flat!

JOBBERS SUPPLIED
RETAILERS: Order the old reliable DOUGLAS line from your regular Novelty Jobber NOW. Name of nearest distributor sent on request.

BREAKING SALES RECORDS FROM COAST TO COAST
NEW LOW PRICE
BIG PROFIT
JOKE ASSORTMENT
SMOKES' FUN

America's Fastest Selling Novelty Assortment!

We contain 24 each of our 100 different items, 10 different items, such as Trick Matches, Onion Matched, Snake Matches, Exclusive Matches, Christmas Balls, Royal Stars, Bitter Cie, Hot Cigies.

LYLE DOUGLAS
Mr. Jake Novelities
238 W. DAVIS
DALLAS 5, TEXAS

ROGERS SILVERWARE
FOR PREMIUMS, PRIZES, AWARDS

Not ordinary Limited line of awesome 5-in-one watches. Each watch is a miniature timekeeper for 9 persons, with new regular Hollow Handle will write the name of the person, "ROYALTY." Two You can have any pattern, "Pike" and "Charmeo," types.

SAMPLE SET, $20.38
DOZ. SETS EACH...$18.34

Turfah Proof Chests-Extra
Majestic Golf on Wood Chest - $40.00
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1-8 Jumbo Stick Scissors, 12 in. 1.50 Ea.
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→ Pottery Doll
→ 5" high — 2" wide
→ In 3 beautiful underglaze colors
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With leather band

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High Lustre Finish in Assorted Colors

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Complete line in all sizes and packings.
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Giant LOLLY-POPS JUMBO
Full 6-oz., pure and wholesome hard pull candy. 5 assorted colors and flavors. Approximately 6" round on hardwood sticks. Celophane packed in moisture-proof bag.

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Full 6-oz., pure and wholesome hard pull candy. 5 assorted colors and flavors. Approximately 6" round on hardwood sticks. Celophane packed in moisture-proof bag.

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NEW ORLEANS — MATT TOMAS ORLAGE, originally tried same entertainment and dance for almost a year. Has a great deal of money invested in such entertainment. Would like to join or charge a fee. WIRE BRISTOL, TENN.

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AT LIBERTY — MAGICIAN, EXPERIENCED, very good show, with all kinds of small, practical illusions. No smoke, no smoke. Thomas Gen., Minn.

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TAP DANCE WOMAN — AGE 40, 6 FT, 150 LBS. Can give dance instructions, sing, etc. Several letters of recommendation from various sources. Give address.

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A square and round solid gold wire, all gold fillers. judiciously fashioned to form a shape of beauty. Send your names and addresses. Send for a sample of the work.adal.

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PUNCH NEEDLE WORK

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SOLD IN 50 GROSS CARTONS

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3 Doses or more shipped prepaid.

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We also carry a complete line of Flash Gordon and Buck Rogers andrioles.

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15 Jewels, $20.50

Very impressive display of this high-grade watch. So smart and so well mannered. 50C, 15 C, 10 C, 5 C, 25 C, 1 C, 5 C

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SUPERIOR SELL S BETTER!
For Spring, It’s Beautiful
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CAST ALUMINUM FLIPPER KIT
NOW AVAILABLE FOR IMMEDIATE DELIVERY

MEN'S WATCH BRACELETS, $1.10 per dozen.
Yellow, Pink and Nickel . . . Gold Plated Stones.

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QUALITY PLASTER

ATOM SMASHER!
CAST ALUMINUM FLIPPER KIT
NOW AVAILABLE FOR IMMEDIATE DELIVERY

MEN'S WATCH BRACELETS, $1.10 per dozen.
Yellow, Pink and Nickel . . . Gold Plated Stones.

WASHINGTON, D.C.

NEW! LAFF RIOT
THE PELICAN BANK!

RAMLEY
4 EAST 19TH ST.
NEW YORK, N. Y.

SUPERIOR SELL S BETTER!
For Spring, It’s Beautiful
Rhinestone
PENDANT AND EARRING SETS

HOT!

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Yellow, Pink and Nickel . . . Gold Plated Stones.

WASHINGTON, D.C.

NEW! LAFF RIOT
THE PELICAN BANK!

RAMLEY
4 EAST 19TH ST.
NEW YORK, N. Y.
SALES BOARD or PUSH CARD MEN
THIS METAL, LIFE-LIKE
HORSE PLAQUE
in six colors!
Touch detail
You've ever seen!

$60.00 DOZ. -- $32.00 ½ DOZ.
Sample, 50.00--Prepaid.

17 Different DOG BREEDS
Represented
in Our Heart-
Finished Hydra-
estone Plaques.

You'll Want To Put This Mews! $30.00 DOZ. - $14.00 BOX
Sample, $3.00--Prepaid.

SALES MENS.
25% net on Orders Before C. O. D.
LARAE INDUSTRIES
2039 Fifth Ave.
PITTSBURGH 19, PA.

MEDECINE MEN
Write today for list of products.

Oltonge Trade
Mark adopted
1921. None
equals mine.

FRED R. FITZPATRICK
204 N. Adams St., Wimington, Ohio.

ELECTRIC PENCIL
Regular, colored, or sharpen-
ment for use. Pencil, ½", ¾",
leather, ¼", wood, plastic, rubber, or other material. Non-
energetic No. 5, 8, 8D, and 4D each.
10c; 8D, 25c; $1.00, 12c; $3.00, 36c; $6.00.

GRUMBACHER COMPANY
Dallas & Texas

WIRE WORKERS
We have been furnishing wire
for wire workers since 1875.
Send for our price list and letter chart.
Most orders can be shipped within two days.

227 EDDY STREET
PROVIDENCE 3, R. I.

ENGRAVERS AND DEMONSTRATORS
FINE SIGNET JEWELRY
Establish a reputation for handling
fine jewelry at no cost.

EDW. H. MORSE & COMPANY
ATTLEBORO, MASS.
We Lead, Others Follow
March 27, 1948

The Billboard

MERCHANDISE

Still
FIRST in SALES
after 32 Years of Leadership

Sell Balloons inflated with HELIUM for Eye-Catching Display Stronger Flash - Greater Sales Appeal!

Get set for the biggest season you've ever had... with flashy, floating balloons.

Write today for locations of your nearest jobbers of AIRCO HELIUM and OAK-HYTEX TOY BALLOONS.

New REGULATOR INFLATES BALLOONS EASIER and FASTER

Just Put Neck of Balloon over Nozzle and Press Down

The Oak Rubber Co. • Ravenna, Ohio

IN COOPERATION WITH

AIR REDUCTION SALES CO., NEW YORK

Branches in all principal cities
EGO GIANT BALLOONS are BIG SELLERS

In Eagle's complete line of balloons you will find everything from the smallest to the largest balloons made. Balloon men are finding that there is a large market for good big balloons. To meet this demand Eagle is turning out giant sizes in the popular Monkey Doodle and Rabbit Tos-ups with inflatable ears. These balloons stand 27 inches high and are decorated with two-color prints.

Ask your jobber, or write to us for complete information.

Eagle Rubber Company, Inc.
ASHLAND, OHIO

NOTICE, ENGRAVERS—1948 CAT. READY
Over 500 Numbers, Prices Cut on Most All Below Numbers Polished and Plated

$7.80 GROSS

$9.60 GROSS

Dexter Engraving Jewelry Co.
23 ARCH STREET
PROVIDENCE, R. I.

EGO GIANT BALLOONS are BIG SELLERS

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Dexter Engraving Jewelry Co.
23 ARCH STREET
PROVIDENCE, R. I.
BAKSONS AND NOVELTY HATS
Prices Lowest in the Country

- #16 Poodle
- #14 Cat Balloons
- Satin Twisted Balloons
- #0 Balloons
- #9 Print
- Dart Balloons
- Balloon Sticks
- Balloon String: 1 lb
- Targets: 1.5
- Jumbo Knobby Balloons
- Medium Knobby Balloons
- Medium Cat Balloons
- Medium Cat, Rainbow Colors
- Worker
- #425 Long Balloon, Assorted Colors
- #24 Long, Rainbow Colors
- Lentil, Spanish Knobby, Assorted Colors
- Per 100

HARRIS NOVELTY COMPANY
1102 ARCH STREET
PHONE: MARKET 7-9965
PHILADELPHIA 7, PA.

DIPHY BIRD

ATTENTION
GOLD WIRE AND WOOD JEWELRY ARTISTS
Hand-made, Birdie Banks, and Animal Brooches, Scuttles, Ostrich Speckled, Chest, Baldric, Ostrich, Stork, Feather, Canary, Horse, Dandy, Dandy, and many others. Also hand-made wigs cheaper than you can buy in the shops. Send samplar.

NAMECRAFT COMPANY
610 WRIGHT AVE., YAKIMA, WASH.

DEMONTURATORS - Always Get Money
with these
- Popular Sellers

GARNISHING SETS

FLIPPER TURNSERS

SAFETY GRATERS

SAFETY GRATERS

MEGANDISE RIGHT...

PRICES RIGHT

Deliveries Prompt and Dependable

ACME METAL GOODS MFG. CO.
Dept. B, Newark 2, New Jersey

DEALERS Punchboard Operators - Premium Users
Knock-Out Values!!

17 Jewel Man's Wrists Watch
Rolled Gold Case

$11.50 ea.

PERFEX ELECTRIC SHAVERS
Single Heads + $2.25 ea.
Double Heads + $3.00 ea.

WE HAVE THE MERCHANDISE YOU WANT AT LOWEST PRICES!

Pocket Knives - New Haven ALARM Clocks and Watches
Challenger Electric Clocks - Pens and Many Novelties.

TERMS: 25% deposit - Balance C.O.D.

WHITESTONE RINGS
Best assortment in the West. 3 stones and sim-
ilar stones. All 1/10--12-kt. Gold filled.

$18.00 per Doz.

CARNIVAL PLASTER
Large--Medium--Small--Ashtrays--Slum
WRITE FOR FREE ILLUSTRATED PRICE LIST.

GILBERT'S PLASTER SHOP
Florence, Alabama

NEW LARGE QUARTERS
50 S. 50, LOS ANGELES 57
LOS ANGELES 13, CALIF.

WHOLESALE SPECIAlTY CO.
Est. Since 1926

CARNIVAL PLASTER
Pitchmen! Carnival Men! Concessionaires!

THE HOTTEST, FASTEST MOVING ITEM IN AMERICA

Now Available for the First Time

A SENSATIONAL NATURAL IF THERE EVER WAS ONE

Extra Special

$12.65

PER DOZ.

$140 Per Gross

Send 1/3 Deposit, Balance C. O. D.

A gay plastic reproduction of a tuneful Juke Box. Actually lights up when a coin is deposited. If you want fast action you'll rush your orders today! This is a proven winner. Immediate delivery.

AMERICAN MERCHANDISING COMPANY, 9 Madison Avenue, Montgomery 4, Alabama. Dept. JB23

FLASH! MAKE FAST $5000 WITH THE LATEST ON RHINESTONE WATCHES

Has tremendous sale value
Men's Watches
BULOVA
17-J.
$22.50

Spring Specials—New Hot Numbers—Low Prices

Balbo. — All Sizes and Styles—Missy Mouse and Boys Bunny, Head and Tail-Ups, Metal Top and Dot Balloons

Get a FREE Sample by Mail

JUKE BOX BANK

Complete with Battery and Bulb

JUKE BOX BLAZES WITH LIGHT AS IT FLASHES

It's Wise To Be Thrifty

AMERICAN MERCHANDISING COMPANY, 9 Madison Avenue, Montgomery 4, Alabama. Dept. JB23

PEARLS!

Graduated, uniform, multi-strand Necklaces and Earrings for immediate delivery by manufacturer

LOWEST PRICES

Samples sent against C. O. D.

RAND BROS., INC.
120 West 22nd St.
New York 11, N. Y.

TIES

Direct from Manufacturer Largest Assortment of Latest Patterns

SELL STORES & DIRECT

$4.50 Doz., 5 ct. $1.00, FAST $1 SELLER PER MAIL, 25c FOR BOXER SPECIAL PRICE ON GREAT LOT OFFERS, OTHER ITEMS—FREE CATALOG

EMPIRE CRAWFADS NEW YORK 12, N. Y.
men behind it but the crackpots would not join up. The ladies should have someone to give them not only a few tips on how to hold a tip, but a tip on how to promote good work to a leak, pay off and come back when you want to. The days of sneaking spots is kid stuff that passed along about 15 years ago. Let all of the good old-timers and the young-timers work together, pipe in and tip each other off. Be real pals, not a bunch of smart guys, the type with the hole in the seat of their pants.

People die of indigestion; so, make your talk digestible.

J. E. HOLMAN...better known as Fresno Pete, letters from Chicago that he has entered the jewelry manufacturing business in the Windy City.

Noah Laugh Week begins April 1. Why not have them laugh with you, not at you?

DAVE ROSE...who offered his opinions on a pitchman's organization in those columns recently, writes from his New Orleans home that he has read and digested the recent article penned by Sid Sidenberg. "It was an interesting article, written with much information about pitching of 30 years ago and how they operated, Sidenberg should chronicle present conditions. In the old days it was much easier to fix a spot to work or to have merchandise or bankrobs go to the front for us. Today business men are against any one coming to their city to demonstrate or sell their wares on street corners or even on private property. What one could do 30 years ago he can't do now. The numerous towns that are closed are closed because we are not wanted there. Why is it that when some of us apply for a reader in certain towns the one who takes care of readers in the city hall or the chief's office tells us it will cost $10, $20 or even $100 per day to work? What's the reason? Why do so many pitchmen remain in large cities like Chicago, Detroit or Los Angeles these days? Because Chicago has its Maxwell Street, Detroit has its shops and Los Angeles has the climate and a few open spots. That's the reason some never hit the road. Then there are those who tired of fighting the law and work stores only. I don't think there is a possible chance of organizing a group of men and women for the purpose of bettering conditions in the pitch game, because the law and lawmakers just don't want us in their towns. Isn't it true that some cities have police squads whose orders are to pick up peddlers and pitchmen? They are called mendicant squads and they are active in New York. Let's forget about organizing and work out a plan where we can help those who can't help themselves. I'm referring to a recent pipe which pointed out that a certain person was confined in a Chicago hospital and not set up some type of fund for these indigents. I think we would be doing a great deal more for the batch up we can't help if we can't get on by as we have in the past. I don't believe that organization will open any towns. One thing that will increase a pitcherman's sales, however, is to pitch or demonstrate merchandise that will do just what he claims for it. Give the public good value for its money and above all, sell merchandise that works."}

The fellow who keeps selling and selling is the lad who winds up with butter on his bread.

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Cost of the week: $35.00.
March 27, 1948

The Billboard

TEN BIG ISSUES
including
2 BIG SPECIAL SUPPLEMENTS
PLUS
your choice of
"HOW TO ESTABLISH and OPERATE" BOOKS
included in your subscription
AT NO EXTRA COST

1 SELECT FREE BOOK.
18 titles from which to choose.

2 MAIL attached coupon—
ONLY $2—TODAY.
DON'T DELAY! IT WILL PAY
MAIL YOURS NOW...TODAY!

IF YOU WISH TO SELECT MORE THAN
ONE BOOK, SIMPLY ENCLOSE 50c ADDI-
TIONAL FOR EACH EXTRA BOOK TO
COVER COST OF MAILING.

* REPLACES ENCYCLOPEDIA OF MUSIC

SELECT FROM THIS LIST OF 18 BOOKS ON
"HOW TO ESTABLISH AND OPERATE"

- AUTOMATIC MERCHANDISE
  BUSINESS
- VARIETY AND
  GENERAL
  MERCHANDISE
- REGULATION OF
  PRICING PRACTICE
- MUSIC STORE
- BEAUTY SHOP
- RADIO SHOP
- YOUR OWN BIZ
- BOOK STORE
- FEED AND FARM
  SUPPLY
- MAIL ORDER
- LAUNDRY
- TRUCKING BIZ
- JEWELRY STORE
- GIFT AND ART SHOP
- CONF. & TOBACCO
- RESTAURANT
- MOTOR COURT
- SERVICE STATION

SPECIAL ORDER FORM

The Billboard Publishing Company
2160 Patterson St., Cincinnati 22, O.

Yes, I want 10 BIG issues of The Billboard, includ-
ing the 2 BIG Special Supplements for ONLY $2.
Or better, I am enclosing $2, please include in my
order the FREE book listed below.
This offer expires at Midnight in TEN DAYS.

Name ........................................
Address ....................................
City ....................... Zone ....... State ........

I want this FREE book ..............
A Pitchman's Individualism Works Against Organization

By Sid Stineberg

EDIT'S NOTE: This is the second of a series of articles penned by the veteran pitchman, Sid Stineberg, for The Billboard. The first one, "The Pitchman's Role in the Industry," was published in the April issue of The Billboard. This article, "A Pitchman's Individualism Works Against Organization," focuses on the challenges that pitchmen face in a rapidly changing retail landscape.

PITCHMAN is representative of a large number of men and women, young and old, who are under constant pressure to improve their salesmanship, their knowledge of the industry, and their ability to communicate effectively with customers. The pitchman is not classed with the regular salesman because he is the one who sells the product to the customer.

The pitchman is often called upon to make decisions and take action before his boss has had a chance to reach his pinnacle of success in so highly a competitive field.

Pitching is not an easy task. One lacking fortitude should never enter the profession of salesmanship. It is too easy to understand that obstacles are many and include high licenses and malicious, unfair competitors. Sometimes the pitchman is his own worst enemy, thinking that he is not getting the results he desires because of the obstacles that stand in his way.

The pitchman must be careful not to let his enthusiasm for the product overtake his salesmanship. He must be able to present the product in a way that the customer will understand and appreciate.

The pitchman is often called upon to make pitches to a group of people, which can be very difficult. He must be able to keep the group interested and involved in what he is saying.

The pitchman must be able to deal with customer complaints and objections in a professional manner. He must be able to handle difficult customers and turn them into regular customers.

The pitchman must be able to keep up with the latest trends and developments in the industry. He must be able to change with the times and adapt to new situations.

The pitchman must be able to work well with his coworkers and with his boss. He must be able to communicate effectively and work as a team.

The pitchman must be able to handle the stress of the job. He must be able to deal with the pressure of making sales and the responsibility of representing the company.

The pitchman must be able to handle the financial aspects of the job. He must be able to keep track of his expenses and be able to budget his money effectively.

The pitchman must be able to handle the hectic schedule of the job. He must be able to work long hours and be available when needed.

The pitchman must be able to handle the travel aspect of the job. He must be able to travel to different locations and work in different environments.

The pitchman must be able to handle the public aspect of the job. He must be able to interact effectively with the public and be able to present himself in a professional manner.

The pitchman must be able to handle the legal aspect of the job. He must be able to understand and follow the laws and regulations that govern the industry.

The pitchman must be able to handle the ethical aspect of the job. He must be able to work in an ethical manner and be able to make decisions that benefit the customer and the company.

The pitchman must be able to handle the emotional aspect of the job. He must be able to deal with the emotions that come with the job, such as stress, anxiety, and depression.

The pitchman must be able to handle the physical aspect of the job. He must be able to walk long distances, stand for long periods, and lift heavy objects.

The pitchman must be able to handle the mental aspect of the job. He must be able to think critically, logically, and creatively.

The pitchman must be able to handle the spiritual aspect of the job. He must be able to find meaning and purpose in his work and be able to relate to others in a meaningful way.

The pitchman must be able to handle the social aspect of the job. He must be able to relate to others in a social manner and be able to make friends and connections in the industry.

The pitchman must be able to handle the vocational aspect of the job. He must be able to develop and refine his skills and be able to advance in his career.

The pitchman must be able to handle the vocational aspect of the job. He must be able to develop and refine his skills and be able to advance in his career.

For more information on the attributes of a pitchman, please see the next article in this series, "The Pitchman's Role in the Industry."
An Eyeful for Operators and Premium Users

The famous Coach Clock is now again available after a long absence—be one of the first in your territory to get this fast moving item.

8½”x13”-4½” deep. 5 lb. each. 1 dozen to the case. Westinghouse patent motor; Self Starter; Unbreakable Metal; Burnished Antique Gold

** IMMEDIATE DELIVERY **

SEND ALL ORDERS TO

Continental Merchandise Co.

MANUFACTURERS - WHOLESALERS - DISTRIBUTORS

575 MISSION STREET

DEPT. 605

SAN FRANCISCO 5, CALIF.

Balloons & Novelties

For all occasions

★ ★ ★ GIANT PETER RABBIT Toss-Up ★ ★ ★

(Measures better than 36")

$24.00 gross

- 14 Mistletoe Kates $5.00 Cr.
- 14 Kates, reg. colors $6.00 Cr.
- 10 Kats $7.50 Cr.
- 80 Kats $38.00 Cr.
- 7 Kats $3.75 Ea.
- 11 Beach Bells $4.00 Dz.
- 4 Mistletoe or Kat Workers $6.00 Dz.
- 50 Special Novelty Prints $4.00 Dz.
- 9 Circle Prints $2.00 Ea.
- 50 Rainbow Stripe Tramps $6.00 Dz.
- 80 Jumping Darts $3.75 Dz.
- 11 Mistletoe Prints $6.00 Dz.
- 11 Beach Bells $4.00 Dz.
- 7 Balloons $1.50 Cr.
- 110 Mistletoe or Kat Workers $3.00 Dz.
- 11 Beach Bells $4.00 Dz.
- 50 Special Novelty Prints $4.00 Dz.

The S. & P. Novelty Co.

428 SIXTH ST., N. W.

WASHINGTON 1, D. C.

Profit with These Fast-Selling Products!

No. 69

JO-JO

The Dangling Monkey with 24" Dowel

No. 59

JOCKO

The Climbing Monkey

Kaye Novelty Co., Inc.

377 Hudson Ave., Brooklyn 1, N. Y.

Bronze Western Horses

"From the West"

Priced in All Sizes:

2½" $6.00 Doz.
3½" 12.00 Doz.
5½" 24.00 Doz.
7½" 44.00 Doz.
10" 66.00 Doz.

Other Also Bronze Items:

Cowboy on Horse $5.00 Doz.
Indian Bows $7.25 Doz.
Double Suede 10.50 Doz.
Large Cowboy Boot 18.00 Doz.

Send for samples

25% Deposit, Balance C.O.D.

ACME NOVELTY CO. 712 S. LOS ANGELES ST.

LOS ANGELES 14, CALIF.

Balloons

No. 4 Dart Balloons Gr. 5 70
No. 11 Balloons Gr. 250
No. 418 Air Ships Gr. 1 25
No. 524 Air Ships Gr. 1 75

Other "KANCO" Products

No. 69 - 6000 D. The Jumping Monkey
No. 10 - 1000 D. The Clipping Monkey
No. 11 - 1000 D. The Catching Monkey
No. 12 - 1000 D. The Punching Monkey

www.americanradiohistory.com
SALESBORD SIDELIGHTS

Dave Rice, vice-president in charge of sales for Empire Press, Chicago, rolled back into town from his 5,000-mile, four-week trip Wednesday (17). He reports that many new contacts were made and a nice level of business was realized. On some of the long distance hops, Dave says he pushed his Packard along at a high clip and covered 600 miles a day. Especially good reception was accorded the Empire line in Kentucky, Tennessee, Alabama and Northern Florida, he added. Two hot off the press boards, to be available shortly, are Full-O-Fives and Fin-and-Ten. Both are 25-cent play, with five numbers per ticket and 450 holes.

Harold Box, Pioneer Manufacturing Company, Chicago, vice-president, is another board official who returned this week (17) from a business trip. He spent a few weeks covering the Florida area. Sam Feldman, sales manager of Horlich Manufacturing Company, Chicago, hooks up the news of the trade's fine reaction to Jerry Seinum's re-association with Horlich.

Jerry was with the firm a number of years back, and recently rejoined the sales department. He will deal with all aspects of sales activity. Sam adds that the sbc-tickets-in-hole boards are continuing to attract strong interest, and that consequently the number of this type of boards is increasing.

Saul Wyatt, Gardner & Company, reports that firm will introduce several new boards within the next week. They will feature interesting new ideas and appeal to both merchandise and regular operators. Firm's Charles B. Lecly is off on his fourth tour to New York and into Canada. Philip McNamara, head of sales department of McNamara Company, Chicago, pull-type board manufacturer, is still rolling around the country contacting the trade, brother Walter, who is responsible for production, reports. Firm's nickel boards, Golden Bowl and High Noon, are hitting some good location play. Walter says, Company has upped production about 10 percent over the last four-week period.

A-P Distributing Co.
In Larger Quarters

ST. LOUIS, March 20 — The A-P Distributing Company began hunting for new plant space in the past week, with a view of moving into larger quarters, Art Paul, manager, announced. Articles, display and stockrooms are being made. He is regular, run by the Ideal Novelty Company, 2823 Locust Street. Paul also announced that his firm has expanded the number of lines carried.

A Winner...

"STEP UP"

240 MCL HOLES
SIX TICKETS
FOR 25¢ PLAY

LARGE GIRLIE
MONEY BOARD

Takes In ....... $60.00
Av. P. O. ....... 29.40
Profit ......... $30.60

FORM NO. 212 MGL

HARILCH
MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

SALESBORDS— All Orders Shipped Same Day Received

SALESBORDS— All Orders Shipped Same Day Received

GARDNER & CO.
2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

FOR SALE—ATTENTION, TICKET MANUFACTURERS

Four "UNIVERSAL SINGLE" Folding and Bending Machines
12,000 single tickets per hour .......... each $5,500.00
One 38" OSWEGO Power Paper Cutter .......... 2,000.00
One 34" HOLYOEK Power Paper Cutter .......... 1,800.00

WHEELING NOVELTY CO., INC.
57 14TH ST., WHEELING, W. Va.

(Advertisement content continues with related product and service offerings.)
A Pitchman's Individualism Works Against Organization

(Continued from page 54)

(Continued from page 148)

ished, thru for the pipes column you can express your views to all in Pitchmen's World. Your club is made up of men who have a bond of harmony among any group. But if you follow you think you are going to organize and repeal and kick out, tear up and delegate to waste all the forces for which a pitchman has spent much effort. The most of the time organization cannot materialize. You must live up to a city's fire and traffic laws, and no one in your community will, under any circumstances, permit you to violate them. It is impossible, therefore, to repeal these laws and that is only the way around. I want to be honest, for it just can't be done.

Just about that time one of the boys with plenty of gray matter shouted: 'Long live the Slesz Cummings, he'll tell you the circus was grand. We did have a grand time in Cincinnati, cutting up jackpots.'

Tele, Outdoor Showbiz Co-op

To Bring $$$

(Continued from page 54)

Shrine Circus, the station got reaction from many who said that since the time the station television, their interest had been stimulated and, they wanted to see all the time. Many, also, had never seen a circus, were impressed by the excellent entertaining on the television circuit, and took a more favorable view of the circus in the future.

There are other, more or less theoretical lines of reasoning supporting the premise that television can't hurt outdoor box-office. For one thing, it is said that the "color" of a city is important on the box office, because it can present pictures of only one thing at a time, naturally misses much of the vast activity of a circus.

Since television station operators are so anxious to televise outdoor entertainment events, another interesting angle presents itself. And that is the possibility of an expanded program which would charge fees to stations, fees which of course would be passed on to the public.

The Admiral Corporation paid for rights to the Shrine Circus. The move, however, was given mixed reviews.

In other cases, of course, this would have gone into the circus picture only the television rights at this time are relatively low because of small size video and low rates. But as these sums will become larger. In the future they could represent a valuable income for outdoor business.

Keep Showbiz Complete

There also are experts who say that television could not hurt box-office because of the powerful desire of the American public to see this great entertainment and be a part of it.

Their concept is that television could be a great advance in showbiz and that their homes. The average American will spend as much time in his home watching the radio or, even watching a television screen. After that, he seeks entertainment outside of his home, and, if outdoor show business has taken advantage of the promotional values of television coverage of events, there is a strong likelihood that it will be a better position to assume other forms of entertainment for which admission prices are required.

Another interesting angle relative to the way in which a close cooperation between television and outdoor show biz industries can be of mutual benefit, concerns itself with the possibility of big name television programs being put on from the same spot the way in which network radio programs such as "Queen for a Day, Hirs Hunt and Ladies Be Seated" are now handled. These radio programs have to no small extent been responsible for haying a fair gate as a result of the popularity desire to see the shows first hand. Television programs could have the same, if not greater, effect, in that the public would want to see at first hand. If the stars tried to be seen up to then only on a small video receiver screen.
**PUNCH BOARDS**

**NEW LOW PRICES!**

<table>
<thead>
<tr>
<th><strong>FIN AND SAWBUCK</strong></th>
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<td><strong>PIGGY BACK</strong></td>
<td>1500 Hole-5c</td>
<td>$1.75 Net</td>
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**DRAW CARD**
- 600-Hole-5¢. 10¢, 25¢ or 5¢ Play

**ALOHA**
- 1080-Hole-5¢. Average Profit, $27.25.

**NICE PICK-UP**
- 1200-Hole-5¢. Average Profit, $20.36.

**QUICK AND EASY**

**SARONG GIRL**
- 440-Hole-5¢. Average Profit, $23.10.

**AUBURN CUTIE**
- 1250-Hole-5¢. Average Profit, $32.50.

**HARRY’S 3-RING CIRCUS**

**BIG TOP TOMMY**
- 900-Hole-10¢. Average Profit, $40.82.

**BARREL OF ACTION**
- 2500-Hole-10¢. 9—$10.00, $106.00.

**WHOPPER WINNERS**
- 20-Multi-6 Tickets. $1.50 Play. Average Profit, $31.44.

**TWINs**
- 200 Multi-6 Tickets. 50¢ Play. Average Profit, $54.50.

**TEN SAWBUCKS**
- 205 Multi-50¢ Play. Average Profit, $47.50.

**POKER CIGARETTE**
- 300-Hole-5¢

**POCKET PLAY**
- 100-Hole-25¢

**JACK RABBIT**
- 1500 Hole-10¢ $1.75 Net | $50.50 Profit | Plus Coins |

**EVERYTHING GOES**
- 2500 Hole-10¢ $2.25 Net | $81.00 Profit | Plus Coins |

**JACK IN THE BARREL**
- 5¢ Play $2.50 Net

**CARD GAME**
- 2-Phase Deal, 25¢ Play, 1600 Holes, Complete "Card Deck" in Award Card $3.50 Net

**QUANTITY BUYERS**
WRITE FOR SPECIAL PRICES

**TERMS:** 25% Cash — Balance C. O. D., F. O. B. Chicago

**R & B NOVELTY CO.**
2319 BROWN AVENUE
Evanston, Illinois
CHICAGO, March 20.—Legislative attention focused this week on Kentucky and Mississippi where the State's lawmakers were acting on two sweeping proposals to tax coin-operated equipment. Kentucky, despite the strenuous objections of operators of all types of equipment, passed House Bill 485 and that bill has gone to the governor for approval or veto.

There is always the possibility, of course, that the governor will veto the measure, but commonwealths were keeping in mind that the bill appeared to have the administration's support.

In Mississippi, a simple bill which would tax coin-operated radios and television sets from the State's coin machine tax has been amended several different ways. For one thing, the measure now calls for a tax of $4 on each coin radios and television sets, and another amendment, for doubling existing rates on other types of coin machines.

Virginia's lawmakers have recessed and will re-convene merely to adjourn on March 30. The governor meanwhile has signed the bill placing a State tax of $1 on each coin radio.

In South Carolina, the measure which would exempt all food vending machines from the 1947 general coin machine tax seemed this week to be making progress toward passage finally. Both chambers now have Virginia in recognizing machines (See Ky., Miss. Tax on page 174).

OK Five-Ball Games in S.F.; Fee Now $50

Prohibit One-Ball Games

SAN FRANCISCO, March 20.—Board of supervisors this week adopted legislation prohibiting the operation of one-ball pinball machines on the island, prohibiting persons under 18 from playing the games and licensing the five-ball from $30 to $50 a year. The five-baller five-ball games will continue if a legal.

Civic groups and parent-teacher organizations had come out against permitting the operation of games, whatever their type.

The new ordinance makes it possible for police to confiscate machines by revoking permits if an operator is convicted of permitting play by those under 19 years of age.

Proposal to boost license fees was made by city administrator Thomas A. Brooks, who presented the

Parisi Proposal for $50 Coin Machine Tax Dropped

NEW YORK, March 20.—Colleen here have learned that the Parisi Bill, to prohibit all coin-operated equipment on location in the State, failed passage before the end of State legislative session Saturday (19). The bill, introduced in the State Senate in January (The Billboard, January 31), was never reported out of committee.

Meanwhile, no earlier action by the privilege of imposing special taxes on coin-operated amusement equipment was expected from the New York Senate. Approval of the legislation, as anticipated by local columnists, was never reported out of the State lawmakers as an amendment to Chapter 210 of the Laws of 1947, permits the city to tax such equipment up to a maximum of $10 a year. As part of the Republican-sponsored

Mpls. Event To Transpire April 26-27

Some Distributors Drop Out

MINNEAPOLIS, March 20.—Despite a rift which caused four Twin Cities' distributing companies to announce that they will not participate, the four-State convention and show scheduled for the Radisson Hotel here next week will proceed.

Ken Ferguson, Stillwater, Minn., operator who is handling publicity for the convention-show, said this week that all arrangements for the two-day meet have been made and the convention will move ahead as scheduled.

Greenstein, of H-O Music Company, St. Paul distributors, said here Thursday (18) that not only are four distributors opposed to holding the show at this time but that several Twin Cities coin firms are even opposed to having a convention because of recent adverse publicity and the Minnesota administration's attitude toward games.

Start April 26

The operators' plans, however, call for the convention and show to start April 26 under the sponsorship of State operator organizations in Minnesota, Wisconsin and North and South Dakota. The Crosby, of Park ball, Minn., president of the Minnesota association, is general convention chairman.

Greenstein said that he will not exhibit at the show, added that he felt operators "show at this time will be flaunting machines in the face of a State (See Four-State Meet on page 174)

Buffalo Game Operators In Annual Meet

BUFFALO, March 20.—Buffalo Amusement Operators' Association (BADO) re-elected Perley Cartell, BADO president for its annual convention dinner in the Hotel Statler Monday (15).

Other results were the re-election of Al Bergman and selection of Clarence B. Allen to succeed Louis Clair as secretary-treasurer. BADO directors elected for the ensuing year are Harold Clark, Robert Schuster, La Brie, Arthur Coulson and Jack Marine (baldie).

Held in the hotel's Chinese Room, more than 40 of the area's prominent columnists attended the event. Instead of the conventional addresses by association officials, the floor was thrown open to the operators for

COIN MACHINES

Communications to 155 No. Clark St., Chicago 1, Ill.

KOBI FOR FOUR-STATE MEET

Ky., Miss. Tax Bills Move To Completion

Ariz. Session Convenes

WASHINGTON, March 20.—Altho the Senate, March 20.—Altho the Office of Defense Transportation (O.A.T.) this its main objective to reduce its passenger mileage by 25 percent this week, to conserve coal, passage was made on a resolution offered by Senator Chuck Cooper, D.A.R., that coin machine freight shipments of all types continue at a reduced pace for at least the next few weeks, according to spokesmen for the American Association of Railroads (A.A.R.). A further development was that steel companies began closing their blast furnaces.

The order reducing railroad mileage, the signed Thursday (19), was retroactive to Sunday midnight (14). Since coal burning mileage constitutes 45 percent of the railroad's passenger operations, it was estimated that the actual reduction in total passenger mileage will be approximately 12 percent. The order also prohibits the running of any special passenger trains, reduces freight rates for some cars and other types of locomotives, and airline and train riders requiring coal will be reimbursed for the duration of the order.

First Shutdowns

Meanwhile, the first reports on steel firms' activities and how the coal strike will continue to trickle in. Youngstown Sheet & Tube Co. led the trend Thursday by shutting down furnaces in Youngstown, O., plants.

Bills passed House for local coin-operated equipment. The president said it would have to cut production if the coal strike continued.

Steel output continues fast short of demand. Since the industry is sharply sensitive to coal output, there is every likelihood that the coal strike, regardless of how short the emergency may be, will succeed in cutting back production to the point of possibility. This will result in creating at least a few uncertainties in the markets of coin manufacturers and the producers of the larger type ventilators.

Curley Vetoes $1,000 Fee Proposal for Boston Pins

BOSTON, March 20.—Mayor James M. Curley of Boston has rejected his veto of a proposed $1,000 a year license fee on pinball machines to the city council, which had approved the ordinance March 1 despite an opinion by the city corporation counsel that the proposed fee would be held invalid by the courts (The Billboard, March 18).

In his message to the council the mayor pointed out that the $1,000 fee was calculated on the reasonable expenses incident to licensing, a requirement that any agreement fixed by the city must meet. He said that the ruling on the city legal was an immediate legal influence of his decision. Curley also indicated that he would recommend a lower fee soon.

Dormant Issue

Prior to the action by the city council the matter on the pinball license had been dormant since October, 1945, and was apparently decided in its favor by scare headlines asserting that pinball trouble in Boston's neighborhood had been brought to a head by the ordinance.

Ordinance on pinball was originally submitted to the council by Temko, John L. Frank at the request of Police Commissioner Sullivan, who reportedly pointed out that if the ordinance was approved it not only would give the police the power to regulate the operation of pinballs, but also would reimburse the city for the commission's expenses involved. Both Hynes and Sullivan advocated a $25 fee.

The move to put the license into effect was arrested when the city council committee on ordinances voted to hold up the order, after likeing the proposed license fee from $25 to $1,000.00.
NAMA HOLDS TWO REGIONALS

New Yorkers Pick Seedman As Chairman

Find the Right Spot

ST. LOUIS, March 20.—Pointing out the importance of finding a suitable location for an automatic merchandiser is an article carried in the daily newspapers.

It reads: "A cigarette machine stands at the west end of the hall in Washington University's Dixy Hall in St. Louis City. If the machines were all in that spot, there would be no need for any taxes on them at all."

Our guess is that the smoking population of Washington University is going to see to it that the machine is not moved." The tax in St. Louis is 3 cents, while the tax for St. Louis City is 2 cents.

Claims Proposed N. J. Tax Would Harm Cigarette Ops

TRENTON, N. J., March 20.—Testifying at a hearing of the New Jersey assembly's tax committee, William A. Callahan stated that the State's proposed 3-cent-a-cigarette tax would unduly handicap cigarette vending machine operators.

Callahan, head of the vending industry in New Jersey, said wildcrafter, N. J., explained that operators would have to resort to the expense of paying their taxes in order to meet other retailer competition for cigarettes, an item that would take virtual all the profit out of cigarette operation.

The point out that he is generally opposed to further taxation on cigarettes since federal levies already total more than half the cost of a package, Callahan said tobacco distributors in the State do not owe a levy which may be needed to finance important State services.

"However, tobacco dealers," he explained, "are anxious to see a law passed that would work equitably for all the dealers in the industry."

Callahan, in addition, declared that since the wholesaler would act as the tax collecting agent for the State, the Legislature should pass simultaneously, with any acceptable tax bill, an unfair cigarette sales act which would give the wholesaler necessary protection. He said that such an act would also stabilize the revenues of New Jersey by preventing use of cigarette as loss leaders.

Coin-Metered Washing Mach. Ops To Aid Policeman's Widow

NEW YORK, March 20.—The widow of Julius Mirell, the patrolman who was killed here last November when he who specialized in locating coin boxes of apartment house washing machines, will receive $350 donated to the memory of her husband.

The following resolution was adopted by the Automatic Coin-Metered Washing Machine Operators' Association (ACMOMO), and was sent to Patrolman Jacob Zuckerman, who was wounded by the same bullet that killed Mirell.

The injured patrolman was asked to report to the national committee any threat at local levels. Only in this way can effective action be taken.

Continuing the discussion on taxes, (See R. Y. RAMA on page 156)

Frozen Food Convention Hear Plea for New Selling Methods

CHICAGO, March 20.—Several thousand members of the frozen food industry gathered here over the past week-end to register for the second annual National Frozen Food Conference and Exposition. The actual convention sessions did not start until Tuesday (14), but committees of the National Association of Frozen Food Packers—sponsored convention were in session during the days before the kick-off. Co-operating associations in the convention were the National Automatic Merchandisers' Institute, Inc.; National Food Brokers' Association; and the National Frozen Food Association of Chicago.

Attracting column from the Midwest were representatives from the rest of the country, the convention, while featuring no vending machines in the exhibit hall at the Stevens Hotel, indicated that the vendors were scheduled to play an important role in the broad expansion program planned for the immediate future.

One of the major issues taken up by the convention was the lack of a quantity mark for the frozen food products throughout the country. Wholesalers at one of the opening sessions and members of the consumer acceptance committee is still not widespread enough to make for a steady market for frozen foods. With distribution an as yet unsolved problem, the industry was told to keep a careful eye on the market to keep a careful eye on the market and to prevent any further delays in the delivery of frozen foods in the U. S.

Hungerford said that while there has been a definite increase in the number of handle frozen foods, while the industry leaders were optimistic that the market could be increased even further in the next year, it was pointed out that the average retailer's frozen food sales constitute only 1 to 2 per cent of his total volume of business.

Breaking down the sales, it was pointed out that about 40 per cent of all frozen foods are sold for Sunday meals only.
March 27, 1948

The Billboard

VENDING MACHINES

50 YEARS OF MANUFACTURING AND ENGINEERING EXPERIENCE have produced the machine you’ve been searching for, asking for, hoping for...the new Mills 400-C. More than 1200 Automatic Fountains already are doing business round-the-clock in theatre lobbies, transportation terminals, department stores, amusement parks...wherever people gather for work or play!

TREMENDOUS APPEAL... In speed and simplicity of operation, in streamlined appearance, in compactness, the Mills 400-C is ideal for every type of location. That’s why Mills machines are ringing up new sales records for operators everywhere!

NEW OPERATING FEATURES... The Mills 400-C Automatic Fountain carbonates the drink at the moment of serving. Can vend and deliver 6 ounces in a sanitary cup every 5 seconds...180 drinks every hour! All replacements, servicing and adjustments are made from the front. Completely sanitary, with sterile construction throughout. Drinks are dispensed under ultra-violet radiation.

IMMEDIATE DELIVERY! Warm weather will soon bring sales up to peak levels...so cash in NOW! Your Automatic Syrup Corporation Representative will help you decide on number and location of units...and will insure quick delivery. Contact him today! Or write direct to Automatic Syrup Corp., 70 Pine Street, New York 5, N.Y.

$875.00 F.O.B. CHICAGO

The New MILLS 400-C
AUTOMATIC FOUNTAIN

The Machine with a Future!

- NEW LOW PRICE
- DURABILITY
- MECHANICAL PERFECTION
- COMPLETELY SANITARY
- APPEARANCE
- SPEED & COMPACTNESS
- PERFORMANCE
- STERILE CONSTRUCTION

NATIONAL DISTRIBUTORS

AUTOMATIC SYRUP CORP.
70 PINE STREET
NEW YORK S.N.Y.
N. Y. NAMA Elects Seedman; Told To Watch Law-Making

(Continued from page 154)

Fred Brandstrader, NAMA legislative counsel, told members of Region 2 that the New York tax picture with regard to venders was considerably brighter than in many parts of the country. Especially bad was the situation in the South, he said, where most states have some form of a vending machine tax. In these States, NAMA's efforts are being directed to have these taxes, which have a percentage of gross receipts, rather than on the basis of the number of machines on location. He pointed to Virginia as a State where such efforts have been successful.

Brandstrader cautioned operators to pay special attention to any proposed tax legislation which specifically excludes certain types of machines or merchandise. In such cases it is practically certain that such interests have brought pressure to bear on the lawmakers. And if all parties concerned do not present their cases, the underdog's chances will probably be burdened with an excessive tax load to meet revenue requirements of the State, he added. Brandstrader spoke in place of Ray Vonesh, who was unable to attend.

Olsen Speaks

The next speaker was Howard Olsen, NAMA's membership director. In a discussion of the continuing activities of national organizations which are designed to aid individual operators in the profitable conduct of their business, he spoke of NAMA's "uniform operator accounting program."

The purpose of this program, Olsen declared, is to arrive at a standard accounting procedure which will be applicable to all operators, regardless of the merchandise their machines vend. At the present time the committee is working out the program under the chairmanship of Ed Chandler, of Rowe Service Company of Los Angeles, is concentrating on determining a standardizing accounting categories, according to Olsen, so that when operators talk of "cash on hand, for instance, they are at least taking of the same thing."

Once the program is completed and made available to operators, it will enable company executives to tighten individual business set-ups, he said. With the figures this committee will collect from the membership, and then disseminate percentage-wise to all NAMA operators, individual operators "will have an opportunity to spot light high costs in their operations," he stated. The program will be of great value to all operators, regardless of size, Olsen said.

Insurance

Olsen next took up the work of the insurance committee, headed by Aaron Goldman, of the G. B. Mark Corporation, Washington, Members will be polled as to the insurance coverage of their individual communities by the committee, with a view to collecting data which can then be presented to insurance firms. This work, when completed, will probably result in reduction of rates for insurance coverage in certain areas, Olsen predicted. The committee may also issue an insurance manual for operators in the near future.

In addition, Olsen detailed the role of the traffic committee which was working to effect a decrease in freight rates. High freight rates are always passed on to the operator in increased cost for equipment, he pointed out.

Conrad Pervin

A preview of the 1948 national convention of NAMA was then offered by W. G. Fitzgerald, President of the International Ticket Scale Company and one of the founders of NAMA. The convention will be held at the Palmer House, Chicago, December 12-15, he stated. Reporting that last year's meeting, also held at the Palmer House, was "a milestone in the history of automatic merchandising," he predicted that the 1948 convention would be of even more value to the industry. He urged that all members be in Chicago.

The afternoon session of the regional meeting was given over to round-table discussion on separate groups exchanging opinions on candy, gum and nut vending; cigarette route operation and beverage vending. Discussion leaders who drew out the opinions of operators, manufacturers and suppliers in each category later reported to the membership at large.
lea for New Sales Methods At Food Meet

(Continued from page 154)

mer or party use, which would dictate that the product falls in the less merchandise rather than the air-mailed.

Stress New Method
Most speakers were agreed that w methods of retailing frozen foods is an immediate need, and industry insiders in attendance at the convention reported that vending ma- should eventually be a method of reaching a great many v customers quickly.

Many of the displays in the exhibi- tion featured frozen food cabinets on-coli operated), most of them being conventional lines. One how- ever, that could easily be adapted (coin operated) featured a see- springs that kept the food pack- ages at finger-tip level. Most cab- ets are merely restricted to a single line, causing the customers to dig for the product—a factor that merchandisers in the frozen food field have object to but have been forced put up with for lack of better segment.

Approximately 60 firms exhibited the Stevens Hotel during the con- vention. Among the manufacturers present were: Selecto-Freeze Corporation, New York; Amana Refrigeration, Inc., Chicago; Authorized Binet Company, New York; Can- dash Corporation, Seattle; Court- x Company, Dalhut, and others.

NEW DISTRIBUTOR for Atlas Man- ufacturing & Sales Corporation, Clevel- land, is Leon (Hi-Ho) Silver, of San Francisco. Silver, center, is shown here with Frank Olson, Atlas vice-president, and Wallace A. Jenkins, president of the manufacturing firm.

Olsen Speaker At Hub Meet

(Continued from page 154)
suppliers and vending machine manufac- turers were likewise on hand to give the-go-to-date report on production and new equipment.

E. W. Adams, Mills Automatic Mer- chandise Company, Ralph Little- field, Son, and other prominent of the Food Distributors, Inc., all of Providence, were named to the region's nominating committee.

Legislature Report
Louis Riemen, of Boston, was the regional legislative chairman, told the New England manufacturers that for the first time in years there is no adverse legislation pending in the New Eng- land States. After Riemen's address, Ray Vones, NAMA legislative coun- sel, Chicago, explained opinions as to how operators are covered by the Wage-Hour law.


Slide Films Show Sanitary Candy Mfg.

CHICAGO, March 20—Gerald S. Driscoll, director of National Confectioners Association's (NCA) Sanitation Department, is engaged in building an extensive slide film library which will be used to illustrate sanita- ry practices in candy manufacturing plants. These visual training aids, showing correct and incorrect meth- ods of maintaining sanitation, will be presented to instructors attending local sanitation conferences, Driscoll stated.

NCA's Sanitation Department, now two years old and staffed by a 17- man sanitary advisory committee, has been accorded a high measure of support by the industry. Driscoll, who has made tours of all sections of the United States since the department's inception, has received local sanitation programs that were organized by the local Sanitation Advisory Committee or members of NCA's board of directors. Results of these programs indicate a keen concern for betterment of all phases of confection- ery manufacture.

Driscoll, upon invitation, inspected NCA members' candy plants and finds a confident report on his findings. Each manufacturer thus learns which of his sanitary practices may be improved or revised.

NCWA Plans New Features At Convention

Feature Round-Table Talks
WASHINGTON, March 20.—Plans for the annual convention of the Na- tional Candy Wholesalers' Association (NCWA) are fast being completed. NCWA reported this week, with more than 800 room reservations already made at Chicago's Sherman Hotel for the convention expected to start March 15.

Several new features have been added to the convention agenda, in- cluding round-table discussions and five breakfast sessions to consider candy jobbers' problems. In addition, three general sessions for job- bers, manufacturers, and traveling men will be held beginning June 14.

According to NCWA, most of the candy manufacturers will be repre- sented in the all-confectionery ex- position, with half the space for the show already leased.

Entertainment plans include a floorshow June 14 and a Dr. J. Q. radio show the 15th. For the ladies, a program of sightseeing, radio enter- tainment, and luncheons has been arranged.

The new radio show Welcome Stranger, broadcast in the Sherman's College Inn, will be in- cluded in the activities, with the ladies being given an opportunity to meet Jim Ameche, who manages the program.

Wrigley Reveals Net Sales
For 1947; 33.5% Gain

CHICAGO, March 20.—Net sales of the Wrigley Jr. Company for the calendar year 1947 totaled $50,185,973, according to a report by J. C. Cox, firm president. Figures represent a 3.5 per cent gain above the $48,752,983 reported in 1946.

Net earnings during 1947 were $2,200,359, or 30.50 per cent over the 1946 figure. In the report, Cox stated that high production costs tended to narrow the firm's unit profit margin.

199% PROFIT
Not a Novelty
But an Investment

200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 In. Width, 13 In. without sign
Depth, 25 In. Sign, 15 In.
Net Weight........185 Lbs.
Shipping Weight...245 Lbs.
Invented and Made Only by
WATLING
Manufacturing Company
4630 W. Fulton St. Chicago 44, Ill.
Est. 1901—Telephone: Columbus 2779.
Cable Address: WATLINGITE, Chicago.

METAL PLATED CHARMS
Metal Plated Charms, Series #1 & #2, 50c each.
Plastic Charms, Series #1 & #2, 25c each.
SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARMS MANUFACTURER.
1407-10 W. 14th Ave.
RICHMOND HILL 10, L. I., N. Y.

IDEAL NOVELTY CO.
223 LOCUST ST.
ST. LOUIS 5, MO.

COLUMBIA BELLS
BRAND NEW
Immediate Delivery!

$59.50

Less than $5.95.00
Original Price $99.50.

New Improved
1948 IMP.
$14.50 EA.

In Case of $1.
$17.50 EA.
1 pc. for $14.00

BRAND NEW IMP.
$10.00 EA.

In Case of 6.
$13.50 EA.

12 or More, $12.96

Write for Catalog on Bulk Vendors, Sales, etc.

PARKWAY MACHINERY CORPORATION
DEPT. B. 623 W. NORTH AVE., CHICAGO 14, ILL.

March 27, 1948

The Billboard
Production of Adams-Fairfax Vender Starts

LOS ANGELES, March 20—Adams-Fairfax Corporation here announced start of production on its three purpose A+F mechanical cigarette vender this week. Machine, debuted at the National Automatic Merchandising Association (NAMA) meet in Chicago last December, is adaptable for wall, counter or floor use.

Smaller than conventional cigarette venders, A+F is pegged in the low-cost bracket. Five columns in the machine have a combined capacity of 140 packs. Standing 39 inches high (23 inches for vender and 36 inches for stand), unit is 23 inches wide and 8 inches deep. Machine weighs 37 pounds without stand, 63 pounds with stand.

Vender operates only on two dimes. It has all working parts treated against rust. Loading is thru the front.

Telecon Files Suit Against Philly Ops

PHILADELPHIA, March 20—Telecon Corporation has filed a suit in U. S. District Court here for an injunction restraining Abraham and Hyman Corn's Vending Salesmen from using the name Laundrette in the operation of a self-service laundry at 2400 North 28th Street. The defendants formerly operated a Laundrette store under an agreement with Telecon, owners of the Laundrette name. The complaint contends that the trade names of Laundrette and Laundrette are so similar that customers are confused.

Higher Cig Sales Seen; Women Gain

NEW YORK, March 20.—O. Parker McComas, executive vice-president of Philip Morris & Company, Ltd., last week expressed the opinion that the cigarette industry is far from having reached the saturation point in sales. Speaking at luncheon meeting of the New York Society of Security Analysts, McComas added that the women of the nation who now account for 33 per cent of all cigarette sales will be an important factor in future increases.

Discussing his own company, McComas said that while export business was off, "due to the world's lack of dollars," the domestic trend was "very satisfactory."

Stella, Peterson With U. S. Vending

CHICAGO, March 20.—Joseph Stella and Robert Peterson, both formerly associated with Mills Industries, Inc., have joined United States Vending Corporation (USVC), it was announced this week. Appointments are effective immediately.

Stella, who was with the Mills organization for the past 14 years, is now the assistant sales manager of the music division, while Peterson will be in charge of production control.

Addition of the men is in line with USVC's plan to bring experienced coin machine personnel into the organization. The firm is now shipping its new air-conditioned candy vender to its 18 distributors.

COLUMBUS VENDORS

Columbus Parts & Orders Distributor for Bents Mills Coffee Machine and U. S. Vending Corp. Air Conditioned Candy Vender

Markep Sales Co.

EXCLUSIVE OHIO

Cash Trays 5c Almond Vendor Coins mm

SPECIAL DEAL! VICTOR MODEL V

10 GLOBE TYPE and 800 points & bull. Bull. Gum, 25,000, all for $185.00

Full cash with order. Additional machines that can be bought on the "Two Time Payment Plan."

NEW LOW PRICES ON 5% Rain-Blo Ball Gum
25 lb. to 475 lb. .......... 32c per lb.
475 lb. to 975 lb. ........... 31c per lb.
1000 lb. or over ........... 30c per lb.

TOP QUALITY 5% BUBBLE GUM
Only 30c Per Pound
Full cash with order. Freight paid to your door on orders 100 lb. or more.

AKLUNO & CO.
405 Concord Ave., New York 54, N. Y.
Mechanical Manufacturing Laboratories

WRITE FOR OUR CATALOG

VENDORS' SPEAKS

Write for our catalog. The world's finest. $4.50

MODEL V

Macs, Stand, Bolt Bracket
Weight 35 Lb.; Dolly Plate for Trucks
.
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BUBBLE GUM

Only 30c Per Pound

Write for survey of prices.

VEEDCO SALES CO.

2113 Market St.
Philadelphia 5, Pa.

VICTOR'S MODEL V

The Operator's Choice in New Made in All.

BULK MODEL

For Candy and Ball Gum

Write for N. W. O. for detailed information.

ALL VICTOR PRODUCTS

Recommended and Insured on the Two Time Payment Plan.

ROY TORR

Landisove, Pa.

NOW DELIVERING

Bert Mills Coffee Vender

Some exclusive operating territories still available in Eastern Pennsylvania and Southern New Jersey.

KEYSTONE PANORAMA C. O.

Philadelphia 22, Penna.

SPECIALS TO ORDER

10 BRADLEY—2 Cup Drink Dispensers $800.00
10 MILLS—Cup Drink Dispensers

EACH

THESE MACHINES HAVE ONLY BEEN USED 3 WEEKS

IF YOU ARE INTERESTED IN THIS TYPE OF EQUIPMENT

OUR PRICES WILL EFFECT YOU A VERY SUBSTANTIAL SAVING

745 Baronne St.
New Orleans, La.

Robinson Distributing Company

Canal 6525
Canal 6454
Trade Groups To Protest Planned Sugar Quota Cuts

WASHINGTON, March 20.—Candy, soft drink and other sugar-using industries are putting up a strong protest with the Department of Agriculture over plans to cut the 1948 sugar quota by 300,000 tons.

In a statement filed with Secretary Anderson, National Candy Wholesalers Association (NCCA) and 16 other groups representing sugar consumers expressed their “grave concern” over reduction of the quota from 7,800,000 tons to 7,500,000 tons.

The sugar dealers stated that the new production demand a reduction of 300,000 tons this year—the figure submitted by the users at hearings in December before the department’s sugar branch.

Claiming that the department’s sugar cut is premature, the statement

New National Electric Cig Vender Rolls

ST. LOUIS, March 20.—National Vendors, Inc., here reports that production is now under way on its SEC console-type electric cigarette vender, introduced at the National Automatic Merchandising Association (NAMA) convention in Chicago in December, 1947.

New vender, designed by Ben W. Fry, firm’s president and also vice-president of National Rejectors, Inc., features a first in, first out principle. Cigarettes are delivered from the bottom rather than the top of the columns, permitting loading without removing or handling those packs remaining in the magazine and at some time working off merchandise loaded during previous call.

Variable Capacity

Available in either wood or steel cabinets, latter in simulated walnut finish, vender has a capacity of from 360 to 675 packs and displays actual merchandise instead of dummies or blanks for nine columns. Fluorescent lighting of the display panel is provided.

Machine includes an automatic change maker which is self-replenishing and will reject a coin if the proper change is not in the changer. Book matches are delivered with cigarettes if the operator desires to supply them.

Amount of each coin inserted is visibly recorded, with automatic repletion of any coins deposited in excess of amount required.

Patent Issued For Drink Mach.

WASHINGTON, March 29.—Six claims covering a soft drink vending machine wherein a bottle top is automatically removed and the bottle poured into a cup, announced early in 1948 for production by Vendo, were granted this week. The claims, involving a bottle decapping and pouring mechanism for use in a vending machine, were filed with the U. S. Patent Office by George H. Hansen, Jr., Kansas City, Mo., May 29, 1944. E. Carl Hovey, also of Kansas City, is the assignee.

The mechanism, as covered in the patent, includes a bottle chamber and a decapper, mechanism for moving the bottle from the back of the chamber into operating position with the decapper and then to another part of the chamber where the bottle would be caught in a movable clamp, which in turn would pour the drink.

While several other machines have been reported and tested, mass production on the equipment has not been undertaken by Vendo. The size of the unit, which would require storage space for use as well as an opened bottles, is believed to be one of the reasons involved in the limited output.

NORSOAMERICA
announces

— another “KUNKEL” winner —

— A CONVERSION KIT —

NOW YOU CAN CONVERT YOUR KUNKEL “MODEL K” from POPCORN . . . to PEANUTS QUICKLY AND EASILY

and back again to Popcorn

OPERATORS! Double your sales. Vend Popcorn and Peanuts in the Shell from 2 Kunkel, “Model K”, side by side on the same location. Operators' reports show Peanut's sales about double those of Popcorn, while Popcorn sales increased.

VENDOR PRICE "KIT" PRICE

$189.50 $9.95

s.a.h. Los Angeles

s.a.h. Los Angeles

KUNKEL HOT POPCORN VENDOR (machine listed by underwriters' labs)

Compare these features:

• Exclusively Operated
• Beautiful Brand New Finish
• Easy To Clean and Service
• High Profit Steel Cabinet

Back of Every KUNKEL—30 years' experience in coin operated machines.

OPERATORS: Write for name of your nearest distributor.

NORSOAMERICA

350 So. Broadway

Los Angeles 13, Calif.

Madison 6-7746

Cable Address—NOSOAM

“OVER 50% RETURN ON YOUR INVESTMENT”

WITHIN AVERAGE LOCATIONS!

The annual net cash return from each and every Hamilton scale you purchase will amount to 50% or more of its original purchase price. Hamilton Scales are the lowest priced penny weighing scales on the market...and they're attractive, accurate, and easy to operate...available in white, blue, green.

WRITE TODAY FOR MORE DETAILS!

HAMILTON SCALE COMPANY

214 Oliver Street

Toledo, Ohio

FOR SALE

One Price, Factory dealer price. $200.00. Everything in the complete unit. Includes: 
1 Service manager. (cutting sales) 
1 Knife Le-Ray. Olives, etc., 45.00 each. 
1 La-Ray with double knife. 35.00 each.

JAMES CARTE

900 Morton Ave., St. Louis 6, Mo.

PUNCH-A-BALL UNM BOARD

The Billboard

VENDING MACHINES

159

THE PX CO.

24 Grant Court, Woonsocket, R. I.
Announce New Distribution Of Ace Shini

SACRAMENTO, March 29—Robert B. Fletcher, president of the Ace Shoe Company here, has announced that distribution of the firm’s new machines west of the Mississippi River will be handled by George Rudoft, who has been named for the territory. The new equipment will be delivered from the plant in Saginaw, Mich., where the company has set up an office to take care of dealers in that area.

In explaining the change in policy, Fletcher said, “George Rudoft and Eugene Theilen (inventor of the machine) have dissolved their partnership in the Ace Shoe Shoe Company, with Rudoft taking the territory of the Mississippi River west of the manufacture and distribution of the Ace. After some considerable time and negotiations, Theilen’s rights were purchased by Otis D. Babcock, Eugene Kostell and myself. We have established a manufacturing plant in Saginaw and Rudoft is there developing the machine to a higher level of efficiency.”

“We have made recent surveys of the markets in the East for distribution and have had a hearty response wherever we have been,” Fletcher said.

Thatcher Glass Announces New Indianapolis Office

ELMIRA, N. Y., March 29—Thatcher Glass Manufacturing Company, Inc., here, has established a district office in Indianapolis, D. R. Parritt, vice-president in charge of sales, announced this week.

James J. Glynn has been named district manager of the new office, which includes Cleveland, Detroit, and Cincinnati. A. D. Peters has been appointed salesman under Parritt.

Record Birth Rate Assures Increased Soft Drink Sales

NEW YORK, March 29—Soft drink vender operators and bottlers are facing a potential “youth market” of 50,000,000 persons under 24 years of age, because of the continuing all-time high of the national birth rate, marketing experts declared recently.

During the last seven years the United States birth rate has been kept at a high level, and last year it broke a 20-year record. In order to realize on this future demand for their products, soft drink merchandisers are setting up promotions for the nation’s “huge, barely tapped youth market.” These promotions are designed to instill preferences in young people.

Some of the bids for the increased youth patronage include presenting of the following information in schools, offering tours to students, selecting advertisement specifically to youth interests, and using of brand names when samples and free offers are made, and awarding prizes and developing Williamson in various communities.

Vender operators, who will directly benefit from any increase in the youth market, are in a position to capitalize to a high degree on brand preference created by manufacturing interest in the youth market. They find incentive of such brands as Mountain Dew, and automatic merchandising medium.

With the increase in “under 24” customers during the coming years, many operators are preparing their own promotions programs to boost soft drink sales through automatic merchandising medium.
VENDING MACHINES

Shine Machine Name Changed

SACRAMENTO, March 20.—Carl E. Danielson, president of the California Bottlers of Carbonated Beverages (CBS) in 1947, has announced that he will change the name of his new shoe-brightening machine to Shine Bettyo-Matic. The machine will be in full production by April 1, he said.

Danielson, a well-known business man, said, in describing his shoe-cleaning device, that it is a dual machine. The machine is brown polish used on brown shoes and black polish on black shoes. You do not use both colors on the same set of brushes. Shine Betty stands up, and is 7 feet high, the mirror is 20 inches high and 26 inches wide. The machine does not have a bearing in it and there is no place to grease or oil, and what's more, no belt idler of any description. Because of this simple construction the machine is good for many years service and should earn a good profit for the owner. It has been estimated that 30 units will be the future of the machine. The brushes can be reversed or a new brush installed in less than 10 seconds. Because the brushes run crosswise on the shoe, they cannot possibly throw polish on the wrong end. The上市型 for using the machine are stenciled on each unit.

"We have a very simple method of applying polish and I believe we are the only ones that can use liquid polish," Danielson said.

Distributors are being named, with emphasis being given to State coverage, Danielson said.

Ohio Bottlers Law Group Plans Meet

COLUMBUS, O., March 20.—Ohio Beverage Law Committee (OBLC), appointed by Clark Harwood, president of the Ohio Bottlers of Carbonated Beverages (OBCB), in 1947, is scheduled to meet with a group of state attorneys in April to draw up a State beverage law that "will conform to the current practice in other States." Members of the committee have been instructed to study industry practice in the current State as well as in other States, and to suggest amendments to the Ohio law.

The laws that will be discussed are adequate labeling and transit bottling. Officials state that the group of bottlers have been invited to assist the group in drafting a labeling law. It is expected that the group will to make the results of its study available to all interested State associations.

$8,000,000 Parking Meter Receipts for Pa. Cities

HARRISBURG, Pa., March 20—Parking meter receipts in the Pennsylvania communities now using meters are expected to exceed $8,000,000 this year, it is estimated by Charles F. LeeDecker, executive secretary of the Pennsylvania Institute of Municipal Government.

LeeDecker, who has just completed a survey of meter receipts for the Institute, reports that parking meters brought $1,851,000 to city treasuries during 1946, representing an increase over 1945 of 20 percent.

"It appears," he said, "that after a temporary leveling off during the war, parking meter receipts are again showing their upward trend.

In 1946, the average receipts per meter ranged from $3.21 in Carlisle to $103.7 in Hanover. The average per meter was $61.37. The survey also showed the receipts per capita ranged from a high of 12 cents in Carlisle to $49.60 in Easton.
Seeburg To Invade Non-Coin Market

Work on Non-Coin-Operated Equipment Gets Under Way

Firm’s distributors to handle industrial-commercial equipment and record changers—move is designed to diversify outlets’ music lines

CHICAGO, March 29.—In a move designed to diversify its distributors’ line of Seeburg music equipment, the J. P. Seeburg company has announced its intention to begin production on a non-coin-operated industrial-commercial music system and has announced that it is turning over its complete record-change line for its distributors to handle.

C. R. McNeely, vice-president and director of sales for Seeburg, said that turning over the industrial-commercial system and the change line to its established selling outlets is in line with the company’s policy of diversifying its products available to its distributors.

New Departure

This was the first time that Seeburg changers have been offered in any market other than to primary manufacturers with radio-phograph combinations. Now the change line will be offered for replacement units and as new equipment.

Production of the new industrial-commercial system, in two models, will replace the operation of the Seeburg coin-operated phonograph, McNeely said.

Equipment of the industrial-commercial equipment will open a new market which could not be tapped with coin-operated units. The market includes industrial plants, hotels and clubs.

Model and details of the industrial-commercial system will be published in the April 1-4 issue of Billboard.

List Showings

 Mentioning distributors throughout the country have lined up showing dates to introduce the new equipment to operators and the public. A list of showing dates follows:

**Atlanta, Sparks Specialty Co., Hotel Billmore, April 1-3.**

**Baltimore, the Musical Sales Co., Emerson Hotel, April 1-3.**

**Birmingham, T. B. Holiday Co., 1826 6th Avenue N., April 1-4.**

Hammond Locations To Op

Own Jukes Under New Bill

Hammond, Ind., March 29.—Music ops in this city this week formed an association and met to figure the effect of a new city ordinance which provides that title to all of the city’s automatic phonographs must be passed to the owner, who is free to dispose of the equipment as he wishes. The ordinance also provides that location owners shall own their machines rather than have boxes placed on their locations by operators. But the Hammond picture operators here said they were not at all certain what effect it would have on location owners, who are now being threatened with a penalty of $3 per machine on jukes.

Allege Outside Competition

Chicago newspapers reported that the ordinance was adopted because the city feared a juke box war between Hammond operators and operators who might open up locations from nearby communities such as Calumet City and Chicago Heights. Juke operators here said they were not at all certain what effect it would have on location owners, who are now being threatened with a penalty of $3 per machine on jukes.

Juke Op Finds Special Service Helps Locations and Routemen

CHICAGO, March 29.—A. A. Swing Time Music Company here, headed by Angelo Angieli, has evolved a system of record selection and handling by its routemen that results in “tailored service” for each juke box location. Since Angieli, manager, who devised the system, states that its use has speeded up servicemen’s daily pre-trip disk selection chore and also serves to spotlight location music requirements and tastes at a glance.

As set up, the system requires a series of small record compartments and a card with certain essential details printed thereon. Disk sections are equal in number to the operator’s locations, and are numbered in sequence with the number of each of his machines. Thus the routemen’s compartments will not be in order, but as each man is assigned cards of a different color, was colored disk can carry the card for the jukes he handles. Each card on the cards accompanying each compartment gives a thumb-nail picture of that particular location.

(continued on page 2)

CPMA Picks Hit Tune for April

Cleveland, March 29.—The Cleveland Phonograph Merchants Association (CPMA) this week selected Freddie Oolee Oddie as the Hit Tune of the Month for April, as announced by Jack Cohen, association president. The Vaughn Horton and the Publics. Details of the song and its meaning were announced by Mr. Cohen, who said that the song will be printed and distributed to all CPMA members, who will be urged to play the song on their juke boxes.

The song was first introduced in this area by disc jockey Howie Land, and received so much favorable comment, that requests for additional performances, that the CPMA selected it for its Hit Tune.

Wurlitzer Sets April for Plant Readjustments

NORTH TONAWANDA, N. Y., March 29.—Rudolph Wurlitzer Company announced this week that its local plant will suspend production as of Friday (25) until May 3, when it will resume. The shutdown is customary at the end of each fiscal year (except for war years) for the purpose of setting inventory and accomplishing readjustment tasks.

This year’s shutdown will enable Wurlitzer to make final plant rearrangement (necessitated by the recent addition of a huge wing), complete installation of increased power facilities, as well as special test equipment for expanded organ production, notably electronic organs.
Work on Non-Coin-Operated Equipment Gets Under Way

(Continued from opposite page)

Charleston, W. Va., Shaffer Music Co., Kanawha Hotel, April 1-4.
Charlotte, N. C., T. B. Holdiday Co., Hotel Charlotte, April 1-4.
Chattanooga, S. L. Stiebel Co., Read House, April 9-10.
Cincinnati, Southern Automatic Music Co., Hotel St. Francis, April 8-9.
Cleveland Music System, Inc., Hotel Ritz Carlton, April 1-4.
Statler Hotel, April 1-4.
Columbus, Ohio, Shaffer Music Co., Oshawa-Wallick Hotel, April 1-4.
Dayton, Ohio, Southern Automatic Music Co., Dayton Biltmore Hotel, April 1-4.
Denver, Jones Distributing Co., Cosmopolitan Hotel, April 5-8.
Des Moines, Atlas Music Co., Sav- ery Hotel, April 8-11.
Detroit, Atlas Music Co., Statler Hotel, April 2-4.
Fort Wayne, Ind., Southern Auto- matic Music Co., Van Orman Hotel, April 1-4.
Harder's, Conn., Atlantic Connect- ing Corp., Bond Hotel, April 9-13.
Houston, S. H. Lynch & Co., Rice Hotel, April 2-4.
Indianapolis, Southern Automatic Music Co., Antlers Hotel, April 1-4.
Jacksonville, Fla., T. B. Holdiday Co., 50 Riverside Ave., April 1-4.
Kansas City, Mo., W. B. Music Co., President Hotel, April 1-4.
Los Angeles, Minthorne Music Co., Ambassador Hotel, April 1-4.
Louisville, S. L. Steel Co., Brown Hotel, April 1-4.
Memphis, S. H. Lynch & Co., King Cotton Hotel, April 2-4.
Miami, Florida Automatic Sales Corp., Municipal Auditorium-Bay- front Park Hotel, April 1-4.
Minneapolis, Minn., H. C. Music Co., Parkman Hotel, April 1-4.

Newark, N. J., Atlantic New Jersey Corp., Sheraton Hotel, April 7-9.
New York, Atlantic New York Corp., Hotel Savoy Plaza, April 1-3.
Oklahoma City, S. H. Lynch & Co., Skirvin Hotel, April 2-4.
Pittsburgh, Atlas Music Co., Wm. Penn Hotel, April 1-4.
Portland, Oreg., Shaffer Music Co., Multnomah Hotel, April 1-4.
Rochester, N. Y., Davis Distributing Corp., Hotel Sheraton, April 1-4.
Salt Lake City, Jones Distributing Co., Hotel Utah, April 1-4.
San Francisco, Jones Distributing Co., Hotel Sir Francis Drake, April 1-4.
Seattle, Shaffer Music Co., New Washington Hotel, April 3-11.
Syracuse, Davis Distributing Corp., Hotel Onondaga, April 1-4.
Toledo, Music Systems, Inc., Comedyre Perry Hotel, April 1-4.
Washington, The Musical Sales Co., Hamilton Hotel, April 1-5.

Cincy Musicmen Gird for Elections

CINCINNATI, March 29.—Cincin- nati Automatic Phonograph Owners Association (CAPOA) will hold a meeting March 30 to make final plans for the election of association officers. William Fitzpatrick, chairman of the nominating committee, announced Wednesday (17). The actual voting for new officers will take place April 13.

Serving on the nominating committee with Fitzpatrick are John Nicholas and Howard Mole.

RECORDING STAR takes a look at the other side of the business. Gail Meredith (center) sits in on a recent meeting of the Cleveland Phonograph Merchants' Association (CPMA), discusses some pertinent juke box problems with operators. Currently appearing at the Hollenden Hotel, Cleveland, Gail is seated between Jack Cohen (left), CPMA president, and Sanford Levine, vice-president.
Juke Op Finds Helps Locations and Routemen

(Continued from page 162)

title strips of each record are placed in the location (thus "P" would mean spot has been turned past four wall boxes and a hideaway).

In addition to supplying valuable information about the customers' disk placement in individual locations, system is said to serve as a good field tool for operators interested in new servicemen. Angeleri states that a new man thus is given an immediate picture of the stops on his route. Using the information on each location's disk considers, the operator knows what type of new records to place in the juke in that particular spot. A new polka or waltz would be immediately channeled to a location showing preference for that music. Each day the routeman takes out the records from those compartments which appear most used in his visit. His record changes for the week are easily made by using the procedures in these additions.

Angeleri said that each man spends about fifteen to twenty hours or six hours on Saturday, selecting and placing the disk compartments for the following week.

Two Years in Effect

This system, which has been in use by Swing Time Music for about two and one-half years, is said to be working well until the present version was reached. According to Vince Angeleri, noticeable improvements have been made by holding owners, coupled with higher and longer earnings for each record. Locations' records have resulted from its practice. He added that close check of the Swing Time Music system during the week is an important factor in obtaining top play on new hits.

Calls to locations are also being used by the firm. These consist of two printed forms, one of which is filled out when the record is played. Next week, week by week, the rate of play on the machine in his place and the number of shows each record is given on each form is a "record request" slip which may be filled out by the location.

Unusual Play Sheet

The "rate of play" form, which also does a double duty as a receipt request, is unusual in that it goes several steps further than the usual operator record. It is designed to give the routeman a record of what district of the location the record is being used. The name of each machine is printed on the first sheet and each record received.

The record sheet is a combination of two sheets. The top sheet is a continuous sheet of bond paper with spaces for the record title, date, and notes regarding the operator. The lower sheet is a separate sheet with spaces for the date, views, and name of location. The sheet is divided into two sections, one for new orders and one for old orders. The new order portion is filled out by the operator and the old order portion is filled out by the hostess.

Denies Hotel Radio Corp. Plans To Make Coin-Operated Tele

DETOIT, March 20.—Reports of production plans for a coin-operated television set designed for hotel and motel use have been made this week by E. H. Wann, vice-president and general manager of the Hotel Radio Corp., who denies the plan. The firm has been reported to be planning to manufacture coin-operated television sets for location in hotels and motels.

Report was published in one of the Detroit newspapers that the new venture would be handled by Wann, the president of the company, on the "same basis with a slight advance in price." While Wann stated that the company was watching the television demand, he denied that the company was going to manufacture coin-operated television sets for location in hotels and motels.

Hammond Spots To Own Jukes

(Continued from page 162)

tary of the Hammond Taverns' Association, was quoted as saying that the present operator-location arrangement is a better deal than location-owned. Because of this apparent location disadvantage there were some indications that the ordinance might be modified.

Hammond's new ordinance, in brief:

1. It is unlawful for anyone to own or operate any jukeboxes or 27-cent machines at any time.

2. The city will not inquire into the names of the owners of such machines or whether they are public or private.

3. Any location owners must make application for the $5 license. Application is made to city comptroller who will notify the Board of Safety.

4. The city will not refuse to issue licenses if the party holding the mortgage on the equipment is "undesirable."

5. The ordinance provides that any decision of the Board of Safety may be reviewed in court.

City attorney Stenley Thorpe said this week that it was not his intention to force any company out of business, but that he did "not think for some reason why the city operators could not do business substantially as they are now doing it."

The big difference, of course, is that operators will do business as service business, without the restrictions of coin-operated equipment since most of them were not prepared to have conditional service contracts with unlimited contracts and the ordinance goes unchallenged by court action.

"We are interested only in protecting our own people," Thorpe said, and added that there are no "Brian" or "Fenwick" operators included in his definition of "our own people."

"We say they have had previous experience from operators in neighboring Illinois cities, and many of them have operated similar machines for many years. We have been requested by the operators' association, they said, was not for the work of doing the same work as the other companies but to cut down the number of machines."

Ostergren, of Vicor Novely, is president of the newly-formed association, and Matt Phill is financial secretary.

Lief Named AMI Rep in No. Ohio

CHICAGO, March 20.—AMI, Inc., has appointed Lief Distributing Company, Cleveland, as distributor in Northern Ohio. Lyndon C. Foren, AMI's sales manager, has announced.

Lief Distributing is headed by Harold Lief, who has several years in the coin machine business. He is also well known to the coin machine fraternity, having been an officer of the Ohio State Phonograph Owners' Association, a group that has long been considered one of the most progressive associations of its kind.

Buffalo Firm Holds Showings Of 3 Products

BUFFALO, March 20.—Alfred Sales, Inc., Sunday (14) held a three-hour showing at its headquarters featuring the new Alron Corvette and Alton radio receivers, and the new Bally "Swing Time" jukebox which is being played by Buffalo. Sales followed the showing, reported that he plans to take the Buffalo equipment to the neighboring Buffalo territory, which includes New York State, except New York City, and Pennsylvania, where Buffalo shows its equipment at special showings in hotels in Syracuse, Utica, and the other larger towns along the way.

Visitors attending the showing saw some demonstrations of the new low-priced juke and found a "jukemobile" on display. The "jukemobile" bar was also set up, with the doors opening in mid-morning, and the show continued until mid-afternoon. Mr. Alfred Lief, Mr. Carl Berg, Mr. Jack Berg, Mr. Joseph Lief, Mr. Edward Lief, Mr. Roy, both of whom live in Buffalo, Mr. Lief, and three other boys, Bob and Sheldon, and Leftey, also President of Buffalo, were among the visitors. "Records by Carousel" and Margaret Schell, are, on the other, were also on hand.

Visitors to the showing included, among others, N. Y.; Lawrence Schultz, Girard, Pa., and Mr. E. J. Canehan, Mahwah Amusement Company, Ypsilanti; Roy, N. & M. Harvey, Company, Ypsilanti; Fred Joseph, Coin Amusement Company, Ypsilanti, N. J.; D. Lentino, Carl Berg; Mr. and Mrs. C. A. Mason and Mr. and Mrs. Winfield Mason, Jr., J. H. Winfield & Co., Earl Hutchinson, Lynn Furniss, Barry Bilt, William Bausch, Mr. and Mrs. Percival Cartrell, all of Buffalo, John Dept.; Dunkirk, N. Y.; Al Bassen, Wellsville, N. Y.

Apollo Records Names Dist.

NEW YORK, March 20.—Apollo Records, Inc., has appointed distributors according to Ralph Benson, general sales manager. Seaboard Distributors, Inc., under the direction of Ralph Collier, will distribute the line in Connecticut and New York State, while Rockwell Bros., will handle the line in Louisiana by H. B. Enterprises, New Orleans.

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AMERICAN FOLK TUNES
Cowboy and Hillbilly Tunes and Tenets

Rome in Cincy
Rome Johnson, the MGM platter-twit who hit with his version of "Atz of the Wind," writes that he is currently working at WILW, Cincinnati, with the Cleblazers, made up of Ray Seab, fiddle; Leonad Seab, bass; Mike Wilson, accordion, and Olson's guitar. They have three rows daily, also taking part in the "Red River Jamboree" Saturday and working as the Boone County Musicians on the NBC net.

Charlie Krug reports that the Mike Twins, newcomers to Capitol war, are currently touring the South with a Capital call and expect to start on a Virginia radio station April 15. The twins were formerly heard over WSM. Thanks and art in Yuma.

Among sides which are were released this week were "Bubba's Theme" and "Gary," the Campfire Singers, heard over CLE, Cleburne, Tex., according to a Capitol release. Bill and "Old Tyme" Anderson, Hillbilly Homeboys, released, awaits a pappy soon.

Nettles in Louisiana
Bill Nettles and His Drive Blue Boys left Leesville, La., to return to EMR, Monroe, La. The Bullet platter bound concertos of Bob Shiver, Hider, Paul Thompson, guitar; Andy Anderson, bass; and Joe Smathers, drums, will be waiting for news.

Hank Thompson, the Waco, Tex., disc jockey, plans to go to the Coast and spend a month in College-Mich., following his winter stand at a Palace Barn.

Big Bob Mason
Big Bob Mason, who leads the Western Fiddleboys, heard for the part year at WILW, writes from Hoopeston, Ill., that the "Isle of Wight" recorded at WBN. Bob Mason is the L.A. L. M. C. Cabaret, at which Bob Mason was a guest star.

WIRK, Detroit, joined with vocalist Dotty Leaders to hold a live jamboree in connection with the premier of a show in Detroit recently. Bill and Sherry are also using a Telegraph truck and Bob, on their shows, select letters daily, after which mothers are invited to the studio to receive a present.

Plan Tele Sales Campaign
For Chi as WGN-TV Debut

CHICAGO, March 20.—While June has plans for the April drive is scheduled to convene at the Hotel Sherman next Monday (22). Winnetka Manufacturers in New York were faced with the opening of a four-channel station in their city, March 15, and they will attempt to bring the Chicago and Northern Illinois home stations the Ford Motor Company and Chesterfield cigarettes purchased the April drive with 15-20 potential member firms in the State. Round-table discussions, on a wide variety of operating problems, was a feature of the two-day convention.

 Issue Patent
On Coin Lock

WASHINGTON, March 20 — George Hoffman, Boston, has been granted a patent covering nine claims on a coin-controlled lock, which were filed with the U. S. Patent Office July 25, 1945. Hoffman, in turn, has assigned his patent to the American Locker Company, Inc., also of Boston.

The coin-controlled lock is designed for use with checking cabinets and includes a frame, a barrel supporting the cradle, in the frame, the means for securing the frame to a cabinet having a door for closing the cabinet, and a locking bail carried by the frame for rotation about a longitudinal axis of the cradle to securely lock and unlock positions.

WIRE.—Detroit, joined with vocalist Dotty Leader to hold a live jamboree in connection with the premier of a picture in Detroit recently. Bill and Sherry are also using a Telephone truck and Bob, on their shows, select letters daily, after which mothers are invited to the studio to receive a present.

THE UNIVERSAL BAR BOX BRACKET

MANUFACTURED BY
JACK NELSON & CO.
2310 MILWAUKEE AVE., CHICAGO 47, ILL.

"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS
$5 INTO CASH $5
SEND THEM NOW TO
NATHAN MUNCHNICK
1119 No. 37th St.
MADISON, WIS.

WANTED
PHONOGRAPH DISTRIBUTOR
Metropolitan New York
By Well-Known Established Phonograph Manufacturer
Address Replies to
BOX 158, The Billboard, 155 N. Clark St., Chicago 1, Illinois

SDPOA Holds Annual Meet;
Re-Elects Mike Imig President

HURON, S. D., March 20.—At the annual meeting of the three-year-old South Dakota Phonograph Dealers Association, held here last week in Marvin Hughlett Hotel, Mike Imig, of Yankton, was re-elected to the presidency.

Gordon Stout, Pierre, S. D., was named vice-president, and Gene, of Sioux Falls, was elected secretary-treasurer in the two-day operator meeting.

A number of manufacturers, including Packard, Aireon and United States Vending, were represented with machine displays at the meeting. The list of machines on display has been expanded for show for these manufacturers in Minneapolis and St. Paul, which will be held early next month. The operators describe the four-state operator meeting scheduled to be held in Minneapolis on April 4.

The operators conducted a full-dressed membership drive during the coming year in an effort to get all of the State's operators into the group. The present membership of the Dakota association is 28 members, and there are, according to association estimates, between 15 and 20 potential member firms in the State.

Typical comments on Packard's new "Direct" Sales Plan:

"Hill of Clime Show" 

"Polley Trend of Industry"

"Boon to Omps"

"Concert Scores Again"

"Homer" 

"Sparkler to Profits"

"Best News in 16 Years"

"Only Deal Today for Omps"

WRITE TODAY

PACKARD MANUFACTURING CORP.

"The Manhattan" BY PACKARD

March 27, 1948
The Billboard
MUSIC MACHINES
165
Advertisers Footing the Bill For Wired Music Programs Piped to Jewel Tea Chain

Potential Gross With 150 Locations Is Over $800,000

(Continued from page 4)

and the seven stores serviced the Monday thru Friday programs until several months ago, when additional stores were added to the circuit. White said it was possible the expansion which will shortly embrace the entire company would add service to all 25 stores in the Milwaukee area. White stated that the contract with Jewel is an exclusive one and no other store will be signed in the Milwaukee metropolitan area. The Jewel stores are located in six suburban communities and one in the City of Milwaukee.

In a similar vein, White stated that the contract with Jewel is an exclusive one and no other store will be signed in the Chicago metropolitan area. The Jewel stores are located in six suburban communities and one in near the City of Chicago.

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Approximate Costs

While no figures were available on the actual cost of setting up the new system, the approximate figures and the actual installation reveals the operation a profitable one.

On the expense side of the ledger, the following equipment is required for each equipment for the central studio: two engineers to operate the turntables and headsets, the American Federation of Musicians (AFM) and the International Alliance of Theatrical Stage Employees (IATSE) executive and office upkeep and salaries. The equipment, as such, would be only one in the vicinity of $1,000,000 for the first year for an average of $3,000. The equipment would be initially set up.

On the revenue side of the ledger, the following equipment is required for each equipment for the central studio: two engineers to operate the turntables and headsets, the American Federation of Musicians (AFM) and the International Alliance of Theatrical Stage Employees (IATSE) executive and office upkeep and salaries. The equipment, as such, would be only one in the vicinity of $1,000,000 for the first year for an average of $3,000. The equipment would be initially set up.

Juke in Monastery

DETROIT, March 29. — A Detroit Times photographer paid a visit to the Capuchin Monastery here the other day, and came up with a picture for the Sunday (14) issue, featuring the Arcopal (the name) juke box. According to the paper, Morris A. Goldman, of the Michigan Automatic Phonograph Owners Association, recently donated the musical machine to the monastery, under the terms of which he will provide the box in a hall used to feed the needy. With Fathers James Fleischmann and Thomas Jordan in attendance, the juke box served as a source for the monastery. However, the juke box was not used to distribute the food.
New York:
The Tele-Juke, coin-operated combination television-juke box developed by Al Bloom and Pay-Track, Inc., gets its first taste of location use this week. Max Schifferman of Pay-Track, Inc., is placing the set in one of his mid-town stops. Meanwhile, Max Schifferman has received orders for four machines to be placed in the drug stores of Los Angeles, while Irv Berkowitz, long a salesman at Apollo's 10th Avenue outlet, is no longer a paid salesman for the company. Irv says he may go into business for himself.

Eddy Greenbaum, Al Bloom's general sales manager for the Northeastern sales territories, is in town this week to interview Eastern sales representatives, to be held in the Ada restaurant on Wednesday afternoon (day 14), was a huge success, with many eyes show up. Ben also relays the information that the new American Eagle coin-op, for the sale of music equipment has been expanded westward by the company. (See New York page 171)

Indianapolis:
Music Operators' Association of Indiana, Chapter No. 1, at a called meeting this week, elected officer, after Henry Windt, president, announced his resignation. Elected for the coming year were Abe Fleig, president and treasurer; J. R. Boner, vice-president, and Joe Hobbins, secretary. A good fellowship dinner, Tuesday (23), will be held at the 46 & 8 Chateau Club, North College Avenue. All music operators membership in the city of Indianapolis will be invited to attend and a membership campaign for new members will follow.

Restrictions placed on juke box dances in Indianapolis have been lifted by Mayor Fleig. Retailers, however, continue to have a tax license from the city, and also had to pay $200 for the insurance and license fee. The courts have ruled in favor of the city.

Twin Cities:
SICM signs in the window of an adjoining store to the H. G. Music Co., Seeburg distributors, have been replaced with another sign that places thru a remodeling program. With H. G. employees being kept busy with the construction of the new building, it has been named distributor for Seeburg in the Minneapolis area. Jones & Sier, the sales agency that handles all Seeburg equipment, has had its name changed to Seeburg & Sier, Inc. (SICM) and will conduct the enterprise for this area in its new building, Greenview's Rooms-in-a-Box, Al Lieberman, has been named SICM district manager of the district and will be to place Seeburg music into industrial plants, office buildings and factories with the Minneapolis and St. Paul areas.

Hartford, Conn.:
The Cigarette Vending Service Company is celebrating its first anniversary. Firm reports successful year, with operations extending into five of Connecticut's towns and cities: Berlin, Bloomfield, Bristol, Cromwell, East Hampton, East Hartford, Farmington, Hartford, Manchester, Meriden, Middletown, New Britain, Newington, Windsor, Rockville, Rocky Hill, West Hartford, Wethersfield, and Wilcox.

San Francisco:
Alexander Arnow, who operates the Golden Gate Novelty Company, an 13-weeks ago, is continuing the opening of a branch salesroom at 2601 San Pablo Avenue, Oakland, with Ed Heine, formerly of the San Francisco office, in charge. . . . The Jones Distributing Company, which will handle the Seeburg and Coin Machine Company line, is set to open at 1283 Market Street within two weeks.

Phillip Robinson, of the Chicago Coin Company, was in town visiting the trade during the week. . . . Al Meyers, long known in the industry and formerly manager of Advance Sales, Inc., has joined the Golden Gate Novelty Company as sales manager and buyer.

Distributors are prone to boast of the youth in their organizations, but Leon (Hi-Lo) Silver appears to have corralled the honors with his 19-year-old son, Leon (Hi-Lo) Jr. The small Silver Machine Company, located at 1100 Madison Street, is an organization, said Silver says. When Jr. is allowed to tinker in the shop Saturday school, he effects repair jobs on venders with gusto and skill. Sr. Silver says Jr. who sports a work shirt with "Hi-Lo Silver Jr. from the front)" may someday build his own business and hire his dad to work for him.

Cleveland:
James Burke, of J. B Music Company and a prominent member of the Ohio Music Operators' Association, is currently vacationing in Florida. . . . Wedding bells will ring for Pauli and Shirley Shieller, Cleveland Coin Machine Exchange, Inc., and Stanley Knoll, of Industrial Equipment Manufacturing Co.

Atlas Manufacturing and Sales Corporation here has named Leon (Hi-Lo) Silver, of San Francisco, Collegetown distributor for the firm's bulk vendor. Silver came into Cleveland last week to attend the yearly meeting. Frank Olson, president and vice-president respectively of Atlas.

The Cleveland Phonograph Merchants Association, entertained last week its members at a dinner at the American Legion Hall, where a series of the Cleveland operators are giving to entertain the guests in the name of stars.

Buffalo:
Biggest single news item in the Queen City at present is the advent of television. Friday, the city got on the bandwagon, and many of the operators and distributors are showing television sets which they will handle. Among coming report from the Buffalo area is the report from the new entertainment outlet, the Cowbell, at 330 Main Street.

Valerio, Alfred Sales, Inc., well-known distributor; Harry Winfield, J. H. Winfield, of the Cleveland Co., another top distributor; Victor Seiblin, Rex Amusement Company, Gene Meyers and Herb Rather, also of Buffalo, well-known candy vending operator, and the staff from the new entertainment outlet, are in Buffalo for the Buffalo show.

Cincinnati:
Automatic Phonograph Owners' Association chairman of the nominating committee, William Fitzpatrick, has called for the annual meeting of the group. The meeting will be held in the new Entertainment Outlet, 140 Main Street. Howard Males are part of the nominating committee.

Cincinnati:
Sam Chester, president of the Cincinnati Coin Machine Company, which is in charge of the Diamond Vending Machine Company, following an absence of several days due to a severe cold. . . . Charlie White, Ace Sales Company, is in the recuperation stage after putting up a warm battle with a steep depression. Both Chester and Kantor celebrated birthdays last week. Chester was Monday, November 27, two years ago.

Chicago:
C. F. Armstrong Jr., of Indianapolis, flew into Chicago this week for a special course of instruction at the D. C. T. Co. callers were Ed Schaffer, Wheeler, W. VA., and the famous Jones boys from Salt Lake and Denver. John N. McPherson, sales manager, reports that firm business is steadily improving.

Dave Gottlieb, head of D. Gottlieb & Company, and Alvin Gottlieb, firm advertising manager, returned Wednesday from New York. Both are in New York currently. Gottlieb reports that Clarence Camp, of Southern Amusement, Memphis, Tenn., is the new business of business callers at the Gottlieb plant.

Bob Soper, of Self Service Laundry, Inc., reports that his firm is now completely established at its 816 Milwaukee Avenue address. Firm has been in business for 12 years. The new display includes two Bendix automatic laundries flanked by 10 Wilcox-Guy-Crook laundries. Because of deliveries of the coin-operated voice recorders Monday (15) . . . A report from the currently United States Vending Corporation's new product, was one of the features of an important street held last week in South Dakota.

Out-of-town column-calling at Mills' industries' music division this week includes reports from San Francisco: Pud Gus Gleden, down from Wisconsin, and William Belon, La Belle, Ill. In Philadelphia, reports from consumers are shipping along at steady pace. The local market shows indicates that locations like drug- (See Chicago page 188)

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COINMEN YOU KNOW

Chicago:
(Continued from page 167)
stores are going in for cigarette vend-ers in a big way. Store proprietors report that vendors seem to be the only solution to the cigarette proposition.

Jimmy Martin, James H. Martin & Company, returned Sunday (14) from Pittsburgh, where he visited his mother who is ill... Jimmy Johnson, Globe Distributing, is selling those days when coin changers are men- tioned. His new six-barrel Lightning Changer is the versatile changer that kicks out the coins in varied and gusher quantities. Jimmy has plans for a coin of a cost-operated console-type bowling game, called Bowl-A-Line. His new private, phan-panened office is taking shape and should be ready for occupancy in a few weeks.

Vince Asprea, general jail up for who manages the A. J. Swig Taco Music Company, believes in selling up the products "just before the holidays" at his locations. Prompt placement of live- wire coin catchers provides firm’s Jacques with just that much more playing time, he says.

Fred Mann, Aircon regional manager, left for Detroit Thursday morning (18) to show his wares. Fred, who had planned to stay in Chicago last week, getting reacquainted with his family, will also be in Pittsburgh this week for the coronet showing at the Mulli- gan Distributing Company’s head-quarters there.

Seven out-of-towners dropped in on United Manufacturing last week. Ex- cluded were Wolf Solomon, of the Central Ohio Coin Machine Exchange, Columbus; and Henry Jacobs and Ed. and a round size. Donald, the latter famed three are associated with the United Coin Machine Company, Milwaukee.

Monarch Coin Machine Company’s Clayton Nelems, who left the city Wednesday (17) for a short trip thru Illinois, has returned back early week. Carl Huppert, firm’s bell divi- sion head, states the new 50-cent bell is already wanted... Donald E. Gold-, head of Ex-Cell Products Manufacturing Company and designer of the Ex-Cell cue, is spending this un- thing is now humming in another 30 days.

R. E. Wall, general manager of Hull- West Manufacturing Company, reports continued high demand for firm’s three-cent machines. Two new machines are scheduled for Inroduction at an early date, accord- ing to Lawrence F. Ellison, national sales director... Hillman Distribu- bry’s first shipment of the new Aircon 400’s has come in and gone. Victor Con- fortere, general manager, stated this week to headquarters that "the bell is not far off." The coin changer is ready for arrival soon. Vic says the machines which made up the initial shipment are now out on location and have struck a tune in both musically and optically for the players, locations (new and older). Additional club models are anticipated. These are non-coin 400’s with built-in relays.

Frank Padula, heading Melody Music, is a firm believer in reconditioning of all juke boxes when they come of location. Frank has two shop men who concentrate on this task. Melody Music has an array of special equip- ment to handle this important phase of good music operation.

R. E. Smith, of Buckley Distribu- tory, reports that several out-of-town business visitors stopped to place coin orders at the post last week. Among them were Elmer Wells, Tempo and Ottawa, Ill; John Kramer, music oper- ator, Gary, Ind.; H. (Bunker) Mill- Buckle distributor in Greenwood, Mass; C. Holzman, Lamson, Bloomington, Ill; H. Wolfe, nationally known operator, brought several orders from the family and staff at Chicago this week.

John Creeth, vice-president of Exhib- it Supply Company, returned to his office last week after battling a persistent illness the past two weeks. The firm has been receiving an unusual number of inquiries on its new five- ball flipper-action game. Exhib- it Supply has been having a diff- icult time keeping up with the heavy demand for flipper kits and it is believed will help operators modern- ize some of the older equipment. Percy Smith’s catalog on the complete arcade line will be ready soon.

Tommy Forester and E. D. Spalding, Johnson Fair Box, returned from the soft-drink convention at Atlantic City’s Municipal Auditorium last week... . . . Several Chinese coin beds and the beverage meet included Tom Colli- sion, F. W. Moloney and Herb Jones, of Lion Manufacturing; George and Ralph Mills and Jack Walsh, Mills Industries. Proposed 8,000 license for plants in Boston was vetoed this week by Mayor Curley, who pointed out that the city’s legal staff had opined that the cost of the fee was beyond reason, would be thrown out by the courts.

A.B.T. assistant to the president, R. B. Burg, reported that rates are now coming in on the firm’s total... . . . Frozen food wholesalers were busy last week at the Chicago Hotel on that they have a big selling job to do. Burton L. Price, president of the Na- tional Coin Vending Distributors, pointed out growth of the trade was evident and most of the public can’t wait for this slow progress to step up in tempo.

Francis H. Hope, president of United Vending Machine Manufacturing Company, makers of the latest line of television receivers, was in the Mid- west last week on a business trip. Before his trip he spent time in Minneapolis surveying the video picture in that city. He has been in demand as a Television treasurer of the firm, passed thru Chicago last week on his way to Cincinnati.

O. B. Springer, regional representa- tive for United States Vending Corporation, back in town after a visit to Minneapolis and St. Paul last week. O. B. Springer, who arrived in the Twin Cities during 27 degrees below zero weather, says his trip was a complete success and that the firm’s air-conditioned candy vender met with a fine response.

George Posen, head of George Pos- en Company, returned last week from an extensive trip which the firm’sPid- Wilson, who heads “Pop” Corn Seas of Chicago, with Howard Feng, reports that the 23 pepper-vending lines have been set up during the Sports and Travel Show at Navy Pier recently grossed $31,414 in popcorn sales. Wilson ex- pects on upswing in the vending busi- ness after Easter.

John Haddick, AMF president, was in from Grand Rapids, Mich., for a few days... Bob Soper, of Self- Service Laundry, battled the cold and carelessness on the part of main- tenance men sometimes causes a cold.

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Post-wax. Must be perfect. Price must be right.
<p>NEW METAL TYPER MACHINES</p>
<p>REPAIR SERVICE</p>
<p>PARTS AND SUPPLIES</p>
<p>We Rebuild Old Greatchen Typer Ma</p>
<p>chines to Look and Operate like new.</p>

<p>FINEST ALUMINUM DISCS</p>
<p>Plain or Colored</p>
<p>Write for Samples and Prices</p>
<p>FOR TOPS IN QUALITY</p>
<p>BUY DIRECT</p>
<p>FROM THE MANUFACTURER</p>

<p>STANDARD SCALE CO.</p>
<p>4833 DUNCAN AVE., ST. LOUIS 10, MO.</p>

<p>NEW PRICES ON UNIVERSAL FLIPPERS</p>
<p>SET OF TWO FLIPPERS ................. $4.95</p>
<p>SET OF FOUR FLIPPERS ............... 7.45</p>
<p>SET OF SIX FLIPPERS ................. 9.95</p>
<p>LOTS OF TEN ................. 10% OFF</p>
<p>LOTS OF 20 ................. 15% OFF</p>
<p>LOTS OF 50 ................. 25% OFF</p>
<p>We meet or better prices of any competitor.</p>
<p>Quality remains the same. Workmanship and material guaranteed.</p>
<p>These flippers will work on any game.</p>
<p>State make of game when ordering.</p>
<p>ROYAL MUSIC CO.</p>
<p>70 Main Street</p>
<p>Woburn, Mass.</p>
<p>Tola 14194</p>

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<p>SCIENTIFIC SOUND DISTRIBUTION</p>
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<p>648-550 W. 56th STREET</p>
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<p>PHONE: COLUMBUS 5-4854</p>

<p>FOR SALE</p>
<p>BLUE FRONT, BROWN FRONTS</p>
<p>Phone price for prices. Ill. Thun. 20 Mills ten Flipping Bands. . . . . . $5.00</p>
<p>TOM SMALLWOOD</p>
<p>IDaho FALLS, IdaHo</p>

<p>Did You Know?</p>
<p>Every TRADICO-ette Leaving Our Factory...is UNCONDITIONALLY APPROVED by the NATIONAL BOARD OF FIRE UNDERWRITERS.</p>
<p>Every TRADICO-ette Leaving Our Factory...CARRIES THE STANDARD</p>
<p>RMA GUARANTEE COVERING ALL REPLACEMENT PARTS AS WELL AS TUBES.</p>
<p>Every TRADICO-ette Leaving Our Factory...CARRIES IT TRADICO'S PERSONAL ASSURANCE THAT YOU ARE BUYING THE FINEST COIN-OPERATED RADIO EVER MADE.</p>
<p>ORDER NOW FOR IMMEDIATE DELIVERY, THE TRENDS TO TRADICO-ette!</p>
<p>WRITE DEPT A-3</p>
<p>TRADICO, INC.</p>
<p>ASBURY PARK, N. J.</p>
<p>Telephone</p>
<p>Asbury Park 2-7447-89</p>

<p>Try the GRAND Opportunity with "7-GRAND"</p>
<p>The Operators' Counter Game</p>
<p>Grand Operator Appeal</p>
<p>Grand Location Appeal</p>
<p>Grand Player Appeal</p>
<p>it's "7 Grand"</p>
<p>ORDER FROM YOUR DISTRIBUTOR</p>
<p>If he cannot supply you, 1/3 Deposit With Order, Balance COD.</p>
<p>Write for illustrated literature today!</p>
<p>Bradley Industries</p>
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<p>1652 N. Damen Ave, Phone ARMag 8999, Chicago 47, Il.</p>

<p>SKEE BALL ALLEYS PARTS REPAIRS</p>
<p>WE HAVE PARTS FOR WURLITZER, NATIONAL AND ALL TYPES OF MECHANICAL SKEE BALLS</p>
<p>REWIND ARMS</p>
<p>ROCKER ARMS</p>
<p>ROCKER SEARS</p>
<p>ROCKER GEARS</p>
<p>ROCKER CRUSHERS</p>
<p>ROCKER CLAMPS</p>
<p>ROCKER NETS</p>
<p>ROCKER NETS</p>
<p>COILS</p>
<p>SHAFTS</p>
<p>CONNECTION CABLES</p>
<p>CLAMPS</p>
<p>COILS</p>
<p>OUR MACHINES AND NETS FOR LARGE 6FT. SKEE BALL.</p>
<p>WRITE FOR ILLUSTRATED PRICE LIST.</p>
<p>If your Alleys need overhauling or remodeling, write to</p>
<p>J. M. SEIDEL</p>
<p>31 E. 140 ST., BROOKLYN 11, N. Y.</p>
<p>Phone Bidwellster 7-5949</p>
<p>Specializing In Skee Balls For Almost 20 Years.</p>
COINMEN YOU KNOW

Twins Cities:
(Continued from page 167)

Heavy snowfall last week enjoyed spring climate and business immedi-
ately picked up.

Several coin machine operators played an important role in the five-
day dedication ceremonies conducted by the Elks and Masonic
organizations in connection with the completion of an addition to the house of worship. Principal program occurred Sunday
(14) when a memorial plaque was un-
veiled in honor of the memory of the late J. King Christian of Dunwoody.
Greenstein, Amos Heilicher and Harvey Cohn were on important
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monies climax of the popular ap-
pearance of the Rev. Luther W. Young,
dahl and the Danish consul-general.

Archie Le Beau, Le Beau Novelty
Sales, Rock-Ola distributors, is in St.
Paul hospital where he underwent a
thoracoplasty.... Howard Pastor, of
Pastor Distributing Company, Wur-
litzer jobbers, has raised his family
in the Southland.... Ted Bush, of
Bush Distributing Company, Alvin
wholesalers, is back from his winter
trip to Alvin and a visit to the El Paso
Distributing Company at El Paso
where he saw various new models,
respects, Irving Sondler,.... The Bush
firm is perfectly well, will visit his
office and is expecting its first Philco
video set March 24.

Hank Kreuger, Fairfax operator, and
Fred Kirchman, St. Cloud coin-
man, hold some record for coin
machine men. Kirchman wanted
out of his St. Cloud store, and this
interested Kreuger in buying it. Hank
made the purchase, but even before he
could take possession of his store
and holdings decided against it and sold
the building back to Kirchman....

North Dakota operators report a
heavy snowfall this winter have been
very severe so that the State tax depart-
ment there extended payment of the
income tax from the Regular March
15th to April 16th.

Fritz Eichbauer, St. Paul operator, has
returned home following a vacation
trip to Mexico,.... Harold Lieberman,
of Chas. B. Deutsch Music, Minneapolis
has been re-elected to the board of directors of the
Minnemann Foundation for Jewish
Service in Minneapolis at the annu-
ual meeting. He retired from the coin
machine industry several years ago,
but couldn't stay away and re-entered it
via the coin machine business, came to the
Twins Cities last week. He is in the
house of Lee, Johnson, Sisson, and
of Askin, Minn, A. Glenn Rapp, of Duf-
lin, and Bud Collins, of Morris, Minn.

Buffalo:
(Continued from page 167)

has had a busy week as he comes to
his operations. He went back into the
operating business with 300 models and
saw sales some months ago with
Eddie Joseph, and has also added 40
models since then. According to "Pop"
Peppick, formerly head of Buffalo
Sales, who tried to promote expensive
telephone sets here, has given up the
idea, for the time being anyway, and
is selling television and Airline juke
boxes. Both Terry Carr, head of the
territorial sales department for
Alfred Sales, Inc.

Al Bergman threw a big party Sun-
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Airline Coronet 400 and Bally Gold
Cup, and had many out-of-town op-
erate guests as well as local com-
pany dropping in for a look-see and fancy
refreshments. The polling poll was
Alfred Sales was re-elected president of the Buf-
falo Amusement Operators' Associa-
tion, and Clarence (Bus) Allen, secretary-

treasurer. Charles Broderick, Jack
Marine, William LaBrie, and Arthur
Coughlin are the directors. Group
held its annual dinner at Grant's
Monday (15).... Reports come from
Rochester that Tommy Cohen is back
in the lift with some new slot games,
while the Pastorella brothers are out
of the coin line-up. Herbie Ross has
completed improvements on his Play-
land Arcade, but reports business as
slowed down.

COINMEN YOU KNOW

Twins Cities:
(Continued from page 167)

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ately picked up.

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monies climax of the popular ap-
pearance of the Rev. Luther W. Young,
dahl and the Danish consul-general.

Archie Le Beau, Le Beau Novelty
Sales, Rock-Ola distributors, is in St.
Paul hospital where he underwent a
thoracoplasty.... Howard Pastor, of
Pastor Distributing Company, Wur-
litzer jobbers, has raised his family
in the Southland.... Ted Bush, of
Bush Distributing Company, Alvin
wholesalers, is back from his winter
trip to Alvin and a visit to the El Paso
Distributing Company at El Paso
where he saw various new models,
respects, Irving Sondler,.... The Bush
firm is perfectly well, will visit his
office and is expecting its first Philco
video set March 24.

Hank Kreuger, Fairfax operator, and
Fred Kirchman, St. Cloud coin-
man, hold some record for coin
machine men. Kirchman wanted
out of his St. Cloud store, and this
interested Kreuger in buying it. Hank
made the purchase, but even before he
could take possession of his store
and holdings decided against it and sold
the building back to Kirchman....

North Dakota operators report a
heavy snowfall this winter have been
very severe so that the State tax depart-
ment there extended payment of the
income tax from the Regular March
15th to April 16th.

Fritz Eichbauer, St. Paul operator, has
returned home following a vacation
trip to Mexico,.... Harold Lieberman,
of Chas. B. Deutsch Music, Minneapolis
has been re-elected to the board of directors of the
Minnemann Foundation for Jewish
Service in Minneapolis at the annu-
ual meeting. He retired from the coin
machine industry several years ago,
but couldn't stay away and re-entered it
via the coin machine business, came to the
Twins Cities last week. He is in the
house of Lee, Johnson, Sisson, and
of Askin, Minn, A. Glenn Rapp, of Duf-
lin, and Bud Collins, of Morris, Minn.

Buffalo:
(Continued from page 167)

has had a busy week as he comes to
his operations. He went back into the
operating business with 300 models and
saw sales some months ago with
Eddie Joseph, and has also added 40
models since then. According to "Pop"
Peppick, formerly head of Buffalo
Sales, who tried to promote expensive
telephone sets here, has given up the
idea, for the time being anyway, and
is selling television and Airline juke
boxes. Both Terry Carr, head of the
territorial sales department for
Alfred Sales, Inc.

Al Bergman threw a big party Sun-
day (14) at his Alfred Sales head-
quarters for the showing of the new
Airline Coronet 400 and Bally Gold
Cup, and had many out-of-town op-
erate guests as well as local com-
pany dropping in for a look-see and fancy
refreshments. The polling poll was
Alfred Sales was re-elected president of the Buf-
falo Amusement Operators' Associa-
tion, and Clarence (Bus) Allen, secretary-

treasurer. Charles Broderick, Jack
Marine, William LaBrie, and Arthur
Coughlin are the directors. Group
held its annual dinner at Grant's
Monday (15).... Reports come from
Rochester that Tommy Cohen is back
in the lift with some new slot games,
while the Pastorella brothers are out
of the coin line-up. Herbie Ross has
completed improvements on his Play-
land Arcade, but reports business as
slowed down.
New York:
(Continued from page 167)
with Maurice Popick in charge of the
new area.

Among the out-of-towners who visited the city last week, primarily to attend the meeting of Region II of the National Automatic Merchandi-
ses Association, were Sidney R.
Haskin, of Columbia Vendors, Hud-
son; Y. A. Greenberg, president of
Western Manufacturing Corporation, Aurora, Ill.; C. A. Britton and Harmon Reed, of Automatic Canaries, Syracuse; and A. J. Nolan, of Dixie Cup Company, Easton, Pa.

Peninsula Vending execs Alex Man
cocar, Sandy Moore, George Farmato
and Jed Gold were robbers for the
winners at Madison Square Garden
Wednesday (17), when New York Uni-
versity went down to defeat before St.
Louis U's basketball team. Also at the
game, but rooting for the losing team,
was Sid Levine, attorney for the
Automatic Music Operators' Associa-
tion, and Percy Wechtel, of DeFord
Advertising.

H. F. (Denny) Denison, Videog-
aph Corporation president, re-
turned from a trip west last week... Bill Payton, of Yankee Service Com-
paign, Stamford, Conn., was a visitor to our city last week... Harry
Rozen, of Atlantic & Seashore Cor-
poration, mounting the American
mother who passed away last week.

Max Levine, president of the Sci-
entific Machine Corporation, reports
that the first production model of his
new baseball game, Pitch 'Em and Roll 'Em, rolled off the assembly line this week.

With his production crew hard at work in Scientific's new Brooklyn plant, he expects to catch up soon on the back-
log of orders that has accumulated.

Also, Max reports he is filling orders for the firm's staple, Pokerino, to edit
orders coming in for the new accessory.

Matty Forbes, managing director of
the Cigarette Merchandisers' Associa-
tion of New York, is halfway thru a
three-month vacation. The word is
that Matty is taking his well-earned
rest on doctor's orders—overwork
was the diagnosis. Frequent lolling
under southern skies, Matty is storing
up energy for his return to duty as
the association head.

Detroit:
(Continued from page 167)

at 9410 West Grand River Avenue... William Bernard, Coca-Cola Boil-
ing chief here, was awarded a bronze
bottle at the Atlantic City convention
due to his great sales record.

Mrs. Ed Ash, wife of Albert Ash,
formerly with the Allied Music Sales,
has been seriously ill in the hospital
with a stroke... I. E. Frowley, presi-
dent of the Hotel Radio Corporation,
was appointed Tuesday as a member
of the Detroit Memorial Hall Com-
mission for a three-year term by
Mayor Eugene Van Antwerp.

Ray Averill, of Adrian Amusement
Company, Adrian, Mich., and A.
Giffel, Esquimal, Mich., were visitors
at the KingPin office last week... Joe
Vaughn, Flint Amusement Company,
and his partner report business
on the up-grade in the Flint area.

Harry White, Jackson Automatic
Music Company, was in to look over
his machine territory around Detroit
d and reports rolldowns going over well
in his territory... James A. Pezzano,
national territory manager for Coin
Casher Corporation, Detroit, will
visit a Detroit visitor for several days
from his permanent home at Miami.

The machines illustrated are made by the
Brandt Automatic Cashier Company, manu-
facturer of Coin Handling Machines since
the year 1910. This company is well known
for the high quality of its products which are
durable, constructed to maintain high speed
and assure absolutely accuracy.

The Branch Coin Sorter and Counter
and the Branch Coin Counter and Packager
are widely used by vending machine operators,
department stores, public utilities, banks and
many other types of businesses.

A complete line of coin wrappers and bill
strips is also manufactured by the Brandt
Automatic Cashier Company.
Blendow, Meyer
Form New Coin
Firm in Gotham

NEW YORK, March 29.—Housed in one of the largest stores on coin row, the distributing firm of Blendow & Meyer, Inc., opened for business this week at 105 10th Avenue. The firm is under management of Al Blendow, whose most recent business association was as sales manager of the manufacturing company for the last nine years. Al Meyer, the other principal, operates several arcades and amusement centers in Coney Island.

The new firm will specialize in arcade equipment, according to Blendow, but will stock a complete line of games and vending machines. Already the firm has been appointed Eastern Seaboard distributor for Commodity Vendors, International Multiscope Corporation, Keltman Amusement Devices and Amusement Corporation. Blendow reported that distribution franchises for other coin machines will be announced soon, he said.

Occupying a corner store formerly used to display automobiles, the firm has at its disposal more than 4,000 square feet of space. A garage in a separate building to the rear of the store will be used for storage. A fully equipped service department is being set up in an area to the rear of the main showroom, Blendow stated.

New Equipment

<table>
<thead>
<tr>
<th>New Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benjo (five-ball), Exhibit Supply Co., 4218 West Lake Street, Chicago.</td>
</tr>
<tr>
<td>Cinderella (five-ball), D. Gottlieb &amp; Co., 1140 North Kostner Avenue, Chicago.</td>
</tr>
<tr>
<td>Coin cup (one-ball multiple), Bally Manufacturing Corp., 2400 Belmont Avenue, Chicago.</td>
</tr>
<tr>
<td>Ice cream vender, Frosted Food O'Mat, Oakland, Calif.</td>
</tr>
<tr>
<td>Ice cream vender, Frozen Food O'Mat, Oakland, Calif.</td>
</tr>
<tr>
<td>Gold cup (one-ball multiple), Bally Manufacturing Corp., 2400 Belmont Avenue, Chicago.</td>
</tr>
</tbody>
</table>

New Addresses

| National Candy Wholesalers' Association (NCWA), 1429 E Street N. W., Washington, D. C. |
| Self Service Laundry, Inc. (Record distributor), 816 Milwaukee Avenue, Chicago. |

Personal Notice

Aaron Novelty Co. has accepted appointment to membership in the Missouri Amusement Machine Association. Dr. Charles Hill, vice-president and director of Peter Callier Swiss Choco- late Co., was appointed Chicago office manager for National Match Book Advertising, Inc.

Harry Pearl heads the new Atlantic Pennsylvania Corp., Philadelphia. William O. Picket and Jack Wilkerson have been appointed regional directors for Universal Match in Indianapolis and New Orleans respectively.

J. Mortimer Price has been appointed Midwest sales representative. Imperial promotes his headquarters, for National Match Book Advertising, Inc.

Frank D. Register, Perry, Fla., has been appointed to handle southern districts for sellers' Association publicity and research department, Washington, D. C.

Louis Rosenberg, Arrow Amusement Co., has been elected district sales manager of the Amusement Machine Operators of New York.

Distrib Appointments

Atlantic Pennsylvania Corp., 919 Broad Street, Philadelphia, will handle Sechur in Eastern Pennsylvania, Southern New Jersey and Delaware. Empire Coin Machine Exchange, Chicago, has been named distributor for the Northwestern Corp.

Glass Cup Phoenix Distributors, Inc., Detroit, has been appointed to handle Fiben Corp. line in Michigan.

A. R. Martin, Fort Wayne, Ind., new distributor for Chicago Coin, Chicago, Ill.


Rice Music Co., Oklahoma City, named distributor for Chicago Coin Machine Co., Chicago.

& L Distributing Co., Cincinnati, will distribute for Imperial in Southern Ohio and Covington, Ky., area.

G. M. (Harry) Weaver, 3012 McKinsey Street, Houston, was appointed general distributor by O. D. Jennings, Chicago.

N. Y. Retail Sales

Rise 2 Per Cent

NEW YORK, March 29.—Reflecting general business conditions, the Federal Reserve Bank reported this week that new orders which ended March 6, total retail sales here gained 2 per cent over the same period a year ago.

However, New York department stores were reported that for the week ended March 6, retail sales were down 3 per cent below a comparable week in 1947. Local authorities consider this drop significant in view of the fact that Easter falls a week earlier than last year. Easter shopping should have been reflected by the figures.

Begin Shipping
Bally's Newest
Five-Ball Game

CHICAGO, March 29.—Bally Manufacturing Corporation is delivering its newly introduced five-ball game, Bally's New Game, to representative by vice-president and general sales manager, George Jenkins.

Statesmen of the company assigned to Ballerina include a novel approach to single and double bonus features. Several features, including a cover-up hole, three saucer holes, special roll-over devices, sequence scoring devices, and a bottom of the pinball designed to keep players on their toes at the last ball drops out of play.

Player control features of Ballerina include a field of "kick-brumbery" and the customer may use any of the pressing control buttons located on either side of the game's cabinet. This feature is merchandised by display of the game's backboard.

Jenkins stated that Bally's latest production has been thoroughly tested on location.

Hit Cut-Rate
Cigs in N. Y.

NEW YORK, March 29.—Leaders of product and consumer associations met last week to discuss the trend toward cut-rates of cigarettes in certain sections of the State. Occasion was the semi-annual meeting of Tobacco Retailers' Circle (TRC).

Eric Clamann, TRC president, chairman of the inspection, and report on the progress of the group toward further investigation of tobacco and allied products in New York.

Beaver Cane
Hits Top Pin Tax

BEVERA, March 29.—A new high in pin tax history is the aim of borough council here.

Acting under a new State law which allows local governments to levy on anything not already taxed by the commonwealth, council has proposed and passed another ordinance to levy an annual license fee of $100 each on pinball devices.

Owens - Illinois Co.
Reports Promotions

TOLDOO, March 29.—Owens-Illinois Glass Company has appointed Charles M. Dooley manager of the merchandising and consumer research division of the Container division, Smith-L. Rairdon, vice-president and general sales manager, has announced.

Dooley joined Owens-Illinois four years ago as a member of its merchandising department, and previously had 10 years of experience in advertising agency work. With D. Plum & Co., of Chicago, he was container development manager, in charge of the Container division, Smith-L. Rairdon, vice-president and general sales manager, has announced.

Dooley joined Owens-Illinois four years ago as a member of its merchandising department, and previously had 10 years of experience in advertising agency work. With D. Plum & Co., of Chicago, he was container development manager, in charge of the Container division, Smith-L. Rairdon, vice-president and general sales manager, has announced.

Still another move was reported in the promotion of Charles D. DeGraff to regional sales manager for the Central and Southwestern regions, with headquarters in Toledo. N. P. Miller will fill a similar position for Eastern region with headquarters in New York.
NEW YORK, March 20. — The re- an by a Midwest newspaper to way in machine advertising as a matter of policy, apparently on the recommendation of its local Better Business Bureau, called forth angry words this week by Victor Tract, resident of Tradio, Inc.

In a blistering condemnation of the ind of thinking which places requisite column on a level with the least salable business elements in a community, Tract called on coin groups such as the National Automatic Merchandisers' Association and Coin Machine Industries, Inc., to combat this false attitude with the true facts of the industry.

Tract, whose advertisement for coin-operated radios was refused by the unnamed newspaper, repeated the text of the letter of refusal. Partial text of the letter follows:

"It is the policy of this newspaper not to accept advertising for any type of coin-operated vending or similar machine which includes coin-operated radios.

"We realize that the largest part of this advertising is placed in newspapers by and responsible companies. However, the way it is handled out in the field and the overcrowding of a town with such devices by certain types of operators has brought about our policy on the matter which is strongly recommended by Better Business Bureaus."

Tract's Rebuttal

Commenting on the role of the Business Bureaus, Tract said: "It would seem that the Bureaus are a concern on the part of the individual organizations to discourage the introduction of coin-operated machines into their communities. If members of the coin-operated industry are to protect their investments and markets in and around these communities, it is imperative that action be taken immediately to explain the present aspects of this business to Better Business Bureaus."

"It should be pointed out to them in no uncertain terms," he continued, "that companies operating in this field are not as legitimate on the one hand, as those operating in any other business field, and that the activities and gunsmoke are just that, a bogyry."

Candy Bars Leading Confession in Fla.

JACKSONVILLE, Fla., March 20.— Candy and confectionery products consumed by Floridians total nine times the amount produced in the State, according to a report issued this week by the Florida Chamber of Commerce. Consumption of sweets amounted to $1,016,000, roundly in 1947, the report stated, with a wholesale value of $10,965,000.

The most popular candy in Florida, as well as in the nation as a whole, was the candy bar with total sales of $9,304,000, according to the report.

"Bolled or packaged candy, especially bon bous, was next in value and amounted to $2,425,000. Further breakdown showed $564,000 spent for high-priced specialties; $310,000 for bulk goods, and $1,121,000 for other types of candy and related products."

Tallahassee Auto Owners

Asked Park Meter Views

TALLAHASSEE, Fla., March 20— Junior Chamber of Commerce here is conducting a survey to determine if Tallahassee's automobile owners favor the installation of parking meters in city's one-hour parking zone.

Citizens were urged to vote for or against the proposal so that their reaction could be presented to the city commissioners. Chairman W. F. Hurst of the chamber survey committee, stated: "The present one-hour parking restriction doesn't seem to help . . . parking meters appear to be the only means of improving conditions as parking lots are not feasible . . . because of high land costs and because . . . Tallahassee housewives don't stay downtown long enough to pay for parking lot charges."
Four-State Meet Planned
Minneapolis Dates Fixed

(Continued from page 115)

situations which have always been returning to a semblance of normalcy after the holocaust of 1947, there’s nothing the public can do about it. The newspaper publicity is bound to be received—headlines lead to a new headache. I told Tom Creely that I was feeling nearly 20 years ago, and I repeated them to Harry Johnson, Billwatt operator, who is handling convention publicity, 60 days ago.

On the other hand, told The Billboard that he believes any time an industry has to call off a three-day event, and exhibit because of the possibility of adverse weather, it means there’s a high tide that the industry set out to do and the public light the impression the public may have.

Greenstein, however, said he understood the Faster Distributing Company paid to be on hand during the show.

Parisian Mach. Tax Proposal Dropped

(Continued from page 115)

with the means of securing additional revenue without according to the request of State Ad and Financial, passed enabling act has for the first time actually written the phrase "juke box tax" into state law. The city can now levy "...privilege taxes on coin-machines. The measure passed on its first reading, but may be killed by one of the other branches of the legislature. Whether the tax bill does not specify how any coin machine taxes the city shall collect is for the city and the city council decides to impose such taxes.

N. Y. Status Quo

Commenting on the new legislation, Sidney H. Levine, attorney for the Automatic Music Operators' Association, said that the situation is basically the same as far as New York is concerned. He pointed out that the city now levies a $1,000,000 to levy taxes on coin machines, but the money collected is not known to the city council.

Altho the State bill was passed without a public hearing, any action by the city council would require that interested parties appear before it to state their views. At such time, Levine indicated, the economic facts of the automatic music business would be brought before the city council.

LOOK . . .

Bill Brown Forts, 91 88.00
Bill Brown Forts, 41's 12.00
Bill Brown single 41's 15.00
Bill Brown 10s 25.00
New Mills Q. T. 37.00
New Mills, 0.75 20.00
Write for the Pin Game List
Order your Mills Slot Parts from us.
1/2 Deposit James C. O. D.

COIN-A-MATIC DISTRIBUTORS
3924 W. Chicago Ave., Chicago, Illinois

40 MACHINES
$15.00 each. All used, clean, ready equipped. 26 machines. Free coin, free service.

PLAYLAND AMUSEMENT CO.
LOS ANGELES, March 20.—Ship- 
men Manufacturing Company, well- 
owned manufacturing company, is 
engaging into full 
production on other two machines. 
These are the 20,000-copy vender 
owned as Select-a-Bar and the Art 
work which displays actual photo- 
s of the machine. 
According to Jack Olson, sales 
manager, the Select-a-Bar is de- 
tended to sell practically all national 
and candy bars, regardless of 
price. The machine has a 
drive that drop with the slightest 
pressure. With a capacity of 3 bars, 
the front of the vendor dis- 
play the three brands being offered. 
Cause of its flexible mechanical na- 
ure the machine can handle thick 
buddy bars as well as thin ones— 
good for sell them. 
Select-a-Bar is approximately 8 x 
4 1/2 feet wide, 3 1/2 deep and 24 high. 
Size of the console stand is 12 by 11 
hes and 27 inches high. Vendor is 
visible in gray hammertone baked 
wood finish and comes equipped 
with either ABT or National anti-tip 
slug rejector. When machine is 
unlengthy kept, it can return. Capacity 
depends upon thickness of bars and 
oldest bars are sold first. Machines 
using a dime are adjustable and 
switches are easily made from 5 to 10 
cents or vice versa. 
The picture machine, called Art 
Show, is convertible to nickel, dime 
or penny play. There are three shows 
in each machine and coin and cards 
required to see them. Machine is 
entirely automatic, with the lights 
inside the device coming on as soon as 
the coin is deposited. After five pic- 
tures are shown, motor and lights 
ought off. Machine can be used on 
counter or mounted on iron pedestal 
front. Photos are in third dimension 
35mm, film.

Report Survey 
Of N. Y. Games

NEW YORK, March 26. — Results 
of the police-conducted survey on the 
number of slot machines in location 
in New York City was disclosed 
this week by Police Commissioner 
Arthur Wallander, who announced 
that 4,904 coin-operated amusement 
games were found to be in operation 
in 4,382 candy stores, taverns and 
other locations. But the commission 
declared that the games lacked 
the free-play and prize features which 
otherwise would make them illegal 
under gambling statutes.

He emphasized that the survey had 
shown that the games are being used 
for amusement purposes only but 
warned that if any are found to be 
readily adaptable for gambling, they 
will be taken out of use.

Wallander said that the survey, 
which is continuing, had found that 
180 games, about 29 per cent of the 
total, were located within 500 feet 
of schools. These machines are re- 
specting special police attention, he 
declared, adding that "we do not want 
any near schools and at the slightest 
sign of gambling there we will move 
it.

The survey further reported that there 
were two game manufacturers 
in the city, 11 dealers and 130 op- 
erators.

Counting Mach. 
Patent Okayed

WASHINGTON, March 20.—The 
U. S. Patent Office has granted six 
patents on a coin counting machine 
to Walter A. Bargum and Earl W. Quick, 
Waterport, N. Y., who, in turn, have 
assigned the device to the Brandt 
Automatic Casket Company, of 
the same city.

A description of the machine, as 
printed in the Patent Office’s Official 
Gazette, follows:

A coin counting machine including 
a hopper for the coins, a coin dis- 
charge way, means for delivering 
coins from the hopper to the 
discharge way and counter- 
ecounting means for delivering the 
coins to the counter to count 
the coins delivered. The coin dis- 
charge way is comprised of oppositely 
disposed guide means, one of which 
means is relatively fixed and 
provided with a coin 
separating point, and the other 
means comprises pivotally 
and members and means for 
relatively adjusting the pivotally 
connected parts radially and tangentially 
the delivery means to move the 
coin near the point to the coin 
discharge way and needing to 
away from the coin 
separating point according to the size 
of the coin to be counted.

RUB YOUR 21 YEAR 
LOOK AND LOOK AIN!

NEW PIN GAMES 
WITH FLIPPERS ATTACHED 
EVERYTHING NEW BUT THE PRICE

BALLYHOOS . . . . 139.50
DOUBLE BARRELS . . . 79.50
NUDGYS WITHOUT 
FLIPPERS . . . . 129.50
ROCKETS . . . . . 139.50

USED PIN GAMES 
WITH FLIPPERS ATTACHED
SATISFACTION GUARANTEED OR YOUR MONEY BACK

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>BALLYHOOS</td>
<td>$109.50</td>
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<tr>
<td>BIG LEAGUE</td>
<td>54.50</td>
</tr>
<tr>
<td>BIG HIT</td>
<td>54.50</td>
</tr>
<tr>
<td>BIG BASEBALL</td>
<td>149.50</td>
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<tr>
<td>CANTERBURY</td>
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<td>COLD</td>
<td>139.50</td>
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<tr>
<td>CYCLONE</td>
<td>109.50</td>
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<tr>
<td>DOUBLE BARREL</td>
<td>59.50</td>
</tr>
<tr>
<td>FESTA</td>
<td>54.50</td>
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<tr>
<td>GOLD BALL</td>
<td>129.50</td>
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<tr>
<td>GINGER</td>
<td>129.50</td>
</tr>
<tr>
<td>HAWAIIAN (Morgan Unit)</td>
<td>129.50</td>
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<tr>
<td>HANNAH</td>
<td>179.50</td>
</tr>
<tr>
<td>HARRY</td>
<td>99.50</td>
</tr>
<tr>
<td>LUCKY STAR</td>
<td>129.50</td>
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<tr>
<td>MIDGET RACER</td>
<td>54.50</td>
</tr>
<tr>
<td>MYSTERY</td>
<td>99.50</td>
</tr>
<tr>
<td>NUDGEY</td>
<td>149.50</td>
</tr>
<tr>
<td>MELODY</td>
<td>189.50</td>
</tr>
</tbody>
</table>

NUGDY (Without Flippers) . . . . 99.50
PLAYBOY . . . . 109.50
ROCKET . . . . 94.50
RANGER . . . . 129.50
RIO . . . . 84.50
SILVER STREAK . . . . 129.50
SPELLBOUND . . . . 74.50
SPORTS . . . . 84.50
SMOKE . . . . 99.50
STEP UP . . . . 79.50
STATE FAIR . . . . 84.50
SUPERLINER . . . . 69.50
SEABreeze . . . . 49.50
SUSPENSE . . . . 64.50
SHOW GIRL . . . . 89.50
SHEILA . . . . 169.50
TREASURE CHEST . . . . 169.50
TORNADO . . . . 109.50

Specify with Flippers when ordering. 
Deduct $10.00 from Above Prices if Flippers Are Not Desired.

NOW DELIVERING!

BALLY HOULY BAILLE REAL GOLP BALLY BALLY BALLY TROPHY

ATTENTION!
Operates in any territory: Your 
credit is good buy our EZ 
package plan. Come in and write 
today for full details.

TERMS: 1/3 DEPOSIT
Balance 50-50

Direct Factory Distributors for Bally • Jennings •
U-Need-A • Victor • Frantz Scales • Doval • Midget Movies

J. ROSENFELD CO.
3212 OLIVE ST., ST. LOUIS 3, MO. NEWSTEAD 1952
THE TEST QUEST GETS ITS SHARE OF PENNIES! ONE OF THE FEW LEGAL AMUSEMENT GAMES THAT WILL MAKE MONEY! $37.50 EACH

ORDER ONE TODAY USE IT FOR 10 DAYS MONEY BACK IF IT ISN'T THE BEST INVESTMENT YOU HAVE EVER MADE!

BAKER NOVELTY COMPANY 1200 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

ROLL DOWN SPECIALS (LIKE NEW)
TOTAL ROLL. Each...........$7.50
ADVANCE ROLL (New Arches), Each 150.00

SKEEBALLS (A-1 SHAPE)
7½ FT. PREMIER BARREL ROLL.$7.50
10½ FT. PREMIER BARREL ROLL. 125.00
10½ FT. FIRESTONE BONUS ROLL 100.00
10½ FT. FIRESTONE SKILL ROLL. 100.00
14 FT. WURLITZER SKEEBALL. 100.00
9 FT. BOWL-A-ROMB...........50.00

IMMEDIATE DELIVERY SEND 1/3 DEPOSIT, BALANCE ON DELIVERY

FRONTIER NOVELTY COMPANY 825 PINE AVENUE NIAGARA FALLS, NEW YORK

SEE... Our Special AD In The Billboard Outdoor Equipment Review PAGE 47 INTERNATIONAL MUTOSCOPE CORP. Established 1895 44-01 Eleventh St. L. I. C. 1, N. Y.
### Record Reviews

**ARTIST**

### POPULAR

<table>
<thead>
<tr>
<th>Artist</th>
<th>Tunes</th>
<th>Label and No.</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PAUL WESTON ORK</strong> (Capitol 2694)</td>
<td>My Moonlight Melody (509)</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td><strong>ALBOURG ORK</strong> (MGM 15105)</td>
<td>My Moonlight Melody (509)</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td><strong>JOSEPH DAVIS</strong> (Liberty 339)</td>
<td>My Moonlight Melody (509)</td>
<td>70</td>
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<tr>
<td><strong>BEN PERSHING</strong> (Patriot 1030)</td>
<td>My Moonlight Melody (509)</td>
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</table>

**Etude**

<table>
<thead>
<tr>
<th>Musician</th>
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<tbody>
<tr>
<td><strong>HARRY ROY</strong></td>
<td><strong>Daughter</strong></td>
<td>DAUGHTER&quot; I</td>
</tr>
<tr>
<td><strong>HARRY ROY</strong></td>
<td><strong>Daughter</strong></td>
<td>DAUGHTER&quot; I</td>
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<tr>
<td><strong>HARRY ROY</strong></td>
<td><strong>Daughter</strong></td>
<td>DAUGHTER&quot; I</td>
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<tr>
<td><strong>HARRY ROY</strong></td>
<td><strong>Daughter</strong></td>
<td>DAUGHTER&quot; I</td>
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</table>

### ARTIST TUNES

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<th>Tunes</th>
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<tbody>
<tr>
<td>JERRY ABBOTT (Bob Trendler Orch)</td>
<td>(Artie's Set)</td>
<td>50</td>
<td>49</td>
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<tr>
<td><strong>SAMMY KAYE</strong></td>
<td><strong>Don't Be So Strange</strong> (Dez Cassell)</td>
<td>75</td>
<td>74</td>
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<tr>
<td><strong>STAN CROCKETT</strong></td>
<td><strong>The Three Little Pigs</strong></td>
<td>80</td>
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<tr>
<td><strong>ERNEST FIELD</strong></td>
<td><strong>Tina's Dream</strong></td>
<td>78</td>
<td>78</td>
</tr>
<tr>
<td><strong>HELEN HENDRICKSON</strong></td>
<td><strong>Songs of Cowboy</strong></td>
<td>70</td>
<td>65</td>
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<tr>
<td><strong>OLIVIA STARR</strong></td>
<td><strong>You've Got Yourself to Blame</strong></td>
<td>52</td>
<td>50</td>
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<tr>
<td><strong>TEX WILLIAMS and ORK</strong></td>
<td><strong>CABANA</strong></td>
<td>52</td>
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<tr>
<td><strong>SILVER COMBS</strong></td>
<td><strong>Lonely Man</strong></td>
<td>52</td>
<td>50</td>
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<tr>
<td><strong>PEGGY LEE</strong></td>
<td><strong>She's All Right</strong></td>
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<tr>
<td><strong>DICK THOMAS</strong></td>
<td><strong>SWEETHEARTS</strong></td>
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### FOLK

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<th>Comment</th>
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<tr>
<td><strong>BILLY WILSON</strong> (Blue Ramblers)</td>
<td><strong>Blue Ramblers</strong></td>
<td>52</td>
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<tr>
<td><strong>MOLLY O'DAY</strong> (Fiddle)</td>
<td><strong>CUMBERLAND MOUNTAIN FOLK</strong></td>
<td>77</td>
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<tr>
<td><strong>JACK DAVIS</strong> (Sam Hoopes Orch)</td>
<td><strong>I'll Never See Sunshine Again</strong></td>
<td>77</td>
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</tr>
<tr>
<td><strong>DOYLE CORDELL</strong> (Warwick 708)</td>
<td><strong>Pickin', Pickin', Pickin'</strong></td>
<td>77</td>
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<tr>
<td><strong>CLIFF STONE and HIS BARN DANCE BAND</strong></td>
<td><strong>I'm Still Crying Over You</strong></td>
<td>83</td>
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</tr>
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*The Billboard* March 27, 1948

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*COIN MACHINES* 190

**RATINGS**

<table>
<thead>
<tr>
<th>90-100 TOPS</th>
<th>88-89 EXCELLENT</th>
<th>79-79 GOOD</th>
<th>69-69 SATISFACTORY</th>
<th>39-39 POOR</th>
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**LABELS**

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*www.americanradiohistory.com*
Baseball Game Patent Issued
By Jacobs, Jones

WASHINGTON, March 20.—Seven claims covering a mechanical pitching and batting device for baseball games have been granted Irvin N. Jacobs, Kansas City, Mo., and Herbert C. Jones, Easton, Kan., by the U. S. Patent Office, it was announced this week.

The mechanisms for both the pitching and batting operations include an oscillatably mounted mechanism reflecting the activation of each; springs for energizing the members; a latch for each member to keep the springs in loaded condition; crank arms connected with the members; a pivotally mounted cocking lever; links connected with the cocking lever which have spring engaging terminals; rods connected with the cranks, and springs mounted on the rods; means for anchoring the ends of the springs to the rods in the direction of the crank arms for retaining the other ends of the springs in position for engagement by the terminals; separate means for independently re-loading the latches; a spring tension key for releasing the latch; a rock lever connected with each key, and rods connecting the rock levers with the latches.

Bally Appoints
R. F. Jones Co.
Region Distributor

CHICAGO, March 20.—Bally Manufacturing Company has appointed the R. F. Jones Distributing Company, San Francisco, as regional distributor for its products in Northern California and Nevada. George Jenkins, Bally vice-president and general sales manager, has announced.

Jenkins said that R. F. Jones, head of the distributor firm, has earned a fine reputation during a long association with the coin and amusement trade and would prove an exceptionally valuable asset in his new post. Jenkins also pointed out that Jones has had wide experience with five ball novelty machines, ball multiplies, consoles and arcade equipment.

S. Dakota Issues
Warning on Sales Use Tax Payments

PIERRE, S. D., March 20.—State Tax Commissioner B. H. Wilder has cautioned out-of-State salesmen that all retail sales made within South Dakota are subject to sales or use tax, and any person not complying with the State tax laws is subject to arrest.

A representative of firms who are required to comply with use tax laws has resulted in several arrests, Wilder said.

He explained that all firms maintaining a place of business or an office within the State are subject to sales tax for the collection and remittance of the 2 per cent use tax on all sales made regardless of whether a purchaser buys through a local office or orders by mail or direct from the home office.

The income tax is collected only on income earned in South Dakota. As such an office is not maintained in South Dakota, all salesmen on the road for the purpose of selling goods received a very warm welcome.

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Longines
Pushback Wire
18 or 20 Strand 68 Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to dozens of uses in wiring—meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

GIVE YOUR OLD RAY GUNS A COMPLETE CHANGEOVER!!!

Extra moving target units, complete with frame, photo tube and all screen memory.

FOR SEEBURG GUNS
Bag A Bunny, 2 moving targets $29.50

FOR BALLY GUNS
Jungle Fury, moving targets $32.50

Due to increased costs of materials, this special offer has been discontinued. We offer complete range of guns in the latest models, complete with all accessories and rubber bands.

Also completely reconed and refurbished guns for sale:
SEEBURG BAG-A-BUNNY...$130.00
BALLY JUNGLE FURY......149.50

COIN AMUSEMENT GAMES, INC.
1302 E. 47th St., Chicago, Ill.
Kernwood 5500
Reconditioned Pin Games
WITH FLIPPERS
Victory Special (1 Ball), F.P. $200.00
Daily Special (1 Ball), F.P. 185.00
Silver Ball (1 Ball), F.P. 150.00
Baltimore (1 Ball), F.P. 115.00
Bally (1 Ball), F.P. 125.00
Midwest America (1 Ball), F.P. 100.00
Carnival (1 Ball), F.P. 65.00
Show Up (1 Ball), F.P. 35.00
Raffle Card (1 Ball), F.P. 25.00
T-Ball (1 Ball), F.P. 15.00
Miss America (1 Ball), F.P. 10.00

Write for details and prices describing the phenomenal Buckey New Cats-Cross Slot Machine and Coin Changer Automatic Machine Repair Kits and Coin Stackers.
1/2 Deposit, Balance C. O. D.
INTERSTATE COIN MACHINE CO., INC.
1803 Columbus Avenue, Springfield, Mass.
Telephone 3-9026

NOW MERCURY ATHLETIC SCALES IN
7 DIFFERENT MODELS
A MACHINE FOR ANY LOCATION
ORDER NOW!!

MODEL
STANDARD, 15 PLAYS
DELUXE, 13 PLAYS
LIFT GRIP ON STAND
TWIST GRIP ON STAND
SINGLE GRIP ON STAND
COUNTER GRIP
MIDGET COUNTER GRIP

TODAY!!
LIST PRICE
$195.00
$129.50
$120.00
$115.50
$99.50
$69.50
$59.50

ALL MODELS ARE GREAT MONEY MAKERS!
Terms Arranged to Non-Discouraged Operators as Low as $2.00 Down.
SEE YOUR DISTRIBUTOR NOW!!

Mercury Steel Corporation
3320 HOLABROOK AVE., DETROIT, MICH.

Deluxe Model
13 PLAYS

FOR SALE
PINBALL MACHINES
Daily Special Sale! (One Ball) $12.00
Pep Boy, Model 129, 3 Balls $40.00
Ripper, Model 126, 2 Balls $30.00
sugar, Model 127, 2 Balls $30.00
Lady Luck, Model 130, 4 Balls $60.00
1/2 Deposit, Balance C. O. D.

NASTAS'S COIN MACHINE CO.
1010 Paynes St.
NEW ORLEANS, LA.

CINDERELLA - TENNESSEE
CATALINA - TRIPLE ACTION
MARMATAN - BLOW UP
GOLD MINES
Call for Price—Poplar 5-3295.

Lehigh Specialty Co.
1427 W. MONTGOMERY AVE.
PHILADELPHIA 31, PA.

WANTED
ARCADE MECHANIC
Must know Arcade and Coin Gun Machines
WOODWARD AMUSEMENT CO.
2129 Woodward Ave.
Detroit 1, Mich.
National Slug, ABT Suit Over Ejector Patent

CHICAGO, March 20.—The United States Supreme Court has denied reviewing the decision of the United States Court of Appeals for the District of Columbia in the suit of National Slug Rejected, Inc. against American Keeney Manufacturing Corporation, Chicago, National was the plaintiff in the suit in the District Court of the Northern District of Illinois, and the suit resulted in the Court of Appeals for the District of Columbia granting a new trial to National on the question of validity of the patent, and the case was then appealed to the United States Circuit Court of Appeals, Seventh Circuit, which delivered an opinion October 17, 1917, finding for the St. Louis firm.

ABT had asked the U. S. Supreme Court to review the case, and this application was denied February 6, 1949. A request by American Keeney to have the Supreme Court grant a rehearing was also denied March 8, 1949.

The Court of Appeals, holding the National patent valid and infringed by ABT, particularly as to Claims 21 of the patent, enjoined ABT from making, using, or selling the machines and ordered ABT to pay National a temporary injunction and accounting of damages.

In its decision for National, the U. S. Court of Appeals in its opinion held that, "In the instance case the plaintiff (National) was seeking to prevent the manufacture of a practical successful coin ejection machine which would in addition to other qualities eject coins of underwear. The evidence seems to be clear that there is no such coin machine that has ever been opened to the public. Naturally, that machine has many elements that are common. Such old elements cannot be used as the sole basis for the particular patent claim. They are available to any inventor. It is the addition of new elements or new kinds of elements or both whereby a coin ejector will eject an undervestment coin that supplies the novelty and the merit of the plaintiff's claim to a valid patent.

Even when we limiting the machine described in the claims of the three patents in suit and select elements from each and put them together as in an endless variety of combinations to form one of the combinations of the plaintiff's claim as a valid patent.

The three patents to which the Appellate Court referred were the Du Pont Patent 2,083,529, the Du Pont Patent 454,425 and the Trippensee Patent 283,362. The Cahoon patent was issued in 1891, the Trippensee patent in 1910 and the Du Pont patent in 1916.

Texas Assn. Leader, J. A. Backman, Dies

DALLAS, March 26.—John A. Backman, for many years a leader in the business world here, died Tuesday (16). Secretary of both the Texas and Dallas Coin Machine associations, he was widely known as an operator. Backman had been associated with both associations for virtually their entire histories. All of the presidents and vice-presidents of both well established organizations varied with the years, Texas columnists knew that Backman would be around to serve again, for he remained their choice when it became time to choose leaders.

During the making of the machine, Backman was an operator he was a familiar figure at important coin machine conventions all over the country. Backman's survivors include his widow, Mrs. Alba Backman, 5400 Goodwin Street, Dallas.
$150.00

BRAND NEW 1948 MODELS
5c-10c-25c ROL-A-TOP, BELLS

WE CAN FURNISH ALL TYPES OF REEL COM-
BINATIONS TO MEET YOUR REQUIREMENTS:
1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout, Standard
— Mystery 3-5 Payout, Club — No Lemon on First Reel

DON'T WRITE—WIRE!

WATLING MFG. CO.
Est. 1889 — Tel.: COL. 2770
4650 W. FULTON ST. CHICAGO 44, ILLINOIS
Cable Address: "WATLINGITE," Chicago

SACRIFICE SALE
...ON LATE SLOTS AND CONSOLES...
ALL MACHINES VERY SLIGHTLY
USED AND PERFECT

MILLS SLOTS
5c BLACK CHERRY . . . . . . 25 P.O.
10c BLACK CHERRY . . . . 25 P.O.
25c BLACK CHERRY . . . . 25 P.O.
5c GOLDEN FALLS . . . . . . 25 P.O.
10c GOLDEN FALLS . . . . . . 25 P.O.

JENNINGS SLOTS
5c STANDARD CHIEF
. . . . . . ONE CHERRY PAY
10c STANDARD CHIEF
. . . . . . ONE CHERRY PAY
25c STANDARD CHIEF
. . . . . . ONE CHERRY PAY
25c BLACKHAWK CHIEF
. . . . . . ONE CHERRY PAY

CONSOLES
5c EVANS GALLOPING DOMINOS (1947)
10c EVANS BANGTAILS (1947)
25c-25c KEENEY TWIN BONUS SUPER BELL
5c-10c-25c KEENEY TRIPLE BONUS SUPER BELL

. . . MUST SELL . .
WRITE FOR ROCK BOTTOM PRICES
BOX #D-260, Care Billboard, Cincinnati 22, Ohio

NOW . . . IN FULL
PRODUCTION
ABC ROLL
The Rolldown with the
New ABC FEATURE
which offers
action
skill
suspense
on every ball played

FEATUREING: Kicker Pockets,
Roll-Over Buttons, One-Way
Gates, Metal Archway, a beau-
tiful, well constructed, sturdy
Cabinet and a host of other
features.

DISTRIBUTORS: Write for Our Exclusive Territory Plan
CHAMPION MFG. CO.
101 RANTOUL STREET
BEVERLY, MASS.
Globe Distrib
Has New Coin Changer, Game

CHICAGO, March 20—Globe Distributing Company here will begin delivery on a new six-ball coin changer within two weeks, and is also making plans for the manufacture of a console type bowling game, Jimmy Johnson, firm head, announced this week.

Coin changer, called Lightning Changer, features versatility, combining any denomination of coins from a penny to a quarter in the six-tube unit. A seventh tube, handling half dollars, may be mounted on one end of the three-legged, aluminium base which contains the coin tubes. Individual tubes can be set to dispense from one to five coins (one to four coins on the quarter tube and one to two coins on the 50-cent tube).

Special Orders
Johnson disclosed that individual units may be made up to order. Thus, instead of the standard line-up of one nickel, dime, quarter and 50-cent tube per unit, new changer may contain two or three (or more) tubes handling pennies, nickels, etc., with remaining dispensers devoted to coins lesser denominated on a particular location. This interchangeability is achieved thru use of sections, or individual coin tubes which hook and lock on to each other before being placed in the base. Changer may also be returned for different combinations of coin tubes should the need arise, Johnson said.

Capacity of three coin tubes is higher than most changers now on the market. Nickel tube may be charged with $2, dime tube, $5, and quarter tube, $45.

According to Johnson, Globe will act as its own national distributor for the new changer.

Game Output
Coin-operated bowling game which Johnson is preparing to manufacture (in this instance, the actual manufacturing will be done by one of several large firms Globe has contracted) is the Bowl-a-line game introduced at the 1947 CMI show by Electromat Games Company, Grand Rapids, Mich. Johnson says he now controls the patents on this game, in addition to having the original 125 games turned out by the Michigan firm.

Bowl-a-line, offering the player five frames for a nickel, features aiming and actuating controls in the form of a halved regulation-size bowling ball. Ball, mounted on the player-end of the console cabinet, controls aim of the ball (symbolized by a moving light under the glass “alley”) by turning from side to side while player inserts three fingers in the usual bowling ball grip. Shadow arrow on end of playboard merges with ball, indicating path the ball will follow. Decreasing the controlling ball starts the moving light down the alley. Pins are depicted on a backboard glass and electrically lighted. The light for those pins hit, goes out, leaving remaining pins standing as in an actual game. Scoreboard shows strikes and spares, and is made up in the form of a regular scoresheet. Points are also recorded on the board.

Deadwood Will Test Meters

DEADWOOD, S. D., March 20—Deadwood has completed plans to try out 500 parking meters on a nine-month trial basis. Meters will be installed as soon as the contract is completed with the Model Meters Company.
Epic Action!

BE FIRST IN YOUR TERRITORY TO CAPTURE CHOICE LOCATIONS WITH THESE KEENEY WINNERS

BIG MONEY IS WAITING FOR YOU!

Sensational Flippers and bumper action!

Big Advancing Bonus Scores!

Top High Score: 950,000!

Keeney's "Cover Girl" is a riot of FAST high-scoring action. A Big Money Winner!

Keeney's 2-Way Bonus Super Bell a perfect team mate with Gold Nugget

Keeney Games Get and hold your locations against all competition

Order from your Keeney Distributor

ACTIVE RECONDITIONED GAMES 'NUFF SAID

Completely Reconditioned—Ready for Location!

Will Pay $20.00 for Wurlitzer #219 Steppers

1/3 With Order — Balance C. O. D.

SHAFFER SPECIALS IN USED EQUIPMENT

Prices on all merchandise listed below have been drastically reduced for immediate sale

SHAFFER MUSIC CO.

606 S. HIGH ST., COLUMBUS 15, OHIO

ACTIVE AMUSEMENT MACHINES CO.

606 N. Broad St.
Fremont 1-4405

92 Clinton Ave.
Newark, N. J.
Mitchell 2-4327

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-9760

WWW.AMERICALHISTORIC.COM
SOUTHERN PRICES 'EM FOR QUICK SALE!

$19.50

ACTION
FIVE, TEN, TWENTY
FOREIGN COLORS
GRAND CANYON
LIBERTY
KEEP 'EM FLYING
MONICER
OPPORTUNITY
VICTORY
STAGE DOOR CANTENE

ACT FAST FOR
THES BARGAINS!

Plenty of Other Real Values in All Types of Equipment Now Available! Write for List!

"The House that Confidence Built"

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI • DAYTON • FT. WAYNE
INDIANAPOLIS • LEXINGTON

OPERATORS SAY:
It's the Best game yet!!

GOTTLEB'S CINDERELLA

A great new game—exceptionally fast and colorful.
6 flippers—animated action on backboard—new
double bonus feature. A real profit maker.

Trimount is exclusive Gottlieb distributor in

TRIMOUNT
COIN MACHINE CO.
46 WALTHAM ST. • BOSTON 18, MASS. • PHONE: LIB. 9440

In New England It's Trimount
In New England It's Trimount

The Best Is Always The Cheapest!

CONSOLES

Keeney Single Bonus Super Bell, 5¢. .75
Keeney Single Bonus Super Bell, 2¢.  .65
Keeney Twin Bonus Super Bell, any. .59
Kaeser collection
Aron Bonus Bell. .75
Evans 25¢ Double Bell, 5¢.  .65
5¢ Bell, 25¢ Double Bell. .75
Evans Wunderbar, Cash P.O. .95
Ervin Winnerback, Cash P.O. .95
Evans Twin Reels, 5¢ & 25¢ .10
Mills Three Bells, 5¢-10¢-25¢ .10

199.50

COVER GIRL

KEENEG TWIN
BONUS SUPER BELL
Like New! 5-25c PLAY

$600.00

179.50

HUMPTY DUMPETY

$169.50

159.50

HI RIDE

LATE POSTWAR
PHOTOMATICS

$950.00

EXCEPTIONAL SHAPE

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

Now delivering New Games of All Leading Manufacturers!

Our Used Games Have That "NEW LOOK"

All of the following Five Ball Games are in tip-top shape, rails scraped, ready to be put
out for immediate sale. Kindly include postage deposit in cash, cashier's check or money order.
Always mention method of shipment preferred.

GOTTLIEB FLYING TRAPEZES $139.50
GOTTLIEB SUPER ROLLUP $125.00
GOTTLIEB MAISHE $104.50
GOTTLIEB HUMPTY DUMPETY $170.00
GOTTLIEB LUCKY STAR $140.00
GOTTLIEB BOWLING LEAGUE $195.00
EXHIBIT BIG HIT $30.00
EXHIBIT FAST BALL $25.00
EXHIBIT VICTORIES $25.00
EXHIBIT CROSSFIRE $25.00
EXHIBIT STAR LITE $25.00
EXHIBIT RANGER $30.00
EXHIBIT TREASURE CHEST $40.00
EXHIBIT MARISELL $40.00
EXHIBIT TALLYHO $25.00
WILLIAMS SUSPENSE $40.00
WILLIAMS FLAMINGO $115.00
KEENEG Hi-RIDE $175.00

Write us for prices on all new games, immediate delivery, Pre-War Games, $12.00 each.
Keep Em Flying, San Valley, Shanghai-Lo, Hi-Hat, Grand Canyon and Opportunity.
P.S.: Notice to operators in Missouri and Southern Illinois. We are new in position to sell
you both new and used Pin Game Equipment on easy payment plan! Why hesitate
to expend your route?

TERRIFIC ROLL-DOWN Specials

Advance Roll $175 Double-Up (Button) $25
Starter Roll (Kicker) $25
Sportsman Roll $100 Genco Play Ball $5
Total Roll $75 Super Triangle $5

TERMS—1/3 Certified Deposit

WISCONSIN'S LEADING DISTRIBUTOR

United Coin Machine Co., Inc.

300 W. GREENFIELD • SPRING 8446

WORLD WIDE DISTRIBUTION

2330 N. WESTERN AVE.

Telephone: CHICAGO 47

EVEGLADE 2300

WISCONSIN'S LEADING DISTRIBUTOR

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300 W. GREENFIELD • SPRING 8446

WORLD WIDE DISTRIBUTION

2330 N. WESTERN AVE.

Telephone: CHICAGO 47

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Telephone: CHICAGO 47

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WISCONSIN'S LEADING DISTRIBUTOR

United Coin Machine Co., Inc.
MILLS LATEST MACHINES

- **Golden Falls**
  You can make MORE MONEY with this New Bell (with Hard-Headed Jackpot). It is modern in design and has the finest bell ever made. It is a game of skill as in all the "Genco's" Family of Games, and comes with full details on how to build Bell. Immediate delivery in 60, 90 and 120 days. WRITE FOR PRICES.

- **Jewel Bell**
  If you want to increase your sales, and make your Bell your attraction, this is the game you want. Immediate delivery in 60, 90 and 120 days. WRITE FOR PRICES.

**NEW VEST POCKET BELL**
The Vest Pocket is a complete unit, operating on B.P. Battery system. Small, neat and easy to install. Never fails to sell. BLUE & SILVER or GOLD & SILVER.

Established 1491 CENTRAL PARKWAY
1895 CINCINNATI 14, OHIO

SICKING, INC.

**SENSATIONAL OFFERS! REBUILT PHONOGRAPHs!**

**UNCONDITIONALLY GUARANTEED**

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

**WURLITZER**

<table>
<thead>
<tr>
<th>Model</th>
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<td>$235.00</td>
<td>Nickel, E or Z</td>
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<td>600</td>
<td>$215.00</td>
<td>Other</td>
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<td>620</td>
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<td>620</td>
<td>$190.00</td>
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<td>$190.00</td>
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<td>Enamel</td>
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<td>620</td>
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**SEEBURG**

<table>
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<td>816</td>
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<td>816</td>
<td>$180.00</td>
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<tr>
<td>816</td>
<td>$170.00</td>
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<tr>
<td>816</td>
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<tr>
<td>816</td>
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<tr>
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**ROCK-OLA**

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**WALL BOXES**

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<tr>
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</tr>
</tbody>
</table>

**ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS**

1947 Wurlitzer, Model 1015
1946 Rock-Ola Model

SEEBOURG LOTONE, PROFESSIONALLY REBUILT AND GUARANTEED

$269.50

DISTRIBUTING CORP.
378 Erie Bldg., East Syracuse, New York

DAVIS DISTRIBUTING CORP.
378 Erie Bldg., East Syracuse, New York

BRANCHES: BUFFALO, ROCHESTER

12 YEARS OF OPERATOR CONFIDENCE
Operators Everywhere Acclaim Bonus -- Melon and Black Gold

By Vince Shay, President of Bell-O-Matic Corporation

CHICAGO, March 27.—Every machine Mills has ever manufactured was made with the purpose that it must be "an operator's machine" from head to toe. It must embody his needs, his plans and his ambition. Mills machines have been built to suit the operator. The Mills Bonus, Melon and Black Gold looks as though it pictures perfectly, not only from a design and appearance standpoint, but from a mechanical basis as well.

Often you will hear the remark "It plays like a Mills machine" when a new machine makes its appearance at an establishment and before its true Mills identity has been unfolded. People seem to know and sense the true mechanical perfection of a Mills Bonus in operation.

It is sound judgment on the part of an operator to make it a rule to buy Mills Coin Machines. The background and history of Mills machines warm it. It is logical judging by your present and future needs. For fifty-nine years Mills has been building machines to the best of its ability and Mills machines are famous the world over for their superior qualities.蓓尔盒子和颜色图案。They show the results of the experience and study of efficient factory engineers.

Jewel Moves Into Spotlight!

CHICAGO, March 27.—The Mills Jewel Bell has moved into the spotlight. It is the top performer in the field today. Operators report a big increase in play and profits wherever they have placed this beautiful bell. You, too, can garner these higher earnings. Order your new jewels from an authorized Bell-O-Matic distributor in your territory or directly from Bell-O-Matic Corporation, 4100 Fullerton Avenue, Chicago 39, Illinois. Be sure it's genuine; look for the "Certificate of Manufacture" that accompanies every new Mills Jewel Bell.

Mills started to make coin machines in 1889, and fifty-nine years as a long, long time. But for fifty-nine years Mills Bells and related coin products have been rated tops. This long period of coin machine experience has been exemplified in the new Mills Jewel Bells. Here is a perfect Bell—beautiful to look at—wonderful to play—ideal to operate.

Operators report daily of the big coin increase, how their patrons rave about the Jewel's good looks and its easy, smooth playing action. It's a Jewel of a Bell—this Mills Jewel Bell Order from Bell-O-Matic Corporation, 4100 Fullerton Avenue, Chicago, Illinois.

Vincent Shay

The Mills Bell is a beautiful, smooth-working machine. Every assembly part is minutely examined and tested; every piece of metal used in its makeup is thoroughly inspected. Running tests on mechanisms are constantly being made because Mills wants to make sure that its mechanism is worthy of the name—King of all Bell machines.

'48 MILLS BELLS ACCLAIMED!

No Midnight Calls!

DREAMVILLE, March 27.—Yes, it’s Sweet Dreams, Mr. Operator, when you have Mills coin machines on location. No midnight calls for help, no planting of the "tooties" on the cold, cold floor. No sani-phone bills to disturb your sleep because Mills machines are made to operate morning, noon and night—built to take the strain of heavy play.

Alert operators consider the revenue lost by machines that break down and are turned "face to the wall" to wait for the attention of a service man. Mills machines know their job, see that all wearing parts are hardened or relieved of strain. Mills, in many cases, uses heavier metals than seems necessary in certain sections of the mechanism, but these precautions have paid big dividends.

For Mills coin machines are known and acknowledged to be "the ideal operators' machines" built to take the heavy play.

So, Mr. Operator, stay under those warm blankets, sleep well, enjoy Sweet Dreams.

Billy Marmar

Marmer Likes Golden Falls!

CINCINNATI, March 27.—Bill Marmer, Sinking, Incorporated, of Cincinnati, a Bell-O-Matic distributor, in a recent interview said: "It is my honest and sincere opinion that Mills Golden Falls is the most profitable Bell ever built. It is a handsome model and is especially appropriate for Club locations."

"The patrons never tire of playing the Mills Golden Falls because the huge Jackpot incentive is always there. Golden Falls Jackpot is a true in size and kicks automatically. There is no long interval of time during the play because the Jackpot can be filled at once, simply by removing lock at top of Jackpot and inserting coins; it takes only a minute. I would suggest that every operator who hasn't a Golden Falls place an order now for a sample machine. The play never subsides when Golden Falls are on location."

Bill Marmar

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Bill Marmar

Grant F. Shay

Coming to Bell-O-Matic, we will be happy to add your name to our list. Just write us and we will receive our mail regularly.

The next issue of Spinning Reels, dated March-April, will be in the mail about March 29. We have received a tremendous response from our first issue, and we will try to keep it up to a standard befitting the coin machine operator. If you are not receiving Spinning Reels, drop us a line and we will place you on our Spinning Reels mailing list.

Incidentally, this entire page is a paid advertisement of Bell-O-Matic Corporation, 4100 Fullerton Avenue, Chicago 39, Illinois.

ADVERTISMENT
EVERYBODY'S HEADIN' FOR TENNESSEE

Williams

TERRIFIC 5-BALL THRILLER with

- UNIQUE FLIPPER ACTION
- SEQUENCE
- 3-SPOT ROLL OVERS
- PREMIUM SCORE
- DOUBLE PREMIUM SCORE
- RESERVE SCORE
- HIGHEST HIGH SCORE plus
- WILLIAMS' NEW PYLON LIGHTS!

HEAD FOR YOUR DISTRIBUTOR NOW FOR IMMEDIATE DELIVERY!

ATLAS

PERSONAL SERVICE

MEANS

MORE PROFITS!

NEW EQUIPMENT

BANJO

MANHATTAN

CATALINA

CINDERELLA

TRIPLE ACTION

SPECIAL PRICES ON PACE BELLS

JENNINGS BELLS

SPECIAL NEW!

SHOOTING STARS

Real money maker. In Orig. Cartons. Only $69.50 Each

SPECIAL! IN STOCK NOW

BARGAINS & TAILS

SUPER BARGAINS

5g Pace Reels Jr. $ 4.90
25g Pace Reels... 12.90
35g Pace Reels... 25.90
Bang Reels......... 2.90
Tehk Odds, Daily 15.90
Tehk Reels Jr., Daily 25.50
5g Bonus Super Ball (15 Song) $45.00
Jennings Silver Moon $59.50
5g Jennings Club Console $89.50
Standard Reels Jr. $49.50
Super Reel $22.90
Jumbo Phase 69.50

WE CAN SUPPLY ANY BELLS, CONSOLES, ARCADE MACHINE OR OTHER EQUIPMENT - WRITE!

AL BLENDOW and AL MEYERS

ARE PROUD TO ANNOUNCE THE FORMATION OF

BLENDOW & MEYERS, Inc.

705 10th Avenue (Cor. 48th Street)
New York 19, N. Y.

OPENING SPECIAL

BUNNY-A-BALL

$27.50
25c with Other Balance 50c.
New York.

Drop in To Say Hello
We Are Ready To Serve

BLENDOW & MEYERS, Inc.

PALISADES IS NOW DELIVERING!

MANHATTAN - BALLERINA - TRIPLE ACTION - CINDERELLA - TENNESSEE - CATALINA

FACTORY BUILT FOR NEW YORK CITY OPERATION

WE HAVE A COMPLETE LIST OF PRE-WAR AND POST-WAR EQUIPMENT. IT IS WELL WORTH NEW YORK CITY OPERATORS' TIME TO VISIT OUR SHOWROOMS.

READY FOR DELIVERY FOR OUR FREE PLAY CUSTOMERS: Williams - Showers; Exhibit - Build Up; United - Manhattan; Bally - Ballerina; Bally - Eureka; Bally - Gold Cup; Cenco - Triple Action; Gottlieb - Cinderella; Chicago Coin - Catalina, and other new games in case.

IMMEDIATE DELIVERY OF BALLY GOLD CUP.

ONLY DEALER IN THE EAST WITH A COMPLETE LINE OF EVANS CONSOLES AND ALL SLOT MACHINES!

PALISADE SPECIALTIES COMPANY

408 ANDERSON AVENUE

CLIFFSIDE, N. J.

CLIFFSIDE PARK, N. J.

ONLY 10 MINUTES FROM NEW YORK CITY VIA LINCOLN TUNNEL OR WEST SIDE BRIDGE.
Try it BEFORE
YOU BUY IT!

TRACK ODDS
Illustration above shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winning or losing is determined by the numbers and odds shown above. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT
Illustration above shows Buckley PARLAY top glass. Notice the big odd 10-15-20-25-30 to 1 plus Jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal combination console for the TRACK ODDS.

CRISS CROSS BELLE
This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.
CRISS CROSS is designed for clubs preferring liberal payout machines.

SPECIAL OFFER!
Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds, Parlay Long Shot and Criss Cross Belle will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds, Parlay Long Shot or Criss Cross Belle will be placed and we will recommend the model for your particular location.

Buckley MUSIC BOX
First practical and profitable music box at the LOWEST PRICE! This Buckley Chrome Wall and Bar Box is available in 20, 24 or 32 record selections.

Buckley Manufacturing Co.
4223 West Lake Street • • • Chicago 24, Illinois
Phones: Van Buren 6636-6637-6638-6639

www.americanradiohistory.com
Does your music sound like a March LION... or a LAMB?

Neither is profitable! Your music should not roar... nor should it be too soft! It will be right with Seeburg SCIENTIFIC SOUND DISTRIBUTION

Leading operators over the Southwest are as sold on Seeburg Scientific Sound Distribution as we are... because the customers, who spend the nickels, have proclaimed this wonderfully superior music system by playing it more and more. Seeburg Scientific Sound Distribution means music at conversation level... never too loud... never too soft. Install these systems completely in your locations.

* Consult your nearest S. H. Lynch & Co. Office
The name is Standard . . . but the machine is TOPS!

**Jennings STANDARD CHIEF**
- 1c - 5c - 10c - 25c - 50c - $1.00 Play

"Lites-up" every location

**Jennings Super De Luxe CLUB CHIEF**
- 1c - 5c - 10c - 25c - 50c - $1.00 Play

Smallest in Size . . . Biggest in Player Appeal!

**Jennings Twin Play CHALLENGER**
- 5c - 5c - 5c - 10c - 5c - 25c Play

It's that different model of the year

**Jennings CLUB CONSOLE**
- 1c - 5c - 10c - 25c - 50c - $1.00 Play

FREE! Your copy of the new 16-page booklet featuring the complete Jennings line. Write Today!
R. F. JONES

as Bally Regional Distributor for
NORTHERN CALIFORNIA and NEVADA

WITH HEADQUARTERS AT

R. F. JONES DISTRIBUTING COMPANY
1263 MISSION STREET
SAN FRANCISCO 3, CALIFORNIA
PHONE: HEMLOCK 1-9815

R. F. Jones will give every operator, jobber and distributor in his territory the kind of co-operation and service that insures maximum profit to each and everyone from the great Bally line of coin-operated equipment.

GET TOGETHER WITH JONES AND . . . LET'S GO!

George Jenkins, Vice President and General Sales Manager
BALLY MANUFACTURING COMPANY
EXHIBIT'S GREAT!!!

with

BANJO

SKILL FLIPPERS
WITH BANK SHOT ACTION
GIVING FAST FASCINATING
BUILD-UP POSSIBILITIES
• WITH NO DELAY

SINGLE and DOUBLE build
up BONUS HOLES

PLUS

2 or 5 BUILD UP
• BONUS BUMPERS

PLUS

SKILL build up BONUS
HOLES (convertible to
BONUS or DOUBLE BONUS)

PLUS

HIGH SCORE BUILD UPS,
BUMPERS, ROLL OVERS,
BUTTONS, etc.

GET IT! from your
nearest DISTRIBUTOR

EXHIBIT SUPPLY COMPANY
4218-4230 W. LAKE STREET - CHICAGO 24, ILL.
Chicago Coins’
FOUR FLIPPER GAME
CATALINA
OUTSELLING THEM ALL!

PLEASE BE PATIENT!

ORDERS AND RE-ORDERS
FOR CATALINA HAVE BEEN OVERWHELMING
BUT STEPPED-UP PRODUCTION HAS INCREASED SHIPMENTS TO A NEW HIGH

* NEW FLIPPER ACTION
* DOUBLE BONUS
* HIGH SCORE
* SUPER-BONUS BUILD-UP POCKETS
* FREE PLAY LANES

TO DATE THE HIT OF ’48

ORDER FROM YOUR DISTRIBUTOR TODAY!
WEST COST REPRESENTATIVE
PHIL ROBINSON
607 KELTON, LOS ANGELES, CALIFORNIA

EASTERN SALES REPRESENTATIVE
ALBERT SIMON
501 W. 42nd ST., NEW YORK, NEW YORK

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS
You Won't Need a Magic Wand When You operate . . .

Cinderella

Scintillating Appeal! Real Earning Power!

The ORIGINAL

FLIPPER BUMPERS

Rotation Sequence
High Score
Kicker Pockets
Plus
DOUBLE BONUS

and BONUS BUILD-UP

Twenty One Years of Leadership!

D. Gottlieb & Co.

1140-50 N. Kostner Ave.
Chicago 51, Illinois

*There is no substitute for Quality!*

Just put CINDERELLA on location. Watch the dependably bigger earnings. You'll say, "It's like magic!"

SEE YOUR DISTRIBUTOR WITHOUT DELAY!
UNITED'S

MANHATTAN

with New

"DOUBLE-DOUBLE"

BONUS FEATURE

 Terrific Last Second Cross-Action Suspense

 New

 Automatic Shuffle

 To Play Replays Press Button

FIVE-BALL NOVELTY REPLAY

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY

8737 NORTH BROADWAY

CHICAGO 40, ILLINOIS
Not Everyone

HAS SEEN THE NEW

Coronet

WATCH OUT FOR
THE LOAN SHARKS!

No, there may still be someone who hasn't seen the new Coronet... but those who have are plenty excited! ... And they're taking advantage of a great new offer—You can too!

Listen to CORONET'S flawless performance... See its beautiful P. A.* design... its precision operation... Then hear the price! 495... the lowest price ever paid for perfection... 495... for the newest, most profitable automatic phonograph on the market... 495... for the Aireon CORONET!

*PLAY APPEAL

THE WORLD'S FINEST PHONOGRAPH EQUIPMENT
.... AT THE WORLD'S LOWEST PRICES

Aireon
MANUFACTURING CORP.
General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.
Bally BALLERINA

SENSATIONAL NEW NOVELTY HIT!

Kicker-Bumpers
Controlled by Player

New Double Bonus
7 Ways to Set up Bonus—5,000 and 25,000

Last Ball-Suspense
Insured by Kick-Back Pocket
At Bottom of Board

5 Kick-out Holes
3 Saucer Holes

Bonus Scores
High Scores
Sequence Scores
Special Scores
Guaranteed
Mechanically Right

Electric-Operated Kicker-Bumper Buttons
On Each Side of Cabinet

OTHER Bally HITS
Gold Cup • Trophy • Big Inning
Heavy Hitter • Eureka • Hy-Roll
Hi-Boy • Triple Bell • Wild Lemon
Double Up • Bally Bowler

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com
Test panel installed in the service department of your Seeburg Distributor indicates the completeness of the factory service available to you in your territory.

FACTORY SERVICE
at your doorstep...use it!

Every operator knows how maximum revenue depends on the efficient performance of music systems.

To assure the continued, trouble-free operation you have every right to expect from your Seeburg Music System, your Seeburg Distributor is equipped to offer complete factory service. This service is backed by factory testing facilities and methods—factory-trained engineers—plus a complete stock of genuine Seeburg parts. Furthermore, your Seeburg Distributor has standardized service packages for those services most frequently performed—he will tell you in advance what the service you require will cost.

Factory service at your doorstep is for your benefit—use it to derive the maximum revenue from your equipment.

AMERICA'S FINEST AND
MOST COMPLETE MUSIC SYSTEMS

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

“148” Symphonola
Mirror and Tear Drop Speakers
Recessed Speakers
Auxiliary Remote Control Amplifier

Dual Remote Volume Control
Wireless and 3-Wire Wallomatics
higher earnings from your locations!

THE MILLS CONSTELLATION

no other phonograph has all these features:

- plays 40 selections
- six hits for two bits
- wide range tone
- aluminum cabinet
- adjustable tone arm
- table top service

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois