Returning to the Roosevelt Hotel, New York, after a highly successful engagement in the Grill there last year, Lawrence Welk kicked off the booking of his Champagne Music with a disk jockey promotion gimmick via a tie-in with Moet & Chandon champagnes. Welk sent each New York disk jockey a bottle of that firm's wine with the announcement of his opening March 15. Center photo shows Welk with Nino Lo Savio, U. S. representative of the Moet & Chandon firm. The champagne bottle which Welk is holding in the pic actually is a radio which is presented to the monthly winner of the orchister's nightly Champagne Hour contest, conducted by Mignon McLean's dance school. Welk's latest Decca release is "Loaded Pistols and Loaded Dice," backed by "To My Sorrow." He is heard on seven network remotes each week via Mutual, CBS and NBC wires from the Roosevelt. Welk is personally managed by Sam Lutz and is booked by Music Corporation of America.
**Sweeping the country!**

**GOSPEL BOOGIE**

(Everybody’s gonna have a wonderful time up there)

**The most unusual song ever written!**

It's a hit!

Records released and available!

**Wally Fowler and**
**The Oak Ridge Quartet**
**Mercury No. 6077**

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<th>Sister Rosetta Tharpe</th>
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<td>Red Foley and</td>
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<td>Clarence Melton and</td>
<td>The All-American Quartet</td>
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<td>Vulcan Record</td>
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Words and music written by

**Lee Roy Abernathy**

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Hall Brothers Sales Company
Jasper, Alabama

Wally Fowler
Nashville, Tennessee
6/o MeC

Dear Wally:

Your "Gospel Boogie" (Mercury No. 6077) is going strong. The only trouble is that I have had to remove it from some locations because the location owners say it plays too much. By the way, the Popularity Meter verifies this fact. Just thought you would like to know this.

Congratulations for giving us a hit number.

Yours very truly,

Jack H. Hall
**TV-NITERY**

**ANSCHLUSS ROLLS**

---

**Cauliflowers, on Vine, for N. Y. TV**

NEW YORK, April 3—Newest center of festivities to become available at the recently opened Miller's, near the Miller's, a new television station, is to open next year. The station has been announced by the Miller's, the largest station in the world. The deal provides for televising events from one to seven afternoons weekly, as would be required. It's figured to be an especially good buy for a station that wants to fill all hours when baseball and other outside sports are crowded out.

Ziegler has had an offer from WPIX, The New York Daily News station, but is holding up signing a deal.

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**Harem Bringing Ritzes to N. Y.**

NEW YORK, April 3.—The Ritz Brothers have signed and will open at the Miller's next fall, according to an all-options deal. Date was set Monday (29). Frelin plans to open the new theater in the fall. The three lads, in for $15,000, haven't played a New York cafe in 11 years; their last film was the Capitol Theater. They are expected by town 10 days before the opening date, to talk up business.

Nat Harris, Harem op, has cooked up a new gimmick to drum-thump his April 15 opening with Frankie Laine and Beatitude Kaye. The plan is to have all the local jockeys and their families as guests of the club. A column in N. Y. (See Three Ritzes on page 42)

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**Jock Gimmick Aids Theaters All Over U. S.**

**Package Idea Catches On**

NEW YORK, April 3.—The disk jockey gimmick developed for the program by Al Borde and Milt Ingalls is probably the first package that's come up in recent years to awaken more than casual interest.

Operating under the title of Al Borde-Miles Ingalls Disk Jockey Shows, the combo already has lined up dates all over the country, with even an outdoor show skedded July 3-4 at Milwaukee. The show which has its premiere at the Chicago State Lake apparently has done so well that it's already picked to play the house again July 22.

The stunt, developed some six months ago, was based on the popularity of local disk jocks and the recent (See DISK JOCK on page 42)

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**WNBT Lands Backer For Symph Ork TV**

NEW YORK, April 3.—At least one result of the excellent job done by WNBT in telecasting the NBC Symphony with Auriel Toscanini Saturday, March 27, is that Hart Schaffner & Marx, clothing manufacturers, are eager to buy the exclusive television rights for the maestro's next fall's tour.

The rub is that the clothier wants Toscani exclusively and strictly for TV, the fee price is reported to be no object.

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**Majestic To Appeal 600G Verdict for Automatic Products**

NEW YORK, April 3.—An appeal from a $600 verdict for Automatic Products (CBS) against Majestic Radio & Television, had been ordered to turn over $600,000 to the Automatic Products Corporation, which holds 225,000 shares of stock in Majestic Radio & Television and Majestic Records.

5-22. J. Patterson, former secre-

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**Palumbo in All-Out Pitch**

**French TV Tops U. S. in Quality, Says Fineshriber**

NEW YORK, April 3.—French government-controlled television is very well advanced technically, according to Bill Delmar, the Columbia Broadcasting System (CBS) asso-

ci ate, who returned this week from Paris, where he made a study of French broadcasting and TV tech-
niques. Fineshriber said image defi-
nition on the tele was better than in the U. S., the reason being that the French use 630 to 1,000 lines, the U. S. 525. Result is that French live and film shows are clearer. The reason American tele does not use the wider band is that it would cut down the number of television stations possible.

Some of the French TV equipment is also excellent, including stereophonic type cameras. Current plans call for additional TV equipment, better sound and picture equip-

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**Television Moving Studios Right Into the Clubs**

PHILADELPHIA, April 3.—The first clubs-theater-Television show is booming, with clubs using video as a promotional medium and video benefi-

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**Tele To Pay Own Way Despite High Operation Costs**

CHICAGO, April 3.—Figures concern-

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**Sugar - Cured Joe**

NEW YORK, April 3.—Four trade paper editors stumble-stumbled their way thru a quiz contest which was part of the premonitory form of a home and Swift Television Show on WNBT Thursday night (1). Joe Carl-
son, WNBT's music editor, capped the loot—a Swift ham, hammed weighing 22lbs. Hold it! Rather, Carlson scaled in at 220 pounds. The eatin' ham weighed 13 pounds, 19 ounces. The latter looked ham-

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**Showbiz Held Victimized**

WASHINGTON, April 3. — The Federal Trade Commission (FTC) today issued a complaint against 15 manufacturers and six trade associations charging operation as an un-

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**N. Y. Boxing's Punch at Tele**

Mr. Demand Cut, Threaten To Shut Clubs

May Be No Bouts This Week

NEW YORK, April 3.—Freeze-out of all boxing talent from local rings other than the tiny Park Arena appeared imminent this week, as the Boxers' Protective League, supplying pressure to win the same per-

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**U. S. Charges Tic Monopoly, Price Gouges**

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France Wants Vark Air Shows Would Carry E.T.'s of Webs' Top Musicals

12-Day Study Completed

NEW YORK, April 3—Recordings of top American network musical programs may be sent to France for performance over the French radio, pursuant to an improvement in operation and cultural relations between Americans and French broadcasters, announced A. (Jess) Williams, vice-president of the National Association of Broadcasters (NAB); Bob Swezy, vice-president and general manager of the Mutual Broadcasting System; and Orville E. (Sonny) Fineshriber, program executive representing the Columbia Broadcasting System (CBS); Tommy Valentine, president of the National Broadcasting Company (NBC); and Donaldson Awards, would like to have the names and addresses of such producers, so that a ballot may be properly solicited to them. Make certain of your vote for the Donaldson Awards, the theater's own selections of its "best." Fill out the coupon below and return it to The Billboard today.

The Billboard,字母, January 19, New York.

Please forward ballot and eligibility list for the Fifth Annual Donaldson Awards.

Name

Address at which mail will be sure to reach you in May.

NOTE: If you will be working in a Broadway theater in May, don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

CBS may go along with the French request. MBS and ABC have no disk ban and therefore may set up a disk exchange. All web execs indicated, however, that they would promote exchange of CBS with their individual affiliates and Radio France.

Conferences resulted in closer cooperation on the matter of studios and facilities for network correspondents, and this is expected to result in more numerous pickup of special events from abroad, and special events beam from U. S. to France.

According to Bill Fineshriber, CBS, exec, the French radio, altho government controlled, is nevertheless quite free. Opposition parties have full access to the mike and no censorship exists. There is no advertising, of course. Technical facilities are not as good as in the U. S., but studios, announcers and orchestras are good.

Network relays are not too well developed. Broadcasts include full length concerts, plays and operations from concert halls, theaters and operas—this technique involving no adaptation whatever.

MPPA Reports New No, No Old SPA Agreement

NEW YORK, April 3—The Motion Picture Producers' Protective Association (MPPA) sent a letter out to all its pub members this week informing them that no new extension of the old Songwriters' Protective Association (SPA) agreement had been made. In the letter to publisher members, MPPA Chairman Walter Donaldson explained that while the negotiations for a new agreement (which have been going on for about three months) have not yet been completed, no further extension of the old pact has been offered by SPA. There had been monthly extensions of the old pact since the beginning of negotiations for the new contract.

The sponsors feel that there should be little difficulty in completing terms of the new contract, it is believed in some circles that the SPA in pact may be moved by SPA to force a more rapid and more advantageous conclusion to the negotiations.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 on the Honor Roll of Hits NOW IS THE HOUR

No. 1 Sheet Music Seller PEGGY LEE. LEE LEE

No. 1 Most Plated Children's Jockey MANANA by Peggy Lee, Capitol 15022

No. 1 Disk Via Dealer Sales MANANA by Peggy Lee, Capitol 15022

No. 1 Dish in the Nation's Juke Boxes MANANA by Peggy Lee, Capitol 15022

No. 1 Floh Disk to the Public ANYTIME by Eddy Arnold and His Tennessee Plowboys, Victor 202700

Kieran Mr. and Mrs.

NEW YORK, April 3—Mr. and Mrs. Kieran (husby is on Information Please, the Mutual co-op) are being heard over networks as a Mr. and Mrs. program.

Bill Smith.
Military Bows
To Rebuff on Censorship

WASHINGTON, April 3—Strongly rebuffed by radio and press this week on his proposal in voluntary censorship, Defense Secretary James Forrestal is working out a program to coordinate WP's (NAB) branches in their voluntary censorship on national branches in consideration of their interests.

At the present, according to defense department officials, information is regarded as top secret by one branch of armed services is occasionally classified by another branch and so given away freely. Forrestal is also known to be trying to prevent news leaks to favored reporters, with a crackdown in store for any who are discovered dishing out confidential items.

The report of the joint radio-press advisory committee acknowledged the need for news restrictions on scientific research and new weapon development, but added that the group does not believe "any type of censorship in peacetime is workable or desirable in the public interest," said Robert Miller, president of the National Association of Broadcasters (NAB), serving as the advisor committee.

In accepting the report, Forrestal told the committee he had requested, with a new radio-press-movie advisory council to discuss ways of working out a voluntary censorship. The council is to have nine members—one selected by the NAB, the others by newspaper, flicker and mag associations.

Baker To Get
Berle's Spot?

NEW YORK, April 3—Phil Baker may land on the Columbia Broadcasting System (CBS) web. The Bow Company this week auditioned him as a possible comedy show for Philip Morris. The reported slot is the one formerly occupied by Tex McIvor on CBS's Miss Shore is slated to switch to the National Broadcasting Company (NBC) to take over the Tuesday night Milton Berle spot. Bow recently canceled Berle, explaining he did not appeal to the audience segment in which Philip Morris was interested.

Milton Bow, head of the agency, said the blunder was the result of overlooking an audience participation show and a dramatic tag, should nothing come of the Baker deal.

Fall Strike To
Stop Agencies' Script Supply

NEW YORK, April 3—Presented plans of the Radio Writers Guild (RWG) call for a strike against the advertising agencies some time in the future based on a move whereby virtually no scripts by any members of the Guild, its parent organization, of the American Federation of Musicians (AFM), the latter, the club's founder, was just a few seats away on the dais. But Petrillo, in a serious mood, also commented that he had the responsibility of serving the public, his members and the industry in the Williams discovered shots for the Amor 'n Andy summer spot. The agency is now working on the project. Lever Bros.' Peepshow division bankers Bob Hope on NBC, as well.

NBC's 9:30 ruling was enacted before the web's convention in Atlantic City last week.

Toni Ends Jam,
Spotting 'Nora'
On NBC, CBS

CHICAGO, April 3—Speculation concerning the future of Toni Han Wave Company's Nora Drake show on NBC and CBS finally ceased this week with the result of a decision between the network, company and agency execs at the office of Foonie, Brockser, Field andprobably divides the second count.

Final outcome: Show will be aired under Toni sponsorship concurrently on NBC and CBS. Show will continue on NBC at 11 a.m. daily and on CBS Monday through Friday. Starting April 12, tapes will be shown at 2:30 p.m. (EST) Monday through Friday. From April 12 until May 10, however, show will be aired simultaneously on CBS and on the latter day will start commercial. With the start of commercial Nora Drake series on CBS, Toni will be hitting net audiences with shows 22 times a week.

A decision to have show aired commercially on both nets was based on a desire to get maximum advertising impact during top sales periods of spring and summer. There is a probability that after a six-month period, if same arrangement does not work out, NBC will use Nora Drake, and benefit, one net will be dropped.

GF To Bankroll
"Ace" on CBS

NEW YORK, April 3—Columbia Broadcasting System (CBS) and General Foods were reported close to a deal this week on a contract covering Foods' sponsorship of Mr. Ace and Jane, the CBS-built package. The show would be used in the Fannie Brice hour after 8 P.M. (EST). Price was reported as $5,000 weekly.

General Foods, thru Young & Rubicam, recently bought Meredith & Young, the agency in charge of the show (The Billboard). The agency has also been holding an option on a new project for some time. The contract, however, expires Monday (3).

The Ace show had been under consideration also by Philip Morris.

RGW PLANS AGENCY BRICT

NBC Holds to "Crime" Rule; Lever Bros. Drops "Police"

NEW YORK, April 3—The first infringement of NBC's (NAB) pronounced dictum barring crime shows before 9:30 p.m. appears to have been won by the network. The situation involving a sponsor coming into conflict with the network's policy is regarded as serious, and was carried to NBC's, a crime show, as a summer replacement for Amor 'n Andy, airing at 9 p.m. Tuesday nights. The show was the same time. In turn, NBC notified

Petrillobarb

NEW YORK, April 3—The annual dinner of the Radio Police, held Thursday (5) at the Waldorf-Astoria here will be remembered for a long time by those attending primarily because of a half-hour ad lib talk made by James McDaniel, president of the American Federation of Musicians (AFM). McDaniel, in a terrific introduction by Mark Wood, Pioneers' outgoing president and president of American Broadcasting Company (ABC), Petrilii fractured the crowd with a devastating take-off on H. V. Kalborem. The latter, the club's founder, was just a few seats away on the dais. But Petrilii, in a serious mood, also commented that he had the responsibility of serving the public, his members and the industry in the Williams discovered shots for the Amor 'n Andy summer spot. The agency is now working on the project. Lever Bros.' Peepshow division bankers Bob Hope on NBC, as well.

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Dark Picture Not Aid by Economic Pic

Indies Opposeion Gains

WASHINGTON, April 3.—The National Association of Broadcasters' (NAB) latest streamlined code draft is facing still further controversy and revision at the trade association's May convention in Los Angeles. This became apparent this week as a number of independents began registering dissatisfaction with the commercial section, specifically against the section dealing with day and night commercial time schedules.

Non-network spokesmen are insisting, as they have for some time, that this arrangement strongly favors networks at expense of independents and that a uniform day-night schedule should be established.

Typical comment came from Ben Strouse, WWDC, Washington, who declared: "There has never been much sense in commercial schedules for day and night so far as an independent unaffiliated station is concerned."

Economic Sitch Vexing

At the same time it became more than ever apparent that the code is facing an increasingly serious obstacle as the result of a tightening economic situation in radio which makes it highly improbable that new standards would be in operation universally even if a version is finally drafted at Los Angeles.

In other words here in trade circles is that the code could hardly be proposed at this time without an economic emergency period. With the problems in spreading in commercial spot programming, logical steps to limit stations in various parts of the nation. Indications are that a big segment of broadcasters will be in a rush to put the code into operation. Since the code lacks enforcement teeth, broadcasters are under no obligation—unless there is a moral one—to put the standards into effect.

NAB officials are known to be fully (See New Obstacles on page 16).

New Lode

OMAHA, April 3.—WOW's Johnny Gillin pulled an unusual promotion ploy here this week when he opened bank accounts at 1,500 top radio execs throughout the country, giving them thereby a "stake in WOW-land." It was tied in with WOW's 70th (silver) anniversary, April 2. The idea, originated by Bill Veach, station manager, had each exec get a bank book, opened by the station, with one silver dollar de- posited to each account. Data sent along with the account book gave the economic story of the WOW market.

In addition, WOW distributed 1,000 1923 silver dollars to a Nebraska list of execs.

How Ben Duffy Got "Lucky"; One Fone Call; Five Sentences; Celebration? — Two 10 Beers

NEW YORK, April 3.—A brief phone call from Miami, a five-sentence letter and a two-hour informal meeting represented the entire effort expended by Ben Duffy, president of the Batten, Barton, Durstine & Osborn (BBDO) Agency, in sharing the $10,000,000 Lucky Strike Strike. And to celebrate the event, the like of which comes to few agency executives, Duffy eschewed the usual champagne blowouts at the 21 in favor of two quick beers at a Jenny City bar. Chronicle of the affair BBDO opened the evening Emerson Fout, of Fout, Cove & Belding (FC&B), announced his agency was resigning the American Tobacco account. Duffy was vacationing in Florida with his family when he was informed that FC&B and Luckies were parting. Duffy quickly phoned his agency and dictated a letter to be sent to Vincent Frigo, proxy of the tobacco firm. In five terse sentences Duffy explained that he would like a short appointment to talk about his agency. When Riggio agreed, Duffy flew south.

The solicitation proved just as simple. At 11 a.m. Duffy, who had never met Mr. Frigo before, walked into the Lucky Strike chief's office. There he was greeted and chatted for two hours, with Duffy exhibiting only a 10-cent binder with a few pages detailing some of the clients and campaigns handled by BBDO, and the breakdown of the tobacco firm. The meeting was not arranged in usual presenta-

Circulate Indie Petition

For NAB Board Revision

WASHINGTON, April 3.—Independent broadcasters, moving to obtain permanent representation on the board of directors of the National Association of Broadcasters (NAB), this week began circulating a petition aimed at effecting the necessary revised by-laws. This followed the rejection by the NAB board of a move to appoint a standing NAB indie committee (The Billboard, April 9).

Approximately 100 signatures, it is stated, will be needed to get the board to refer the proposal to the membership. Present NAB by-laws provide for directors-at-large from large, medium and small AM stations, FM stations and television stations, but do not specify quantities as such. Proponents of the revision measure aim at having two directors representing directors on the board. Should one or both of the stations represented by the new delegates affiliate with a web, they would be required to step down from the board.

In publishing the petition below, the Billboard does so purely, as a service to the industry and takes no editorial stand, pro or con, on the issue. The petition, duly signed by a management official, should be sent to Ted Cott, vice-president Station WNEW, 555 Fifth Avenue, New York City.

WHEREAS the Board of Directors of the National Association of Broadcasters, as now constituted, consists largely of employees of network affiliated stations, and

WHEREAS there are approximately 500 independent stations which are members of NAB, and

WHEREAS the problems of independent stations are frequently different in the same city and to a limited extent in competition with each other. Further, since NAB accepts dues from independent stations, and promises to represent their interests, it is logical to represent the problems of independent stations, and

WHEREAS such problems are unknown to network affiliates, and

WHEREAS stations frequently operate in the same city and to a limited extent in competition with each other, and since NAB accepts dues from independent stations, and promises to represent their interests, it is logical to represent the problems of independent stations, except as otherwise provided in Section 6.

NOW, THEREFORE, WE, the undersigned, members of NAB, hereby petition your Honororable Body to do any and all things necessary and expedient (for ease to be amended): Article VI, Section 2, Paragraph B, by inserting and amending as follows:

There shall be 12 Directors-at-Large: Two from large stations, one from medium stations, two from small stations. In the event that the station represented becomes affiliated during the term, the position shall be declared vacant and filled by the Board as provided in Section 6.

NOTE: The Directors representing AM stations are now classified as follows: Six are affiliated with CBS. Eight are affiliated with ABC. Four are affiliated with ABC. Two are affiliated with DuPont. One represents WFIL, Chicago (but also those other stations which are network.)

SIGNATURES:

Directors were owners or employees of independent stations.

NOW, THEREFORE, WE, the undersigned, members of NAB, hereby petition your Honororable Body to do any and all things necessary and expedient (for ease to be amended): Article VI, Section 2, Paragraph B, by inserting and amending as follows:

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Johnson Bill

Hearings Start

WASHINGTON, April 5.—The Johnson bill under which existing clear channel frequencies would be broken up is gaining favor, it appeared here last week. A week's hearings on the measure are scheduled.

Some 50 witnesses already have been set to appear. The Clear Channel Broadcasting Service (CCBS) will lead the opposition, while the Regional Broadcasting Coordinating Council (RBC) will campaign for it. Other witnesses will include network, station and government representatives.

Committee spokesmen say they have been quite impressed by the mail about the bill. Of some 700 letters, 98 per cent favor the measure.
CIO Has 500G Kitty
For UAW Station

WASHINGTON, April 3.—The Congress of Industrial Organizations (CIO) is prepared to pour up to $500,000 into the Detroit station requested by the United Auto Workers (UAW), UAW witnessed at the Federal Communications Commission (FCC) this week. Involved in a competitive hearing with WCAR, Pontiac, Mich., for a Detroit outlet, the UAW presented the CIO's money committee's desire to prove the auto union was financially qualified to run a Detroit station.

The UAW promised the commission that no Communist or Canadian would be permitted to obtain a voice in the station if the union got the nod over WCAR's bid to move from Pontiac.

BLAZING new trails' is one way of putting it, another is setting new standards. 'Somehow, we prefer to think of our stations as the network of a community which is always growing, expanding, developing new ideas, new techniques — so as to give our listeners better programs and our advertisers a better advertising medium. In living up to this concept, we've often taken the lead. And because actions speak louder than "copy" — let's look at some examples of this leadership, and at a few things we have to up our rolled-up sleeve.

COVERAGE

We developed Listenability—a more dependable measurement of network physical coverage—to give advertisers a clearer picture of what they are buying. Our daytime Listenability figures created something of a stir last fall; our nighttime figures will be released in the near future. Interest in Listenability is gaining because it is practical and always up-to-date.

COVERAGE FROM WITHIN

Here's another Mutual idea, rooted in the conviction (proven by countless surveys) that a station which is the only one in its market, dominates that market—whereby anywhere from 50% to 90% of the listening. Mutual has nearly 275 such stations—serving about 20% of the U.S. radio homes.

PACKAGE PLAN

To make time-buying easier and to deliver even greater value, we instituted the "Package Plan," whereby an advertiser gets, free of charge, all stations added to the network during the contract year. Since 1945 our Package Plan advertisers have received literally thousands of dollars in "bonus" time.

RATE CONTROL

To the best of our ability we've fought the rising cost of advertising. True, the rates for some of our stations went up—when their power and coverage increased. To offset this we have, in three years, adjusted downward the rates for 114 of our stations—to the tune of $2,089 per evening hour. Moreover, we are the only national network that is continuing the full-year guarantee on rates (the others have cut it to six months). We think an advertiser should be able to budget at least a year ahead with some confidence that his costs won't jump.

RESEARCH

We are planning some studies and surveys on one of the most important aspects of radio—just another of the things we have up our sleeve that will be up the advertiser's alley.

STATION CONTRACTS AND CONTACT

After three years of work, we now have all our affiliates on a standard station contract. We also maintain a full staff of field representatives to call on stations and work with them on programming, sales, promotion and overall operations. These two Mutual ideas not only help our affiliates and us, but our advertisers benefit too.

PROGRAM INNOVATIONS

We think our Program people, under the direction of Phillips Carlin, have imagination: it shows up in the programs they develop and discover. For instance, Variety said of our new Mutual Newsreel—"It's about time one of the networks got around to a show like this." Opinion-Aire is the only discussion type of show that gives the listener a chance to express his thoughts. Twenty Questions took a parlour-game and made it national entertainment, while Juvenile Jury gives the moppets the mike—and what a job they do of it! Other program innovations include Queen For A Day, Heart's Desire, Meet the Press and the award-winning Family Theater. And Mutual was the first to permit and to use transcriptions for network broadcasts.

PUBLIC SERVICE PROGRAMS

We could a tale unbird about the impact of our two recent series—War Babies and "Influence of Radio, Movies and Comices on Children." Our new documentary series based on Civil Rights report, is receiving more bouquets than we can remember in a long time.

CO-OP PROGRAMS

Mutual started the Co-op idea a dozen years ago with the Fulton Lewis, Jr. show: today it's one of the top Co-ops. Mutual started the practice of "Co-op name" Co-ops. Today Mutual leads the other networks in number of good Co-op shows and in volume—twice as many program sales as the next network.

TELEVISION

Don Lee, our Pacific Coast affiliate, is one of television's real pioneers—having been active in it for the past 16 years. WGN, our Chicago affiliate, is on the air; and WOR will have stations in New York and Washington. Altogether we have 33 stations, mostly in major markets, under construction or with permit. A network organization is in the blueprint stage, and soon we'll be in the network TV picture actively.

SIGNIFICANCE

The progress we've made in the past three years can be expected to continue—because our sleeves are rolled up. Our stations are benefitting from affiliation with this kind of network—which explains why we could go from 300 to nearly 500 in two years. And advertisers with eyes on the future, might seriously ponder the advisability of buying Mutual now—for results now and a franchise in the competitive tomorrow.
E.T. To Hunt Possibilities Of Legal Fight Against AFM

NEW YORK, April 3—Transcription companies meeting in New York this week will decide whether to go forward with the legal fight against AFM, the recording companies agreed on two definite proposals. One was that the industry’s focus on its Mutual Broadcasters Conference (MBC) be the intra-trade body set up to deal with AFM problems, be continued as an entity, even the broadcasters have settled the basic questions involving AFM. The second was that the MBC public relations setup similarly be continued, but possible in different places.

E.T. operators took the position that the present public relations campaign be continued on a long-range plan, whereas actually their needs could be served far better if immediate results were sought. Diskers feel

C. Marts Heads MBS Chi Office

CHICAGO, April 3—Carroll Marts, former assistant to the vice-president in charge of the Mutual Broadcasters Conference, was named business manager of the operation here following the resignation of Don C. Belding and Bob White. Mower, former MBS sales manager here, and Ade Hult, local office manager, have opened an office which will specialize in handling booking and traveling of network shows interested in personal-appearance tours.

As business manager, Marts will be in charge of the Chicago office, under Ade Hult, local v-p. New salesmen to be added to the force who have not yet been hired.

Dumb Like Fox

DENVER, April 3—When It Page To Be Ignored became available for co-op sale, by the Columbia Broadcasting System, KVZL on the first sustaining show made a direct pitch to local advertisers and signed a sponsor. Announcer Ed Scott gave an initial selling telling the why's and wherefores of low-cost, co-op sponsorship. At the same time a break was added telling the local advertiser how much do you think it will cost?'

Announcer Bob Pete broke in with an estimate of $500. Then came the following:

"Pete: "Then I say about $500. Scott: "Still too high. This is Pete: "Well, about $300? Scott: "... Actually, the initial selling, or putting up the price for the first time... so, Mr. Advertiser, here’s your chance."

In the meantime, J. Clint Bowman, president of Merchants Biscuit Company, said Monday night's meeting was closed the deal next day with Manager Hugh B. Terry.

that a more direct form of press agency is needed. JMC's press work is handled by Vane Broadcast, Inc.

Transcription companies feel that, legally, they could act to get an injunction against the AFM, sue on restraint of trade charge or sue on alleged secondary boycotts. Any such action would be brought by individual companies, not thru JMC, because all or firms would sue has not been specified.

Ind. U Students Favor Nat'l FM Educational Net

CHICAGO, April 3—Possibilities of the eventual establishment of a national educational FM network was emphasized in a study of operations of 18 educational stations released last week by Dr. H. J. Skornia, director of the Intercollegiate Broadcasting Association.

Skornia stated that universities and colleges in the United States have already taken steps in the direction of educational broadcasting. The study was compiled by Richard Hudnut, of the University, under Skornia’s direction.

Of those surveyed, 14 said they would favor the development of a national educational FM station. One was in favor of a national educational FM network.

Skornia also stated that universities and colleges were giving more support to educational broadcasting, including in many cases monetary support, as well. The study of educational broadcasters shows that most are willing to get involved in the broadcast of educational programs in the future.

Educators hope to establish a network which would not only compete to present commercial web. It is their plan to present shows to those people who will listen because of dissatisfaction with general programming. Possibility of this move, Skornia stated, was indicated by interest in membership of National Association of Educational Broadcasters, which less than a year ago was about 20, to about 76.

Storer Sinks Radio Profits In Newspapers

DETOKT, April 3.—Reversal of the usual newspaper place here, Storer Corporation, when Fort Industry Corporation, which owns seven radio stations, turns down the tables on the newspaper industry and bought into two newspapers, the Miami Daily News and The Miami Evening News, as well as the consolidated Sunday Sun- Star. Instead of the usual story of a newspaper owning a radio station, which has characterized radio for past years, this is probably the first time that substantial radio interests have deliberately gone out and gobbled up newspapers.

Fort Industry, headed by George Z. Storer, is one of America's largest newspaper chains, including WCBS in Miami, and is ranked as the largest independent station operator in the country. Here Storer has engaged in a marked policy of consolidating operations. The move here from Toledo a year and a half ago and acquiring WJKK a few months later.

Sopper, cidentally, is reversing the role of John S. Knight, publisher of the Detroit Free Press, who has bought up radio stations in Akron and Miami in the last three years and has engaged in a marked policy of consolidating operations. The move here from Toledo a year and a half ago and acquiring WJKK a few months later.

TALK OF THE TRADE

STATION RELATIONS

ITHACA (N. Y.)—newspaper publishers John S. Knight and Eugene Meyer, publishers of the Charlotte Observer, have accepted invitations to judge WICU's press leadership awards for 1947-48. Judging will be done in August and awards made at the second annual press dinner at Cornell University early in September. Morey Amsterdam, WHN, New York, comic working in radio, video, theaters and night clubs, has added a new chob—baby sitting. The couple getting Morey's较多 will be the site of ABC’s show. Why I Think Morey Amsterdam Would Make a Good Baby Sitter. A 35-station sales meeting was held here last week.

Lee Fondren, national sales manager of KLZ, Denver, will lecture at the first annual career conference held by the Denver Collegiate Chamber of Commerce. April 8-9. KLZ farm reporter Lowell Watts is father of a son, Barry,.. Ruth Lyons, emcee of Morning Mailmen and Fibby Club, over WLL, Cincinnati, back on the air after a three-week illness of her young daughter. Joe Beech of Skouras Theaters, has moved WATE.

Norton H. Jonathan, writer, has joined the staff of WJJD, Chi., as sales manager. Miller Brewing Company and Gimbel's Department store have signed to sponsor Milwaukee Brewers baseball games on WEMP and WEMP with Milwaukee Journal. Foster and Department of WGN, Chi, has been named sales promotion manager of the station.

Jimmie Denton has joined announcing staff of KFEL, Denver, and Loreyne Shepard has become a member of the station's promotion and publicity department.

Network Operations

ROBERT MANN, program manager of sales for the Columbia Broadcasting System (CBS), marries second wife. "The Columbia Night," dropped to CBS March 28 by Campbell's Soup, will be kept on the web as a sustaining. Norman E. Cash, commercial salesman of the NBC radio-recording division, has been appointed station contact man in the NBC station relations department.

Recording activities of NBC radio-recording division and the RCA Victor division have been reorganized. RCA Victor division will sell and service customer directly. The Broadcast Syndicate, like this month, of old friends and masters recorded for clients by the NBC radio recording division. In addition, this division will do processing and pressing service for e.t. slide film and phonograph records. NBC radio recording division will continue to handle programming and marketing of NBC Theatres.

Adele Scott, Chi. radio operator, will make a guest appearance on Arthur Godfrey's show April 12... Tom Moore and Chuck Acee will trade places as emcees of Ladies Be Seated and Hunt Hunt shows while one or the other is on vacation this year... John Nesbitt's Passing Parade show (MBS) now has 100 co-sponsor.

Agencies and Clients

AHEAVY week of agency travel found Samuel Northcross, radio reveep for Gallup's Audience Research, enthralling America, for Brookage: Roger Carlino, Chicago head of TV and Radio Network, has joined the agency board of Thompson's of Chicago and a few days, and John P. Cohane, of Sullivan, Stueller, Cowell & Bayles, back from the Coast... Kenyon & Eckhardt has set two spots a day for Richard Hudnut over FM Station WQWNY, New York.

Three assistant executive secretaries of the American Association of Advertising Agencies have been named vice-presidents: Gerald Beck Jordan, Richard L. Schiederler and Richard Turnbull... Edward G. Doody & Company, market research firm of St. Louis, and William A. Yolk, market consultant of New York, combined their firms with New York headquarters, and will merge their radio and advertising surveys techniques... Foote, Cone & Belding has been appointed agency for Glass Container Manufacturers' Institute... Bronwood Company has been named station rep for Scribbs-Howard video outlets, WFEW, Cleveland... Arnold G. Graham, Jr., appointed assistant to Philip Liebold, advertising reveep of Liebold Breweries, Brooklyn... Hugh Fellis, president of Broadcast Measurement Bureau, told the Alabama Broadcasters' Association last week to "use your BMA data in soliciting local and regional business as well as to promote national advertising."

Schimmiger & Scott, Chi, has captured the Keeley Brewing Company account and plans a series of spots and outdoor advertisements.

**ANNOUNCEMENT OF WINNERS IN**

**THE BILLBOARD'S 1st ANNUAL LOCAL PROGRAM COMPETITION**

**Coming in May**

**ANNOUNCEMENT OF WINNERS IN**

**THE BILLBOARD'S 1st ANNUAL LOCAL PROGRAM COMPETITION**
April 10, 1948

The Billboard

RADIO

---

**the Smiley Burnette Show**

(TRANSCRIBED)

---

**ONLY $10.00 PER WEEK**

13 WEEK MINIMUM

---

Smiley will record ten thirty second commercials **FREE** ... No Liquor.

The Same low price regardless of station power
No deductions for longer contracts.
Locality exclusives for early answers.

NO AUDITIONS NEEDED ... It's just the same old frog ten Jillion kids see every Saturday ... five chuckles a week and a Shindig **SATURDAY!**

---

*INCLUDES COMMERCIALS, SMILEY'S 45 SECOND CHUCKLE, ONE PHONOGRAPH RECORD, (YOUR CHOICE), AND CLOSING COMMERCIAL.

---

WIRE OR WRITE

I.T. JORGENSEN... Box 100, Studio City, Calif.

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Transcribed (open end)
to appeal to JUST FOLKS
Shorty Bell
Reviewed March 28
Sustaining Via CBS

Sundays, 9:30-10 p.m.

Estimated Talent Cost: $8,000. Producer/director, William N. Robson; assistant director, Charles Deitch; music director, Fred Hazlitt Brennan and Richard Carroll; script supervisor, John Junkel; music consultant, Cy Feuer; on-song, Bob Le Mond. Cast: Mickey Rooney (Shorty Bell), Joe Yule Sr., Jr. (Sustaining), Hoyt (South Dakota) (Bob Rebl), Cal Stratton (Emmett), Lou Rollins (taxi driver). Narrated by Ted Osborne (Baracco), Phil Conrad (Travis), Florence Halop (waitress), Cara Williams (Sal), Barbara Lovejoy (Ben).

Current Hooperating of the program: 11.5
Average Hooperating of shows of this network: 11.4
Current Hooperating of show preceding: 8.1
Average Hooperating of show following: 9.2

CURRENT HOOPERTIMES OF SHOWS ON OPPOSITION NETWORKS

ABC: "Tough Guy of April" 12.3
NBC: "Burke Show" 14.3

ABC: "An Album of Music" 16.2

Shorty Bell the much-touted CBS package which debuted Sunday night on the Mickey Rooney show in the lead, may not appeal to those critical listeners who have come to expect more depth in the type of shows he builds programs. It has none of the arresting quality of CBS Is There, which lacks only a certain nerve and suspenseful qualities present in such house-built programs as Suspend and This Is Your Life. Apart from that, Shorty Bell is pretty good Mickey Rooney—and to this reviewer it would seem that the показатели of Rooney’s fans on screen, those who have come to regard him as a symbol of the typical American youth, many of whom would find the radio a Rooney not an unpleasant item.

With this point in mind, and remembering that Rooney on the air will immediately conjure up in the minds of his listeners a series of faces, it would seem logical to conclude that Shorty Bell has at least a fair chance of attaining commercial success. The determining factor might be the script structure of the program, which is called a "continuing novel." This continuous aspect of the show is, of course, written by writers Frederick Hazlitt Brennan and Richard Carroll will attempt to make it a reasonably complete, self-contained "drama"—something which is practically impossible to attain in those scripts which tell complete stories. Seeking such full-dimensional characterizations is commendable, but the carry-over of the story line from week to week will be a challenge for too much patience on the part of the listener. The carry-over technique, of course, has proven amusingly effective on across-the board programs, but Shorty Bell goes on the air only once a week. It may be a different story.

Bill Robson’s production Sunday presented recognizable the Rooney flavor. The actors in the part of the extrovert (natch) youngsters employed as a newspaper reporter and harboring a strong wish to become a reporter. Rounding out the cast, of course, were managing editor, depicted along traditional lines by John Hoyt, and the reporter, down at the roots of Mickey Rooney’s father. The latter suffused his role with considerable color and flair. It is in this capacity where his decision as the characterization of some of the supporting players. Writers Brennan and Carroll gave the characters rather believable lines, adding much to overall effectiveness.

Cly Feuer’s 21-piece orchestra provided musical background for the drama.

Paul Ackerman

NEW YORK, April 3—WNBC, New York station of the National Broadcasting Company, is adding two new wrinkles to its giveaway scheme. One show will be sponsored by the animal shelters to give away dogs; the other is giving away free trips to virtually anywhere. The noon show, to be sponsored by Chrysler dealers of New York and Northern New Jersey for the World Animal Court, Monday thru Fridays starting April 12. One hour a day will be given away for free trips.

The travel show, to start April 13, is tagged Magic Carpet and will have an audience participating in the draws with winners getting much trips to spots previously selected. The show was originated by Don Shur, travel editor of The New York Journal American and is packaged by Jules Alberti. Ed Herlihy will host.

S. Dakota Casters
Form Association
VERMILLION, S. D., April 3—Radio broadcasters of South Dakota have organized the first group of South Dakota Broadcasters Association following an initial meeting held here at the University of South Dakota station, today.

A. A. (Tony) Faby, general manager of KAB, Aberdeen, S. D., was elected president; Robert T. Chi, business manager; and Irvin R. Miller, general manager of RUSD, secretary-treasurer of the organization.

Rates for political broadcasts were determined following a discussion of the National Association of Broadcasters’ code.

Adams, After 6 Yrs., Quits ‘We the People’

NEW YORK, April 3—Ted Adams has resigned as director of "We the People," the Gulf Oil program aired Thursday nights over the Columbia Broadcasting System.

Adams, whose resignation is effective immediately, was associated with the show for six and a half years. He will take or four-month sabbatical while he attends the magazine writing and probably return to the field in the fall for radio production work.

Finch, Thelma Scott
Top Aussie Thesps

SYDNEY, April 3—The 1947 Macquarie Awards for outstanding performances by radio actors have just been presented, for those in star roles, Peter Finch collected the male award, Thelma Scott the female. (Finch won the same award for 1946.) In supporting roles, Lloyd Lamb and Bobe Scott were the winners.
NBIC Will Expand 'Turner Yardstick'

WASHINGTON, April 3—National Broadcasting Company (NBC) is planning to cover several cities with its new "listening yardstick" which this week showed Jack Benny with the greatest number of listeners in the Washington area.

NBC's audience survey is based on the "listener diary" technique. For the nation's capital, diaries were placed with 810 specially selected individuals whose listening habits were logged for a one-week period. According to NBC, the 810 listeners represented a precision sample of the entire Washington population.

Projecting the sample into the total D. C. population, NBC came up with the following numbers of listeners for the most popular broadcasts: Jack Benny, 220,000; Amos n' Andy, 250,375; Fibber McGee, 240,675; Edgar Bergen, 240,875; and Fred Allen, 238,975.

AFRA, KSOO Pact Huddles in Deadlock

SIOUX FALLS, S. D., April 3—Contract negotiations have come to a standstill between the Sioux Falls Unit of the American Federation of Radio Artists and KSOO, Gene Platt, union president, stated this week. Platt requested a settlement of a State and federal conciliator to the dispute.

The union's contract expired October 15, 1947. Negotiations have been carried on ever since.

Washington Round-Up

WALTER WINCHELL would be called before the House Interstate Commerce Committee to elaborate on his charges against State Department officials, under terms of a resolution introduced last week by Rep. William Miller (R., Conn.).

LIBERTY Broadcasting Company was granted permission to pull out of the WOOD, Grand Rapids, Mich., deal by the Federal Communications Commission (FCC) last week leaving the way clear for approval of the sale of the ABC-owned station to Grand- wood Broadcasting Company for $317,000. Liberty backed out of a hearing after being refused a continuance.

THE LEMKE BILL to give the 50-mc. band to FM is about to die after strong protests against it made at a hearing of the House Interstate Commerce Committee last week. FCC Commissioner George Sterling op- posed the measure as not "taking in to full account the over-all natural limitations upon available frequen- cies." Also against the bill were Television Broadcasters Association (TBA), Radio Corporation of America (RCA) and Philo Radio Corpora- tion.

A BID for a 14th AM station in the Washington area was filed by Grant A. Wood last week. Wood asked for a 1-kw. outlet in the suburb of Hyattsville, Md. Of the 13 operating stations, seven are licensed for Washington, while the other six are licensed for its environs.

ALF LANDON, GOP candidate in 1936, was granted a permit last week for a 1-kw. daytime station in Liberal, Kan.

SALE of KVOX and KVOX-FM, Fargo, N. D., by David Shepard, Howard Johnson and Richard Faistaber to a syndicate headed by E. M. McKellar for $32,000 was approved by FCC last week. In another transfer approval, Harold Bishop sold half of FM station WABX, Harrisburg, Pa., to W. T. Wright.

PROPOSAL of FCC to ban special temporary authorizations for "after hours" broadcasting will be aired by FCC May 7. Scores of day- time stations have written to FCC protesting that the proposed rule will injure them.

TECHNICAL papers on all as- pects of broadcast engineering will be the chief feature of the National Association of Broadcasters (NAB) engineering conference to be held in conjunction with the NAB conven- tion at Los Angeles May 17-21. Theme of the papers will lean to the practical rather than the academic side, according to NAB.

4 Hit Top 10 Half the Time In 21 Months

9 Chalk Up Perfect Marks

NEW YORK, April 3—Nine network programs have rated among New York City's "top 10" during at least half of the 21 peak listening months between June, 1946, and March, 1948, it was revealed this week. The solid grip which veteran shows hold upon the audience was under- lined in a special study made exclu- sively for Billboard's Continuing Program Study (CPS) by The Pulse, Inc., which showed that five of the programs crashed the top 10 every time they were eligible. The survey omitted the months from July thru September, when most of these airers took their hiatuses.

The five shows with perfect batting averages were Walter Winchell, Ra- dio Theatre, Fred Allen, Jack Benny and Edgar Bergen. Bob Hope missed the elite group just once, while Fib- ber McGee, Mr. District Attorney and Red Skelton all boasted better than .500 averages. During the 21 months (See 9 Shows Hit on page 10)
Los Angeles Philharmonic Orchestra

Reviewed Thursday (1), 8:30-10:15 p.m. ANAHEIM, Calif. from Los Angeles Philharmonic Auditorium, Sustaining over W6XAO (Don Lee, K2BPS) through Ray Winkle; assistant, Stuart Phelps. Technical director, Gilbert Wyland.

Don Lee video outlet snatched a jubilation of viewers in airing the first video presentation from an orchestra's television station in the west coast of Philadelphia. Event cutting through the air was a concert of the Philadelphia Symphony Orchestra in a first television station" by virtue of its 16 years of continual operation.

Speculation on Don Lee's smooth production was the over-all excellence of its camera work and the simplicity of producing devices. Using only two image ortho cameras, each equipped with four lenses, camera men were able to offer a variety of eight different shots. Cued to scoring beforehand, lensmen were alert to pick up potentiality, especially during solo passages and sectional spots, training the camera on the orchestra. As a result, the Pic composition was good, with enough lighting and variety to please most tastes.

Camera-wise, only two flaws marred an otherwise perfect production. One was fuzziness and general ineffectiveness of over-all orchestral shots. While such shots are not the standard-definition negated values. The other minus factor was the unfortunate lack of balance in the orchestra. The conductor was trained on Conductor Alfred Wandel, and the orchestra was given a side shot showing a mere suggestion of leader's profile.

Camera-wise, the side view of Menthun was excellent tele material. Cameras captured the left fingers of the violinists' left hand with continual variety of good shots, especially chest-height close-ups. Here, too, the negative was to set owners rather than paying customers.

Narration between selections was smoothly handled by Thomas Freebairn, who added to the television's informative and program notes about composers and their works. Freebairn could have been improved upon. During interruptions Smith interviewed prominent locales who spoke briefly to plug this or that.

Alban Fiechter.

Detroit News story.

NEW YORK, April 3—WU-AT&T Carrier Rivalry May Hit Showdown in June

WASHINGTON, April 3—Federal Communications Commission (FCC) is planning to issue an early ruling on proposed television carrier rates filed by Western Union (WU) and American Telephone & Telegraph Company (AT&T). A number of problems, however, will have to be filed describing the rates of the two carriers. This gives quick approval of the rates, it is viewed certain that a major show down between the two rival telecommunications firms will develop at the national political conventions at Philadelphia, Chicago and New York. Carriers will vie to show the transmission quality of their rival systems of coaxial cables and microwaves.

AT&T's monthly rate for eight-hour service between Philadelphia and Washington is figured at $3,805 as compared with WU's estimated charge of $4,700. AT&T argues that its service is better since it uses a transmission band of 4.5 m.HZ. The wider band, says WU, has a higher number of channels so that its microwave channels are reversible, permitting a television carrier to show from Philadelphia or New York by leasing one channel rather than two. This makes its rates cheaper in the long run.

WU's Philh-Gotham rate is a flat $5 a hundred hours a day, while AT&T is proposing a fee of $5 a thousand hours for points on the New York-Washington cable. In addition, AT&T tacks on a coverage charge of $250,000 a year.

While waiting for FCC approval of the rates, AT&T is making plans to add new television stations to New York as the first step in setting up a microwave relay system to link both cities. AT&T has given the carrier permission to retain the one involved.

Almost sixty agencies unite to solve mutual video problems

NEW YORK, April 3—Driven into a burst of electronic action by the music picture, a group of television directors of major advertising agencies this week began preparation for regular meetings in which they would hash out mutual non-competitive procedures to the world of television organization, which is being sparked by Lee Cooley, of McCann-Erickson, who is bringing about swifter solutions to problems which have held back tele vision. The excesses have had to face them individually. An agency-united front, it is expected, will tip the situation which would otherwise have to be explained separately by each agency.

Known to have signed approval of the idea of a seminar gets as representatives of Young & Rubicam (Y&R) and Doherty, Clifford & Shenfeld (D&C) who are due to represent major and due momentarily. Representatives of both agencies handling shows prefer to sit in on some of the sessions, it has been learned, to present their side to this or that potential salaried situation to the agency.

While the current music tie-up is foremost in the minds of all video executives, a thought is being given to other roadblocks as well. Some agency men, for example, believe the recently settled wheat with the National Broadcasting Company (NBC) over agency directors handling shows could bring about an even shorter order such has a group that projected been in existence.


cbs Plans Richmond, Boston Link by 1949; National Webs Later

CHICAGO, April 3—Columbia Broadcasting Systems, which by the end of 1948, plans to have video communication running from Boston to Richmond, announced that it proposed to go to Chicago, Milwaukee and St. Louis, according to Joe Ream, executive vice-president of the Associated Press, on Thursday (1) before the Chicago Fed- erated Advertising Club. Ream stated that the company is or has been connected to 160 cities and other Far Western cities would extend those for Western States embracing Charlotte, N. C.; Atlanta: Birmingham; Shreveport, La.; and San Diego. In other cities, Ream said, would incorporate national route cities such as Des Moines, Iowa, as well as Sacramento, Salt Lake City and San Francisco. A CBS survey of an audience of 65,000,000 within the next two years and an unprecedented increase in set and audience growth, he added, is about 35,000 monthly.

Ream negated the idea that video might supplant the advertising media, pointing out that radio did not put newspapers out of business. In fact, they are enjoying a new popularity and revenue, he added.

The CBS News, known as the top of video's list of "unfinish business."
AFM’s 13-Week Deal For Tele New Contract

4 Times a Yr., Petroillo Idea

April 10, 1948

The Billboard

TELEVISION

CBS Tells Affils At Video Clinic TV Push Is On

NEW YORK, April 3—Affiliates of the Columbia Broadcasting System (CBS) at the web’s first TV clinic Wednesday were given by the station managers the current status of video and told by Frank Stanton, web president, that CBS is "driving under full power to build up TV". The station managers present at the sessions, held at the Waldorf, several essential points remained unmentioned. These included the matter of station compensation and cost of lines. The web did declare that the affiliates were to have the same hours that are now network option time, AM to be allocated as network option time in TV. Some 250 station owners and execs attended the sessions and each received a kit crammed with information on major aspects of video.

Several small station men who attended the sessions stated that prior to CBS’s clinic they were more apprehensive as to how much emphasis CBS might put on video to the detriment of AM. They were reassured on this point, however—small market operators stating that CBS might be interested in AM if that web and AM would continue to be the bread and butter of the great radio stations for a long time to come. One such operator pointed out that according to CBS estimates, he would have to make an initial investment of between $300,000 and $400,000 if he were to go into the TV and that large additional annual sums would have to be expended to maintain large-scale production.

TV Expenditures

The web’s analysis of “the facts,” according to one station affiliate, did not attempt to cover over the fact that video involved high expenditures and that AM would have to pay the way for some time. These estimates of expenditures for getting into video, one small market station chief said, would range from $100,000 to $250,000 in smaller markets, up to over $750,000 in the larger cities.

In addition to Stanton, CBS men who spoke at the clinic were William B. Lodge, director of general engineering, who stated there would be 100 to 120 channels on the air by the close of 1948; Adrian Murphy, vice-president, who spoke on TV programs to be fed the affiliates; Leonard Hole, associate director of television, who discussed rates and commercial commitments; George Moscovic, WCBS-TV commercial manager; Herbert V. Ackerberg, vice-president in charge of television, and William C. Gitter, vice-president in charge of network sales.

Frisco Seeks TV By Nat. Election

SAN FRANCISCO, April 3—San Francisco, boasting the largest electronic audience time of the national elections this year is held up by Philip G. Lasky, vice-president of Associated Broadcasters, Inc., operators of KSFO and the two international short wave stations, KGW and KWID.

Lasky assures that equipment will begin arriving early this month and that construction will begin soon on a 100-foot antenna tower on top of the Mark Hopkins Hotel.

Meanwhile, the American Broadcasting Company is progressing with plans for a tele outlet in San Francisco. They have announced a tentative deal for its station to be affiliated with the National Broadcasting Company, which will be the 1948 network.

IA Pacts Howard, Donovan & Kobblers

NEW YORK, April 3—Pactting of Willie Howard, the Korn Kobblers and Ward Donovan for television was announced here this week by Lanny T. Trevee of Stan Zucker’s International Artists. Howard probably will be packaged in his classic French lesson routine.

The Korn Kobblers, novelty instrumental group, are preparing a sample film, which may form the basis of a 10 or 15-minute open-end film series.

April 10, 1948

The Billboard

1st AFM Pact With TV Inked

NEW YORK, April 3—First actual agreement between a purely video show and the American Federation of Musicians (AFM) was announced this week by Hubert Brill, whose program airs Fridays over the DuMont network. Brill received specific permission from the union to have AFM plant in on that show (2), with the amount to be paid retroactively, dependent upon the scale set up by the union.

Brill’s show was canceled the preceding week when negotiations for a full roll out could not be concluded.

BARRETT TO DU MONT

NEW YORK, April 3—Halsey Barrett this week was named manager of station relations for the DuMont television network, effective Monday (5). Barrett formerly was television sales promotion manager for the Columbia Broadcasting System.
WWJ Says NBC Must Grant Network Pact Concessions

DETROIT, April 3—Reaction by WWJ-AM to the National Broadcasting Company (NBC) proposed con-
tact terms for radio telecasts in the Detroit market is definitely be-
indefinite. WWJ-AM, acting for its own interests, will not agree to the provision of proposed conditions. The parent station, WBBM-AM, Chicago, says that NBC's oldest affiliates and it is highly unlikely that any other station's terms should be looked on with favor by either party. At present, the, there are several things wrong with the contract, according to General Manager Henry Bannister, who admitted that he is “still studying it carefully.”

Bannister said: “Some of the provisions which we regard most unhap-
pily are:"

1. NBC apparently plans to oper-
ate its counterpart in the market area.

2. NBC expects us to pay a portion of the coaxial cable cost which to

3. NBC's proposed split of the 

advertising dollar does not seem fair to us."

Small Chance for Sports

4. NBC is planning a schedule of network option terms that will make it impossible for us to carry local sports, such as baseball, football, boxing, etc., on our station.

5. It seems to me that the televising of such local events will be impossible in Chicago, New York, and Los Angeles, while we might get them in Detroit as long as we carry them. This will not be true in a few years, but it will

definitely be true for several years to come."

Bannister proposed that the re-

quirement of network time from 3 to 6 be practically eliminated, in order to allow carrying of baseball or two or three days a week, the station will

play on home games—and to allow football on Saturday after-

noon and Wednesday night. He specifically proposed that the three-hour evening period starting at 7:30 be moved

ahead 30 minutes, so that the station can pick up local sports highlights coming in for the last innings of a game or the game or the game or the game on a flight card at 10, instead of 10:30.

He's Enthusiastic, Too

Bannister is eager to have NBC extend its contract terms to the extent that we must have the network in Chicago, and I am equally confident that NBC will have the country’s No. 1 network in television, just as it has in radio.

“We'll go along with NBC, but we

intend to make every effort to secure better contractual terms than those now offered.”

Bannister admitted that he had received a copy of the confidential letter and analysis of the NBC con-

tract sent out to NBC affiliates by Walter Dann, of WTMJ-TV, Mil-

waukee, and commented: "Substanti-

tially, he agrees with everything I've said. In fact, he goes much further."

N. Y. Boxing’s Punch at Tele

(Continued from page 2)

New York, April 3—In its sixth season, the N. Y. Y. Y. Boxing’s Punch at Tele-

town, NBC’s sixth season’s bout at St. Nick’s and Madison Square Gar-

den—the latter currently tenanted by the Madison Square Garden Com-
mpany—will be followed by all three tele-

on the web’s fastest at the

3,000 in its television network.

Promoters argue that their current

agreement with the glove, set

over WFIL and

March 10 had the spots

Louis A. Sposa, of McCann-Erickson, who handled the tele work for the Chicago Tribune at New York University. . . . A large crowd watched the recent boxing tele treatments and

5:45, similarly assigned, using the
telephone of the 26-story Daily News Building. . . . The station has

of Associated Distributing Company

in the New York City market. NBC's

its contractual status, the station was assigned to the

division of a number of shows, including a regular

TNT's, of the network's stations, It is the first of the new-tele programs, in which different stores parade their wares via satellite, and is set for WCATU-TV.

In addition to these, Palumbo is blueprints for new audience participations, such as the "Widower" and the new "Widower" and the new "Widower," which is also on WCAP.

Another Palumbo show, "Break-

at the Click," a radio version of which is broadcast on WCAP, is set for a weekly telecast from 9:15 p.m. to 10:15 p.m. Another Palumbo show, "Break-

at the Click," a radio version of which is broadcast on WCAP, is set for a weekly telecast from 9:15 p.m. to 10:15 p.m.

If New York the same type of

arine-It deals are simmering. The

 visits with the week's most

highly rated shows, radio, TV, WMBG, and WLWT, video adjoin of WLW, NBC's Cincinnati station. Jim Palumbo, WLWT's executive producer, stated that contracts would be signed shortly, whether or not WMBG, WLW, and WLWT, all of which are owned by.

The station plans for an operating profit of 25 cents from its facilities.

Tele to Pay

(Continued from page 2)

000 for capital investment in equip-

ail, in which the cost of a few hours of.

His cost of operation per commer-

cial is $359. In January and February, his cost of operations was $359.

For Sports Shorts and Author

HARTFORD, Conn., April 3—Hearings on the two available tele-

rant channels for Hartford will be held by the federal Building,

Monday (19).

Applicants for the channels are the Connecticut Broadcasting Company; the Hartford Times, Inc., and the Hartford Broadcasting Service Corp.

ANNOUNCEMENT OF WINNERS IN

THE BILLBOARD’S 1ST ANNUAL LOCAL PROGRAM COMPETITION
DENVER, April 3—Television prospects for Denver brightened this week with the announcement of a second newcomer to Denver radio that he would file for a video license immediately. The latest move was made by Alf M. Landon, former Kansas governor and one-time Republican presidential candidate, who is planning to open a new station, KTLM, in Denver. The station, KTLM, is expected to begin broadcasting May 1. A rival to a big department store, the Daniels & Fisher Company, let it be known this week the store prepared applications for approval at the FCC this week.

Until the Daniels & Fisher announcement, operators of the five stations currently in Denver still were looking at the whole situation with a skeptical eye. Since the department store announcement they have been talking of little else. Two weeks ago news came that KTLM would be on the air six to eight months thereafter. The application is the first to be entered for any of the five channels allotted to Denver.

KOAA, owned by National Broadcasting Company (NBC) will not apply for a license until the web decides to test the FCC ruling limiting one owner to five channels (The Billboard, April 3). Meanwhile, KVOD (5,000 watts) and KMYD (250) are "very interested, but not yet." Gene O'Fallon, KFDL, and Hugh Terry, of KLZ (5,000), have made trips to New York recently to attend TV clinics.

"Double Play" Scares Tigers

DETROIT, April 3—Alhó WWJ-TV is ready to telecast practically all games of the Detroit Tigers in terms of the contract signed last week specify that no more than two games may be aired in any one week and that no games be telecast on Saturday or Sunday. Restrictions were placed on Detroit's "Tigers" fear of the effect of video on attendance.

Geobel Brewing Company will sponsor the second season, with Ty Tyson doing the reporting. Twenty-seven games are scheduled.

UEW Switches Gaeth

Seg to ABC Apr. 19

NEW YORK, April 3—United Electrical Workers (UEW - CIO) union, sponsor of the Arthur Gaeth Gaeth campaign last week cancelled out on Mutual Broadcasting System (MBS) and selected KABC (ABC), the station, which has been airing Wednesday at 7:30 p.m. (EDT), will begin its ABC career April 19.

The new time will be Monday, from 10 to 10:15 p.m. The agency is Moss & Arnold, New York.

Perfect Sucker Program Cut

NEW YORK, April 3—Jim Fleming, producer of the "Perfect Headaxx, is set for an audition by the National Broadcasting Company (NBC). The program, which will be presented this week, is a half-hour audience participation program that is now being used on NBC. Tuesday at 5 p.m. Cierra, the NBC sales team, will be on hand to talk to the agency clients. The program, which is being presented by the agency for NBC, is the first development made for the station.

New Video Firm Bows in Chicago

CHICAGO, April 3—New video production firm Hopwood 

& Cross, which will specialize in live and film packages, was opened this week in Chicago.

Heading production will be Milton Hopwood, former radio and newsman of WGN, who will produce his own shows on WBBK here for years. Herbert S. Laufman, formerly with the National Broadcasting Company, is the executive of the department. Behind the scenes, Fishing, Ereins, Inc., syndicators of new TV for promotion displays, are operating the firm.

William C. Cross, president of Timely, will be in charge of sales for the new firm, while Bernard Forman, Timley v.p., will be in charge of promotion.

Salt Lake's W6X1S Kicks Off April 19

SALT LAKE CITY, April 3—KYL's experimental tele station, W6X1S, began regular daytime operations Monday, April 19. S. F. Fox, manager of the independent Broadcasting Company, station owner, told The Billboard that the company will include programs in the new station. The programs will be skedded at the start, with telecasts running from 8 in the evening, Monday's, Wednesday's and Friday's.

The TV patterns, music and commentary will be telecast informally daily from 2 until 4 p.m. beginning in May. In June of this year, these programs will be telecasts to be enable servicers to properly install and adjust receivers. Initial telecast will include film, live talent and appearance of special guests.

Harry Golub, former New York and Los Angeles showman, was named tele director for KXLY.

"Get Into TV Or Else's" Attitude Now

NBC, CBS Look Afield

NEW YORK, April 3—Increased competition among the networks for affiliates has resulted in a parallel increase by the regional broadcasting chains on the part of the webs toward their AM affiliates. Spokesman for both the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) have thus made it clear, unless their own affiliates move quickly into applying for television stations, they will make TV affiliation arrangements, where necessary, with other stations regardless of their AM affiliation status.

Actually, both networks already have had all of their stations committed, and it appears that further developments are inevitable. One reason is that some American Broadcasting Company officials say pledges of new affiliations, notably those at the terms of proposed TV contracts; the other has been an almsford toward taking the expensive tele plunge.

NBC Tele Deals

NBC, for instance, has a working deal with WPIT (Phillip, in Phila-

adelphia), the AM station is Westinghouse KT2W. This may be resolved, however, should a reported sale from the KT2W group be consummated. NBC may also shop else-

where in Detroit, with WWJ-TV offering the best available AM station. In other areas NBC may have to consider elsewhere. This would mean that KABC, which alone of the major networks, unless NBC should decide to go ahead with the "multiple ownership" regulation, the Federal Communications Commission (FCC) has yet to a decision on NBC's own station in Denver, cannot apply for a channel.

CBS, in its affiliate telemic this week, warned its stations that a "play or get out of the pot" policy was in effect. The approach of the FCC, a number of available channels, the sentiment was voiced by CBS Presi-

dent Frank Stanton, who quoted FCC Chairman Wayne Coy's recent speech in which he forecast the exhaustion of eight TV channels on by the end of the year.

The situation in Baltimore illustrates CBS's attitude, a deal having been set last week for affiliation with WMBF, where NBCCAO is Colum-

bia's AM affiliate.

Minn. "Trib" Told To Reduce Interests

WASHINGTON, April 3 — The Minnesota Tribune Company will have to shed its stock in either a Minneapolis or St. Paul television station unless the "multiple ownership" regulation, the Federal Com-

munications Commission (FCC) ruled this week.

FCC ruled that the parent organi-

zation, thru interlocking stock owner-

ships, controls a portion of the Minne-

sota Broadcast Company, a permut-

atee of a St. Paul video station, and also has an interest in Northern Broadcasting Company, which was recently granted a permit for Minne-

sota.

Grant for the latter is now contingent on the divorcing of one of the two interests,
Music Hall and Words in Broadcasting System (CBS).

Upward and downward trends by individual shows also were revealed by the study. Compiling better records in recent months were such shows as Amos 'n Andy, Bandwagon, Music Hall and This Is Your F.B.I. At the climax of its "Miss Hush" and "Walking Man" contests, Truth of Consequences made the grade also.

However, several programs which drew notably large audiences in 1946 and 1947 have fared less successfully in more recent months. These include The Big Bet, Red Skelton, Eddie Cantor, Duffy's Tavern, Screen Guild, and Suspense. No Time For Heroes, During Make-Up Days, and The Big Game were dropped.

AFM's 13-Week Deal for Tele

DETOUR, April 2 — Marking the first time the local that a music hall has sponsored a disk jockey program, The Detroit Times has arranged sponsorship of a segment of Eddie Chase's Make Believe Ballroom over WXYZ. The show will stimulate circulation and promote the paper generally. Eddie Chase is backed up by his commercial manager, Dick Jones.

Chase's show is transcribed in New York and this week and goes to CBS. The Hearst-owned Times promotes the show with front page boxes, daily and weekly charts of Chase with his guest and stories.

Detroit, April 2 — A three-cornered race to get a second Detroit television station on the air is speed

ing up with the recent acquisition of a new $20 million WXYZ will get its affiliate in service by early fall. Two other principal contenders are WJR and WJBF, both of which have elaborate equipment for construction programs under way. WJBF is expected to be ready toward the end of the year. A fourth contender is a license application filed by Detroit Theaters, while WWJ-TV is now on the air.

However, is seeking active personnel education beam at video operation. A series of monthy "bull sessions" to explain the industry to other departments to all employees will be arranged last week, with the first one devoted to the network story since the station is American Broadcasting Company-owned. Future sessions are to be devoted to television, however, to train the staff on point in at any price. In addition, all department heads and executives are taking vacations early, if not to be ready to have a full executive staff available to concentrate on television.

New Obstacles In NAB Code

(Continued from page 6)

Bayard's associates agreed with the statement. However, a much larger percentage of the associations were satisfied with the code.

U. S. Makes Charges

(Continued from page 3)

informed of their products increased the prices which would prevail under a condition of natural, normal and free competition.

Trade associations in the complaint are Association of Coupon Book Mailers, Associated Television Manufacturers Association, Restaurant Equipment Manufacturers Association, Clothing Industry Manufacturers Association, Traffic Ticket Manufacturers Association, and three others. Each association, in the complaint, said that a number of the associations had been formed for the purpose of duplicating Coca-Cola, known to be interested in telecasting both the Percy Faith and Spickijjone programs.

Nielsen States Conn. Indie Web Disbanded

HARTFORD, Conn., April 3 — Walter Nielsen, program director of WCCY, told The Billboard last week that the Connecticut Independent Broadcasting System, the recently organized independent association of non-network affiliates, had been disbanded, following a meeting this week. The reason given was that breaking up of the unit.

James Iodice, of WMMW-Meriden, announced earlier this week that he was leaving WCCY. He did so a few weeks ago. The stations concerned are WCCY, Hartford; WAVZ, New Haven; WWMW-Meriden, and WNW, Norwich.

Following that he and Peter Jamerson, of WAVZ, are holding plans for several programs soon for WVCC-WAVZ presentation only.

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The Billboard 17

April 10, 1948

Columbia Strays
From CBS; Inks Pact With WABF

NEW YORK, April 3—Columbia Records, Inc., a subsidiary of the Co- lonia Broadcasting System (CBS), this week went ahead with the world's only contract to sponsor six hours every Tuesday night over FM Station WABF, New York, a station which runs 22 weeks, is the fourth full- evening deal pacted by the station. Similar deals were set over with Philo, Stromberg Carlson and the combination of Admiral and Sachs Quality. Columbia's programs, running from 6 p.m. till midnight, will feature long- range records issued by the station. The initial show this week (6) will spotlight Gian-Carlo Menotti's opera "The Telephone," and the program will be narrated by Goddard Lieberson, Columbia veepee.

Patmar Pub To Start Eastern Operations

NEW YORK, April 3—Warble Dennis Day's West Coast pubbery, Patmar, will start Eastern operations here next week, with Mac Cooper (formerly with Santly-Joy) taking over as professional manager. Terri- porary quarters for Patmar will be located in Tommny Valando's Laurel Music office in the Brill Building. Patmar, licensed thru Broadcast- music, Inc. (BMI), has been in exist- ence since July, 1942, confining its activities to the Coast, where Jack Perrin, general manager of the firm, holds sway.

Wax Makers Call Confabs Re Petrillo

Similar to IMC Group

NEW YORK, April 3—A representative group of major record manu- facturers—similar to the original committee of diskers which arose out of the Industry Music Committee's (IMC) formation—will meet here Thursday (3) to discuss their Petrillo problems anew and formulate future plans.

Also some major wax spokesmen held the impression that the confab to be held in the offices of James W. Murray, RCA Victor, will prove profitable at all levels as to disk interests. Wires informing disk- ers of the meeting went out over the facsimile circuit of Richard Co- tendor, director of employees-employer rela- tions for the National Association of Broadcasting (NAB), which is an affiliate of the IMC which itself embraces radio, record, and transcription rep- resentatives of the disk makers and manu- facturers.

Scheduled to attend the diskier huddle are Bob Filler, Victor, Decca, Columbia, Capitol, Mercury and other labels.

"My Happiness"

Damon's Delight;
100,000 Platters

KANSAS CITY, Mo., April 3—Damon diskery, local indie label, has announced a sleeper for its first release, "My Happiness" (featuring Jon and Sonora Steel), which was sold over 100,000 within the last two months. The firm's major diskers, including one Victor to press Happiness for them in Camden and Indiana since its own Holly label won't be too popular among them.

According to Vic Damon, head of the label, the disk, which first caught on here thru disk jockey and lake box plugging, is spreading to Chicago and St. Louis. He says he's received 40,000 Woody City disk orders in the past week.

Gale Inks Slack, Sets Concert Package Deal

NEW YORK, April 3—Freddie Slack, the little stage woogie piano- man, has signed a long-term package deal with the Gale label, with which he will record a concert, one-nighter and theater-jazz package which will hit the East Coast this month.

The package will include Slack loading a seven-piece unit with a girl singer and a five-piece crew led by tour altoist Charlie Parker and featur- ing trumpeter Miles Davis and drum- mer Max Roach. Initial dates on the package will be played in the early part of May.

Ban Side-Stepping

Capitol Cuts Four Tunes; Col Day Wax?

Another "Baby Face"

NEW YORK, April 3—Capitol Records, following up on its early- week Col Day with the regular date cur- tain skirted the Petrillo ban with a cut of its first four sides. The diskery waxed two sides with Jack Smith, the Clark Sisters, a 16-voice choral group and toy instruments including kazooz. The tunes cut were Heartbreaker and Baby Feet, the latter being a ban- nered novelty which has broken for the hit class. Capitol's waxing after further indication that the major diskers will keep covered on new hits despite the ban. Heartbreaker was done last week for Decca by the Andrews Sisters with harmonica backing.

Meanwhile Columbia diskery execs here are considering the importation of an English master on a coming platter, A Tree in the Meadow. The diskery may decide to bring over the English rendition by tenor Monte Rey accompanied by Phil Green's orch in the event the song continues to show signs of breaking open. The importation would be made via the firm's deal with Electric Musical Industries.

Side Tracking?

DENVER, April 3—Act Rec- ords, local indie diskery in operation about a month, has a 100-copy order for a tune it claims it has suddenly received orders for: 3,000 diskings of "Dream On My Heart" backed up by Isle of Capri, both sides cut by warbler Smiley Macon. The diskery, in which songwriter Kermitt Goell (co-clerker of Near- polis) and S. William Davis are partners, vows it doesn't know which side of the disk is moving.

Coast Waxers Plan Meet To Probe Source

FBI, Others Called In

HOLLYWOOD, April 3—A counter- feit ring operating a large-scale traffic in phonograph disks is thought to be headquarters its activities on the Coast is under investigation, The Billboard reports. Since its op- erations are believed to be on an interstate scale, the matter has been brought to the attention of the Fed- eral Bureau of Investigation, the Treasury Department and the U. S. district attorney's office, as well as local police. Law enforcing agencies are expected to launch an investiga- tion into the matter.

A meeting of reps of the four major diskers has been called for Mon- day (5). Reun of Victor, Decca, Co- lumbia and Capitol are expected to meet at the latter's offices where a plan of action will be discussed in an effort to track the source of the bogus disks and prosecute the offenders. The meeting was called after a report was made to Frank Fink, Hollywood show- biz attorney and local rep for the Motion Picture Producers and Distributors of America (MPPA), who in turn will take the matter to MPPA agent and former Harry Fink, Fink tells The Billboard.

Counterfeit Major, Indie Labels

The ring is believed to be operating in the following manner: First, fake labels (bearing the labels of indies and ma- jors alike) are re-recorded with new masters made from the dubs. Original labels are photographed and re- printed, with the bogus copies being a fairly accurate replica of the legit- imate product. These counterfeit copies are sold to dealers and dis- tributors for amounts ranging from 50 to 80 per cent of the legitimate manufacturer's price, depending up on the individual dealer's demand for the records. According to dealers who are believed to be unaware of the fact that they are dealing with in- fected labels, those who are dealing with such disks usually lose in- steady channels are bypassed by a cut-rate price and are lured by the chance of making an extra couple of bucks.

Counterfeiter's stick only to the top tier on each label and the demand has remained only in the race record field. According to present indica- tions, rings of the legitimate to those neighborhoods where such rec- ords would be in high demand.

Local diskery, said he intends to cut his first pair of platters April 10, when Jack Owens cut a pair of sides for Tower, utilizing an eight- piece band, two harmonicas and a ukulele as background. Owens, crooner on the ABC Don McNeil's Breakfast Club, visited Hawaii recently on a two-week vacation, con- signing back with a pair of sides, Har- monica and I'll Weave a Lei of Stars for You that pulled such mail after two weeks that Dick Bradley, of Tower, waxed them.

King, the Cincinnati platter, cut a pair of sides, two harmonicas, one of which was the rising you Can't Be True, Den- ny, by the Harmoni- Kings, a harmonica trio, and maybe cut more if the need arises. In addition, King has cut sides by Swans S Sar- tone Singers, an a capella spiritual group, since the Petrillo stoppage. Bill O'Brien, proxy of Universal, local diskery, said that he intends to cut his first pair of platters April 10, when Jack Owens cut a pair of sides for Tower, utilizing an eight- piece band, two harmonicas, one of which was the rising you Can't Be True, Den- ny, by the Harmoni- Kings, a harmonica trio, and maybe cut more if the need arises. In addition, King has cut sides by Swans S Sar- tone Singers, an a capella spiritual group, since the Petrillo stoppage. Bill O'Brien, proxy of Universal, local diskery, said that he intends to cut his first pair of platters April 10, when Jack Owens cut a pair of sides for Tower, utilizing an eight- piece band, two harmonicas, one of which was the rising you Can't Be True, Den- ny, by the Harmoni- Kings, a harmonica trio, and maybe cut more if the need arises. In addition, King has cut sides by Swans S Sar- tone Singers, an a capella spiritual group, since the Petrillo stoppage. Bill O'Brien, proxy of Universal,
APRIL 16TH IS "M" DAY!

Talk about timely tie-ups! The same day the Yankee-Dodger commotion breaks out at Ebbets Field, over six hundred disk jockeys will "play ball," as they launch Robert Merrill's riotous rollicking version of the Yankee-Dodger rivalry. A music drama as American as hot dogs, pop and popcorn...biggest thing since Casey stuck out!

Metropolitan Opera star Bob Merrill, who recently Whiffenpoofed to popular fame, is just the guy to put it across. He is a Brooklyn fan from birth. Before his singing days, he played ball in Ebbets Field, so he knows whereof he sings!

It's a swell job by Merrill who stars in it, by George Kleinsinger ("Tubby the Tuba") who wrote it, by Russ Case and his Orchestra who play it, and by the Chorus sounding off from the bleachers...in "counterpoint!"

Get set for a sell-out season, starting April 16, with Robert Merrill and "THE BROOKLYN BASEBALL CANTATA." (DC-42, two 10" Red Seal records.)

* "M" DAY IS ROBERT MERRILL DAY. On April 16 take place the most colossal disk jockey promotion ever staged!
**CONCERTS**

To point out the menace to large attendance, especially because of admission prices. Concert bookings menace promoters. A recent vote by the MBOA, a major promoter, voted to discuss the matter. A close look at the Midwest Ballroom Operators’ Association (MBOA) report indicated numerous gripes were expressed about the current financial situation. Reportedly numerous gripes were said to be voiced by members at the last national meeting of the MBOA in Chicago. Members of the MBOA, who include key figures in the music industry, are said to have voiced their concerns about the current economic situation. The MBOA board meeting was attended by a large number of members. During the meeting it was suggested that the MBOA convene a national convention. The convention would be held in Chicago in October, and the name of MBOA to the National Ballroom Operators’ Association be changed. While a MBOA spokesman said that the group does not now plan to convene a national convention, it was announced at the meeting that the MBOA has decided to change its name to the Midwest Ballroom Operators’ Association. The change in name will take effect May 1. The new name will be used on all future meetings and publications of the association. A motion to change the name of the group was carried by a 2-1 vote. The motion was introduced by Chairman Fred Mansfield, who heads the MBOA, and was seconded by a member of the association. The motion was carried by a 2-1 vote. The new name will be used on all future meetings and publications of the association.

**Government Testimony**

Gov’t Alleges Nat Moss Ducked 70¢ Cabaret Tax

NEW YORK, April 3.—Nat Moss, one-time president and secretary of the now defunct 400 Restaurant, was indicted yesterday (April 2) by a grand jury which charged the 400 Restaurant and four of its members with failure to pay the federal cabaret taxes totaling about $70,000.

The government alleged that Moss, who operated the 400 for about three years with a name-band policy, filed false tax returns during the first five months of 1945 which showed a tax of $15,370.14. During six months of operation of the 400 Restaurant (April 1945 through July 1945), it further charged, Moss, along with his partners, failed to pay the tax. The government alleged that Moss collected $120,000, which was paid to him on a 4% commission, from his partners but converted them to his own use or to the use of his organization. The government also alleged that Moss collected the tax on a per-ticket basis and marketed it to his partners and to the public.

The government alleged that Moss, who operated the 400 for about three years with a name-band policy, filed false tax returns during the first five months of 1945 which showed a tax of $15,370.14. During six months of operation of the 400 Restaurant (April 1945 through July 1945), it further charged, Moss, along with his partners, failed to pay the tax. The government alleged that Moss collected $120,000, which was paid to him on a 4% commission, from his partners but converted them to his own use or to the use of his organization. The government also alleged that Moss collected the tax on a per-ticket basis and marketed it to his partners and to the public.

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The government alleged that Moss, who operated the 400 for about three years with a name-band policy, filed false tax returns during the first five months of 1945 which showed a tax of $15,370.14. During six months of operation of the 400 Restaurant (April 1945 through July 1945), it further charged, Moss, along with his partners, failed to pay the tax. The government alleged that Moss collected $120,000, which was paid to him on a 4% commission, from his partners but converted them to his own use or to the use of his organization. The government also alleged that Moss collected the tax on a per-ticket basis and marketed it to his partners and to the public.
SUCCESS IS IN THE STARS

Mel Tormé and Sarah Vaughan

EXCLUSIVE Musicraft RECORDING ARTISTS

On the campus the students look to Mel Tormé and Sarah Vaughan as the most promising male and female vocalists, according to the results of The Billboard's 10th Annual College Poll.

"2 MORE CLAIMS TO FAME"

Mel Tormé

Makin' Whoopie
Do It Again

Sarah Vaughan

The One I Love Belongs To Somebody Else
What A Difference A Day Made

#534

#552
NEW YORK, April 3.—From the collegians’ side of the band-booking business, high prices hold the secret of a growing camping caution in buying name bands. The survey conducted by The Billboard (Part II, trade aspects of the 1948 Annual College Poll) indicates that while the number of universities, junior colleges and prep schools buying name bands at least once a year make up about 25 per cent of the total school count, student faculty advisers and prom chirmen are showing increasing distress over the fact that about one out of every four dances in which name orks are used winds up a financial flop.

Half Use Local Combs

Instead of name orks, 90 per cent of the colleges queried (total of 220 replies) indicated that they used local combos for at least one prom or party date. The remaining 25 per cent either employed their own school bands or no bands at all (fifteen about 10 per cent).

Prominent undertone through the replies was the high price for name orks were discouraging expansion of that type of college dances. Generally, the results showed that where colleges used name orks, about one out of four ended up as financial flops, with the prime reason cited as “the band’s stipend was too formidable.” Most of the collegians pointed out that the high prices necessitated jacking up admission prices. They pointed out that while G.I.-veteran components were slimming on college rosters, their insistence that agencies would serve as useful at the prom dates; yet the vets were unable to meet the ”foot” requirements.

Three Factors

Additional factors behind the “flops,” in order of their choice by the campus kids, were: (1) Bad bands; (2) insufficient space to hold dance, and (3) interference with exams. Second in the list of band prices took the sting off agents and orks somewhat, since these are obviously accepted by collegians as their own fault.

Successful name orks dances were attributed by the collegians, in order of choice, to (1) moderate admission prices; (2) band popularity; (3) good publicity which insured advance ticket sales, thus offsetting bad weather or other handicaps. Thru use of fewer name orks, campusites also contended, the operating out for the year was lowered and the possibility of making a buck heightened.

The colleges evidenced growing use of recorded music for dances as a substitute for quality name bands, with three of every seven proms conducted using “canned” music. Significant note was that while juke boxes, p-a-s, systems and home phonos provided most of the canned music for terps, 10 per cent of the canned music users said they utilized wire recorders.

NEW YORK, April 3.—The rang- ing set among plenty of hogs about band booking tactics, The Billboard’s 10th Annual College Poll, Part II reveals, with the heaviest whoops and hollers accumulated for alleged over-selling at exorbitant prices and for lack of co-operation between local and major agencies.

One major university set the keynote for complaints in a reply which pointed out that “the average age on the campus is topped about 10 years over pre-war and we can’t jump’ like we used to.” And most schools claim that producers produced too little dance music and too much hot and novelty. Others complained that name ork-sters play what they want to play and not what the collegians want to hear. Not enough currently popular tunes,” “poor attitude on part of the band leader,” “take long intermissions and are rude when people ask for certain selections,” “not enough difference in the quality of music between name and local bands so merit the price difference,” “appearance of the orchestra was not appropriate,” “were not uniformly dressed”—these are some of the typical gripes aired by the campus kids.

Half Use Local Agents

The poll showed that 85 per cent of the schools which used name orks did their business thru local agents. These schools are more frequently were submitted by the local booking at one price, after which they received offers on the name ork high prices for name orks were discouraging expansion of that type of college dances. Generally, the results showed that where colleges used name orks, about one out of four ended up as financial flops, with the prime reason cited as “the band’s stipend was too formidable.” Most of the collegians pointed out that the high prices necessitated jacking up admission prices. They pointed out that while G.I.-veteran components were slimming on college rosters, their insistence that agencies would serve as useful at the prom dates; yet the vets were unable to meet the “foot” requirements.

Others point out that agencies should “stop playing ring-around-the-rose when asked to submit available bands for a certain date.” Too many people on the campus know that third and third prices than any other prices is involved.” They add that agents could “stop dangling a famous No. 1 band in front of the college for the last minute and then coming thru with a high-pressure sales job on a second-rater.”

Charlie Warren Set

To Come East In

New Robbins Shift

NEW YORK, April 3.—Realignment of personnel in the Harry Warren pal affiliate of the Long-Robbins group has brought another shift. It is now understood that Charlie (Moe) Warren, brother of the Hollywood MGM tunemaster, definitely will come to take over professional activities for the firm. Mack Martin, who only last week shifted from the Los Angeles staff to the Warren firm, may be relocated on the Coast, but a decision has not been finalized pending probabilities of Martin hooking up with other commitments.

The Warren firm is said to be understanding to stem from desires of Harry (Leo) Robbins to maintain close supervision over his affiliate firm (which considerable funds have been pumped, with no profits returned yet) without disturbing its own relations with the studio-contract tax smith.
CREDITORS, NOT MAJ., ASK FOR CHAPTER X

Firm To Ask Continuance?

CHICAGO, April 3.—Majestic Radio & Television Corporation is expected to ask for a continuance, April 8, on a petition submitted here last week before Federal Judge Philip Sullivan by three creditors of the corporation who asked that rearrangement proceedings be changed from Chapter 11 to Chapter 10 of the Chandler Act. It was incorrectly stated in The Billboard last week that the corporation had asked for a change from 11 to 10, whereas it was a group of creditors who took this step. The petition also involved Majestic Records, a wholly owned subsidiary of Majestic Radio & Television Corporation.

It is expected that this continuance will be allowed and that a hearing on the petition will be held about May 15. A. L. Shapiro is representing Majestic in the proceedings. Louis Knight and Michael Genas are representing the creditors asking for a change in proceeding.

Creditors Involved

The creditors who asked to have proceedings changed from 11 to 10 were Laboratories, Inc., the Elizabethtown Corporation and John L. Horn, who collectively are owed about $50,000 by Majestic, it is claimed. In the certified petition filed with the court, the creditors claim that if proceedings were allowed to continue under Chapter 11, “position for compromise” and the “continuance of the same management” would be possible. Instead, under Chapter 10, creditors are asking for the appointment of a trustee who would set with the power of a receiver and take over management of the corporation “in the interest of the public and the creditors.”

The petition also claims the company has an indebtedness of over $51,000,000 and that it has lost $250,000,000 since July of 1947.

Chapter 11 Inadequate

Claiming that needed relief can not be had under Chapter 11 and that under Chapter 10 the creditors would be protected, the petition states “Chapter 11 is inadequate because it can only deal with unsecured debts and cannot revise or rearrange the interest of the secured creditors and the interest of the stockholders. It also states that “earnings of said debtor in recent years have been insufficient to enable it to pay its liabilities and has compelled it to mortgage nearly all its assets and to pledge its accounts receivable, retaining as hold-backs about 20 per cent of all the accounts receivable.

SIDE-STEPPING QUICKENS

(Continued from page 17)

since the ban went into effect. Also in Hollywood, it was learned that Columbia Records is plotting another waxing session, this time with Doris Day. Dickery has pitched for a two-sided date with Day to do two tunes from Miss Day’s first Warner Bros. pic, Romance on the High Seas. Tunes are It's You or No One and Run, Run, Run and will be waxed with choral background. Session was still tentative at week’s end, depending on Miss Day’s film location commitments.

Remember these all-time Al Dexter hits...

Barrel House Boogie Col. 38038 Down at the Roadside Inn Col. 37303
New Broom Boogie Col. 37592 Kokomo Island Col. 37200
Maybe, Baby, It's Me Col. 37538 Win,e, Women and Song Col. 37062
Love Laces of Yesterday Col. 37441 Trifin' Gal I'm Lost Without You Col. 37042
Who's Been Here? Col. 37441 I'll Wait for You, Dear I'm Losing My Mind Over You Col. 37037
Dancing It's Over Now Col. 37434 Meet Me Down in Honky Tonk Town Col. 37417
All I Want Is You Col. 37417 Honey, Do You Think It's Wrong? Guitar Polka Col. 36898
Honky Tonk Chinese Dime Col. 37417 Jolly Roll Special Sunshine Col. 37641
Sundown Polka Col. 37404 Who's Gonna Love You When I'm Rosalita Col. 37668
So Long, Pal Col. 37352 Pistol Packin' Mama
Too Late To Worry Col. 37352

Al Dexter Album

"SONGS OF THE SOUTHWEST"

including

I Waited Too Long—Why Did It Have To Be—Pistol Packin' Mama
Rosalita—Texas Waltz—Two Broken Hearts
Can This Love Be Real?

Col. C-151

Remember your sheet music from

HILL AND RANGE SONGS

and AL DEXTER MUSIC PUBLISHING CO.

7164 MELROSE BLVD.
HOLLYWOOD 48, CALIFORNIA
NEW YORK YA-TA-TA . . . WNEW's Art Ford skedded for usual overseas trip, this time to Paris. Local promoters claim Ford's getting out of town before Victor catches up with him for framing those trick questions to a transcribed Vaughn Monroe interview diskery had sent to jocks. . . . Charles Belden's WGY-AM music man, Larry Drucker, is planning a Flying Club contest in conjunction with British Overseas Airlines with Bermuda trip as prize. . . . Jack Lacy (WIRS) to use a "Renaissance Record of the Week" gimmick every Saturday as a result of heavy phone-call response to initial digging-up of a 1911 platter of the Berlin-Sydney Tuberculosis Benefit. Engineer will play prize and feed the plug out in segments interspersed thru regular show . . . . Alan Courtney (WNEW) finally opening his "restaurant" in Freeport, L. L. May, and will broadcast from his own place over WGBB, Freeport. . . . Paul Whiteman's boy Friday, Joe Franklin (of the rare disk collection), spreads himself all over the April Coronet. "Pops" ABC airing guest-shot Tex Beneke April 7 . . . . Winners in the fabulous-priced Whitey Smith listener contest to be decided next week . . . . Morey Amsterdam's (WIN) jock sending his own Apollo disk of Yuk-A-Puk to fellow spinners nationally, proposing they auction off autographed platters with proceeds to go to the Dannon Runyon Cancer Fund to which Morey's own take is channeled . . . . WIN disk jockey Ted Rusin will emcee Benny Goodman's April 18 and Saturday night dance series sponsored by the orkester at the Westchester County Center in White Plains, Series runs 4th of June 18.

COAST CUTTINGS . . . Spinner Gene Norman unable to use Los Angeles' Philharmonic Auditorium for jazz concerts. Manager objects to "unfavorable" people attracted to jazz concerts and as a result has been forced to stage them in Pasadena and Long Beach. . . . KUCA (Yuba City, Calif.) spinner, Bill Noothens, uses a head-and-shoulder set of earphones hooked into his control panel to keep up to the minute with requests and dedication as a follow-up to mail and regular phone requests. . . . Calswitched his show from KTRM in Santa Barbara, Calif., to KCOY, Santa Monica, Calif. . . . Armed Forces Radio Service (AFRS) will beam disl Jockey Gene Norman's jazz concerts to military personnel via transcription. Spinner's show replaces the Down Beat stanza on the AFRS wax web. Spinner Jim Hawthorne was signed to a 12-2 Sunday wax series by Radio Station owner, John L. Los Angeles used car dealer, to be heard simultaneously over join facilities of KFVD and KNX. Hawthorne's regular nightly 10:30-11 platter show on Pasadena's KXLA will be heard simultaneously on San Bernardino's KRNO. His regular half-hour show has been picked up by AFRS for beaming to military personnel. . . . Johnny Frankie's platter show, broadcasting on the Spokesman, over the new San Fernando Valley indie outlet, KGIL, has been boosted from 30 minutes to a full hour. . . . Disk jockey sports program format is used by footballer Tommy Harmon on his KJGO show. Instead of discussing artists and their music, Harmon injects sports news brief between disks. . . .

EAST IS EAST . . . Lou Weinman (WNAV, Bridgeport) lets listeners solve his program problems. They submit sample programs and scripts. Take over the show for a few nights . . . . In Reading, Pa., Ben Vernon, of WRAW, will go easy on the girls. He offered a photo of his engineer in return for any.

TERRITORY TUNE TOUTING:
New York's Jack Lacy (WIN) pushing Don Reid's Metrotone platter of More Than Ever Before. . . .
Jerry Browne, of Idaho Falls (KJFI), "getting no place but pushing Stan Kenton around here . . . who has what it takes. 'To the devil with Poor Leaf Clover; let's go ahead, not backwards.'" Downeyville, Tex: "Listeners probably have just started to be exposed to popular music." . . . Ray Steele, KSTB, Breckenridge, Tex: "It's not hillbilly music people here in Texas like so much as who puts it on . . . the show's the thing . . . as many people listen to popular music as to hillbilly." . . .

HARRY LAMB, WNYA, Norton, Va.: "De Luxe's Russ Temple has a hit in Heartbreaker." . . .

Helen Erickson, KWWO, Sheridan, Wyo.: "Let's plug more stuff like Tex Watson's Marine. Be-Bop is fine for after-hours but that's where it's going to stay for many moons." . . .

Ken Vogt, WMLO, Milwaukee: "People in Milwaukee are following a trend of bringing back old-timers and old-time music." . . .

GRIPES AND SWIPES:
Al Stone, WGB, Cleveland; Joe Unger, KWPC, Muscatine, la., and a few other jox echo same lament: "What's happened to all that good old instrumental dance music? Not enough pop tunes done instrumentally." . . .

F. R. Lokey, WORD, Spartanburg, S. C.: "There's a lack of cooperation from recording companies in this area. We don't get free records for promotion purposes except from Capitol and Mercury. Decoy, Victor, Columbia, MGM: Bullet swamps us with material requesting we plug their disks but won't send us any platters, anytho they do send gratis wax to much, much smaller, less record-minded communities."

Red Blanchard, KPRO-KPOR, Riverside, Calif.: "Speaking of new releases, I doubt if there have been more than three in the past year that could measure up with reissues most recording firms are putting out. A lot of the London disks do not sound the least bit 'foreign.' I believe American musicians are decadent."
old box top or chewing gum wrapper (in last month) and is still paying for pictures to send fans who took him seriously. ... Buffalo's Ralph Snyder (WGR) cut in once each of three hours of daily spinning to pump the phone and run off a roll on a player-piano. The "roll jockey" now does something, he's sponsored at least twice weekly by NBC Bread, Redlemon Juice, Grove Cold Tablets, Marine Trust Company, Shredded Wheat, etc. ... Growing concessions to jazz music problems includes thrashing jockey photos on sheet music covers. WTOP's Eddie Gallagher, in Washington, granting part of the printing runs on Leeds' Summer Moon. Southern's Tools Cut Dooles and Feist's Thoughtless. ... WEW's Uncle Ernie Victor increases his Buffalo air time by two morning shows. First will be Wake Up Music with tunes and the average family (7:30 to 8 a.m.) second dedicated to housewives (8:15 to 9 a.m.). His early morning Howdy, Neighbor stint continues in high gear as usual. ... Also in Buffalo, Martin Tible leaves WGR to take over management of KFWT, Watertown, S. D., which he'll be featuring, weekly. ... In Philadelphia, Allen Scott switched his nightly disk jockeying on EYW after the midnight hour from the Latin Casino to Frank Polmolu's Click. ... Bill Marshall, who formerly led WPEN's studio band in Philly, returns to the station April 24 as a full-time disk jockey. ... Dino Wayne, spinning the discs on the Quaker City's EYW Musical Clock, gets back the Melville Shoe Corporation, makers of Thom McAn Shoes, as a participating sponsor for three-quarter-hour sets per week, placed for 13 weeks thru Multi-Show Agency.

SPIN CHIN ... Jockeys assailed by requests for photos of disk stars can get a deal from Capitol Records. Disc jockey for 10 cents will send out a set of eight wallet-size photos of its top talent. For stations that want to use the photos to check mail pull, bulk shipments are available. Same deal, 100 sets for $16. ... In Chicago, The Chicago Tribune syndicated character, Harold Teen, will become the subject of a disk jockey show to be aired over WGN, Chi Trib station. Fred Reynolds will take the Teen disk jockey role which will originate from a mythical sugar bowl. No sponsor inked yet. Promotional cross plugs between the strip and the show are contemplated, with likelihood that similar shows will be aired on syndicated bases in cities in which Teen cartoons appear. ... The Hartford, Conn., gabbler keep pecking up their programming. Joe Girand, of WCCC, and Russ Naughton, of WBCR, are expanding their Record of the Week column in an effort to make it State-wide. They've already enlisted the aid of Cal Cody, of WLUM, in Meriden. ... WCCC's Walter Nielsen airing a new weekly contest, My Best Bet, with a brotherhood pitch that has aroused favorable community comment. Nielsen also has effected a tie-up with Hartford movie houses to use guest tickets as prizes on programs. In return, the station features brief resumes of skedded films. ... New England gets a new jazz jockey show with George Malcolm-Smith taking over on WTCI. He's the slightly older jockeys used as basis for Broadway musical Are You With It? ... Fem spinner Betty McDaniel now heard over WOTW, Nashua, N. H.

CHI CHATTER ... Eddie Hubbard, ABC Club, WIND, Chicago, did a series of video film commercials for his sponsor, Chesterfield Cigarettes, which will be utilized on Midwest tele stations. ... Al Benson, free-lance Negro blues disk jockey, did 1,931 dances at $1.50 per as a dance promotion at the Savoy Ballroom, Chicago, March 29. ... Bob Earle has moved from his Rockford, Ill., holdings to WEOW, New Madison, Wis., station.

WAY DOWN SOUTH ... Bob Van Camp, WSB, Atlanta, fills gaps between discs with organ interludes as played by himself. ... Larry Lanning, WPH, Huntsville, Ala., turns over the last quarter-hour of his Thursday and Friday airers to local high schools: kids program and present the show. ... Ted Harding, KBST, Jonesboro, Ark., running a hillbilly popularity poll which has drawn mail from Arkansas and Missouri—leading the pack at last count was Ernest Tubb, with Eddy, Arnold, Gene Autry and Roy Acuff tailing.

MICHIGAN MATTER ... Larry Frymire, program director-sponsor of WERB, East Lansing, Mich., turns three weekly on his daily Down Salute early oxygen ailer. Frymire joins Al Laquire, an actor and writer, in eight minutes of satire on current events via the Down Salute Quiz Show Players. ... Norman Felmier, WCAR, Pontiac, Mich., trying to work out a deal to place listening pins in local teen-ager hangouts. From each location Felmier would conduct an interview day on his six-day-a-week show.

A special feature arranged in conjunction with the National Association of Disk Jockeys. None of the comments below necessarily reflect the opinion or editorial policy of The Billboard.

SPARKED BY ... Sherm Feller and Bob Elliot, Boston disk jockeys are currently lining up a NADJ chapter. Graeme Zimmer, Columbus, Ind., is showing up interest in a Midwest chapter among jockeys. The NADJ membership drive has netted a substantial number of additions to the association and will continue for several more weeks. It is expected that the Chicago chapter is working out plans to run some sort of affair, probably a dance. This will mark the second public undertaking by an NADJ chapter. The New York chapter expects to net between $7,000 and $5,000 from the Metropolitan Opera House affair held in January. The New York chapter will hold a social-business meeting Wednesday (7) at a local club. The chapter has frozen its membership temporarily while this unit investigates the possibility of drawing up a plan for sick and health insurance coverage for members.
**The Nation’s Top Tunes**

The title “HONOR ROLL OF HITS” is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without the Billboard’s consent.

**This Week**

1. **NOW IS THE HOUR**
   - Percy Faith, Capitol 10923
   - Straight, Decca 24335
   - Sessions, London 1170
   - Brown, Victor 20-2061
   - Thompson, Metro 29221
   - On loan from the Forest Laboratories.

2. **PULLING OVER A FOUR LEAF CLOVER**
   - Frank Sinatra, Capitol 10971
   - Gershwin, Columbia 12498
   - Spencer Davis Group, Decca 24339
   - Wilkins, Capitol 10988
   - On loan from the Forest Laboratories.

3. **DREAMY**
   - Frank Sinatra, Capitol 10971
   - Gershwin, Columbia 12498
   - Spencer Davis Group, Decca 24339
   - Wilkins, Capitol 10988
   - On loan from the Forest Laboratories.

4. **I DON’T GIVE A DAM**
   - Fred Astaire, Capitol 10971
   - Gershwin, Columbia 12498
   - Spencer Davis Group, Decca 24339
   - Wilkins, Capitol 10988
   - On loan from the Forest Laboratories.

5. **BUT BEAUTIFUL**
   - Frank Sinatra, Capitol 10971
   - Gershwin, Columbia 12498
   - Spencer Davis Group, Decca 24339
   - Wilkins, Capitol 10988
   - On loan from the Forest Laboratories.

6. **THE GOOD OLD USA**
   - Frank Sinatra, Capitol 10971
   - Gershwin, Columbia 12498
   - Spencer Davis Group, Decca 24339
   - Wilkins, Capitol 10988
   - On loan from the Forest Laboratories.

7. **YOU WERE MEANT FOR ME**
   - Frank Sinatra, Capitol 10971
   - Gershwin, Columbia 12498
   - Spencer Davis Group, Decca 24339
   - Wilkins, Capitol 10988
   - On loan from the Forest Laboratories.

8. **SLAP ‘ER DOWN AGAIN**
   - Frank Sinatra, Capitol 10971
   - Gershwin, Columbia 12498
   - Spencer Davis Group, Decca 24339
   - Wilkins, Capitol 10988
   - On loan from the Forest Laboratories.

**Records Available:**
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
- Both Capitol and Decca Records.
THE THREE SUNS
Double-discing of
All-Time Hits!
The Gang That Sang
Heart of My Heart
Here's a popular standard that everone knows...far
heavy play in neighborhood
spots. Amie Dunn and male
quartet do the familiar lyrics.

Hindustan
One of the "Suns" most-
requested numbers. Catchy
instrumentals in their own
original style...especially
good for wine and dive lacs.
RCA Victor 20-2776

BERYL DAVIS
Spring in December
Beryl's popularity is
booming now that she's
on the Hit Parade!
Here's her sultry ren-
dition of a lifting new-
hallied, with a smooth
Rus Colas background.

I Wanna
Reminds you of "Yes, My Darling Daughter." Beryl
does a swell job on the lasing lyrics, Toots Com-
trata and his Ork accompanying.
RCA Victor 20-2762

COUNT BASIE
Money Is Honey
Medium-fast blues with some
of the Count's finest keyboard
fingerings. Jimmy Rushing
sings the vocal in low style.

Goin' In A Nest
The famous Basie rhythm section shines on this
swingy novelty. Dedicated to N.Y.C.'s disk jockey
Free Robbins...a great follow-up to the Count's
"Robby's Nest."
RCA Victor 20-2771

CHARLIE SPIVAK
The Last Thing I
Want Is Your Pity
A light bounce with a hill-
billy flavor...a real trec-
tapper with plenty of popu-
lar appeal. Vocal neatly sung by Rusty Nichols.

But None Like You
Beautiful ballad written by Ray Noble. "The Sweet-
est Trumpet in the World," Tommy Mercer, and
Irene Day all join together to make this a cinch
era jazz number.
RCA Victor 20-2777

AL GOODMAN
and his Orchestra, with
Jimmy Carroll, Earl Wright-
son, and Frances Greer.

"Gems From the
Desert Song"
Album K-12
Overture to the Desert Song and One Alone
RCA Victor 20-2700
Riff Song and One Flower Grows Alone in Your Garden
RCA Victor 20-2701
French Military Marching Song and The Desert Song
RCA Victor 20-2702
Romance and Love's Dear Tearoom
RCA Victor 20-2703

ELTON BRITT
and The Skytoppers
Born To Lose is an all-time
hillbilly standard right up
Elton's alley. The flip is
based on a bestselling
book and will get a coun-
try-wide promotion. Both
numbers are sure bets for
those rustic nickelers!

Born To Lose
RCA Victor 20-2777

JOHNNY KATZ
and his kosher-jammers
Tico-Tico
A side-splitting burlesque of the popular South
American dance! This album
of Spike Jones is building a big rep with
his really different humor-
ous style.

Chlo-e
Another Jewish comedy version of a well-known
standard. Mickey's appeal is terrific, whether the
customer understands Yiddish or not!
RCA Victor 20-2778

THE STARS WHO MAKE THE HITS ARE ON
YOU ASKED FOR HER

*Here's the record thousands have asked for—Kathryn Grayson singing the hit songs from M-G-M's "Anchors Aweigh"

KATHRYN GRAYSON

SINGS JEALOUSY
(JALOUSIE)

ALL OF A SUDDEN MY HEART SINGS

M-G-M 30073 75¢

IT'S HERE! HEAR IT!

Recorded Directly From the Sound Track of The M-G-M Technicolor Musical

JUDY GARLAND

GENE KELLY

IN "THE PIRATE"

SINGING 6 NEW SONGS BY COLE PORTER

M-G-M STUDIO ORCHESTRA CONDUCTED BY LENNIE HAYTON

NINA... MACK THE BLACK... PIRATE BALLET

LOVE OF MY LIFE... YOU CAN DO NO WRONG... BE A CLOWN

ALBUM M-G-M 21 THREE 10" RECORDS LIST PRICE $3.00

Price exclusive of taxes

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

Sheet Music

BEST-SELLING SHEET MUSIC

These lists are the national best sheet music sellers. List is based on reports received each week from jobbers, sheet music publishers, and individual sheet music dealers. Songs are listed according to greatest number of sales. (F) indicates tune is in a film; (M) indicates tune is in a musical; (R) indicates tune is available on records.

ENGLAND'S TOP TWENTY

<table>
<thead>
<tr>
<th>Position</th>
<th>Last Week</th>
<th>This Week</th>
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<tbody>
<tr>
<td>14</td>
<td>1. NOW IS THE HOUR (R)</td>
<td>1. A TREE IN THE MEADOW, Campbell-Connelly...Campbell, Connolly</td>
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<tr>
<td>12</td>
<td>2. NEAR YOU</td>
<td>2. THE COMY (M)</td>
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<td>13</td>
<td>3. I WONDER WHO'S KISS</td>
<td>3. WE'RE SIXTEEN (M)</td>
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<td>10</td>
<td>4. SHOE MAKER'S SERENADE</td>
<td>4. YOU NOW...Holdeman...E. B. Marks</td>
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<td>7</td>
<td>5. ONCE UPON A WINTER</td>
<td>5. WHEN YOU WERE COMING (F)</td>
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<td>9</td>
<td>6. WHEN YOU WERE SIXTEEN (M)</td>
<td>6. COMING IN (R)</td>
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<td>8</td>
<td>7. COMING IN (R)</td>
<td>7. COMING IN (R)</td>
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<td>6</td>
<td>8. GOLDEN EARRINGS (R)</td>
<td>8. GOLDEN EARRINGS (R)</td>
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<td>5</td>
<td>9. TOO FAT POLKA</td>
<td>9. TOO FAT POLKA</td>
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<td>3</td>
<td>10. OLD POSTMAN</td>
<td>10. OLD POSTMAN</td>
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<td>2</td>
<td>11. AN APPLE BLOSSOM</td>
<td>11. AN APPLE BLOSSOM</td>
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<tr>
<td>1</td>
<td>12. PEACH OF MY HEART (R)</td>
<td>12. PEACH OF MY HEART (R)</td>
</tr>
</tbody>
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ENGLAND'S TOP TEN:

1. NOW IS THE HOUR
2. I'M LOOKING OVER A FOUR LEAF CLOVER
3. BELL OF THE BALL
4. COME BACK TO SORRENTO
5. AN APPLE BLOSSOM
6. PEACH OF MY HEART
7. CHEEK TO CHEEK
8. COME BACK TO SORRENTO
9. DANCING IN THE STARS
10. THE STARS WILL REMEMBER

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest wholesalers in the Dominion.

SONG 1. NOW IS THE HOUR 12. I'M MY OWN GRANDPAW
2. I'M LOOKING OVER A FOUR LEAF CLOVER 13. WITH A HEY AND A HO HO HO
4. COME BACK TO SORRENTO 15. HOW SOON?
5. AN APPLE BLOSSOM 16. SHAUNY O'SHAY
6. PEACH OF MY HEART 17. PIANISSIMO
7. CHEEK TO CHEEK 18. I'M A COMING-A-COURTIN', CORABELLE
8. COME BACK TO SORRENTO 19. PARA, WON'T YOU DANCE WITH ME?
9. DANCING IN THE STARS 20. MY COUSIN LOUIELLA
10. THE STARS WILL REMEMBER 21. THE STORY OF SORRENTO

*Publisher not available as The Billboard goes to press.
SONGS WITH GREATEST RADIO AUDIENCES

(April 10, 1948)

The Billboard

Radio Popularity

Week Ending April 2

HITS OF THE WEEK

on MGM Records

KATHRYN GRAYSON
JEALOUSY "Jalousie"
ALL OF A SUDDEN MY HEART SINGS
M-G-M 30073 75¢

Piano Portraits Boogie SAMBA CARABA
M-G-M 10075 60¢

LOTUS LAND INTERMEZZO "Savoir de Vienne"
M-G-M 30063 75¢

JACK FINA
and his Orchestra

JEFFREY "Jalousie"

JOSEPH FUCHS, Violinist
Accompanied by Madeline Marrow
and the M-G-M String Orchestra

SOMEONE CARES FOR EVERY MAN THERE'S A WOMAN

M-G-M 10170 60¢

LAROO, LAROO, LILLI BOLERO
Orchestra conducted by Perry Scott

I STILL LOVE YOU
With the Qumorens
Orchestra conducted by Hugo Winterhalter
M-G-M 10166 60¢

GEORGE PAXTON
I'VE ONLY MYSELF TO BLAME THE LOVELINESS OF YOU
with vocals by Dick Morris
M-G-M 10169 60¢

BOB HOUSTON
TEACH ME, TEACH ME, BABY WHY DOES IT HAVE TO RAIN ON SUNDAY
M-G-M 10141 60¢

MANK WILLIAMS
LIST PRICE 60¢

R.I.P.

COUGGRI POLKA
TIREdd LITTLE DOGIES
M-G-M 10172 60¢

BOBBY GREGORY
M-G-M 30065

COWBOY POLKA
TIREDD LITTLE DOGIES
M-G-M 10172 60¢

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

RECORDS MOST PLAYED BY DISC JOCKEYS

Records listed here in numerical order are those played over the greatest number of total plays during the past week. List is based on returns from weekly surveys among 1,200 disc jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits. More Popularity Chart, Part I (P) indicates tune is from a film; (F) indicates tune is from a legit musical.

POSITION

Rank

Record

Film

Label

1

Mama

Peggy Lee

Capitol 15522

ASCAP

2

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

3

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

4

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

5

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

6

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

7

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

8

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

9

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

10

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

11

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

12

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

13

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

14

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP

15

Four Leaf Clover

Art Mannay

M-G-M 10119

ASCAP
**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 4,892 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F.) indicates tune is in a film; (M.) indicates tune is in a legitimate musical. The B side of each record is listed in italic.

<table>
<thead>
<tr>
<th>Position</th>
<th>Yr/No</th>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>3</td>
<td>MANANA</td>
<td>.........Peggy Lee Gravel Capitol 15022</td>
</tr>
<tr>
<td>11</td>
<td>1</td>
<td>Now Is the Hour</td>
<td>Bing Crosby Decca 24279</td>
</tr>
<tr>
<td>11</td>
<td>2</td>
<td>I’m Looking Over a Four Leaf Clover</td>
<td>Art Monroy MGM 10119</td>
</tr>
<tr>
<td>12</td>
<td>3</td>
<td>The Big Brass Band from Brazil</td>
<td>Victor 19141</td>
</tr>
<tr>
<td>11</td>
<td>4</td>
<td>Now Is the Hour</td>
<td>Gracie Fields London 110</td>
</tr>
<tr>
<td>12</td>
<td>5</td>
<td>Big Your Pardon</td>
<td>Francis Craig</td>
</tr>
<tr>
<td>11</td>
<td>6</td>
<td>Am I Looking for a Sweetheart</td>
<td>Frankie Carle Columbia 38036</td>
</tr>
<tr>
<td>11</td>
<td>7</td>
<td>If You Had All the World’s Gold</td>
<td>Victor 20-2853</td>
</tr>
<tr>
<td>11</td>
<td>8</td>
<td>You Can’t Be True</td>
<td>Ken Griffin-Jerry Wayne M-G-M G-764</td>
</tr>
<tr>
<td>11</td>
<td>9</td>
<td>Baby Face</td>
<td>Art Monroy MGM 10156</td>
</tr>
<tr>
<td>11</td>
<td>10</td>
<td>I’m Looking Over A Four Leaf Clover</td>
<td>Ross Morgan-Milt Herth Rye Ray Blackbird Decca 23439</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>Don’t Memory Lane Album</td>
<td>Victor P-202</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>A Sentimental Date With Perry Como</td>
<td>Perry Como Victor P-187</td>
</tr>
<tr>
<td>11</td>
<td>13</td>
<td>Al Jolson Album</td>
<td>Al Jolson Decca 449</td>
</tr>
<tr>
<td>11</td>
<td>14</td>
<td>Nellie Lutcher Album</td>
<td>Nellie Lutcher Capitol CC-70</td>
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<tr>
<td>11</td>
<td>15</td>
<td>Good News Album</td>
<td>June Allyson, Peter Lawford Joan McCracken, Patricia Marshall MGM 17</td>
</tr>
</tbody>
</table>

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Yr/No</th>
<th>This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>1</td>
<td>Khachaturian: Gayne Ballet Suite-Salute Dance Chicago Symphony</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>Khachaturian: Gayne Ballet Suite-Salute Dance Oscar Levant Columbia 17521D</td>
</tr>
<tr>
<td>6</td>
<td>3</td>
<td>Khachaturian: Gayne Ballet Suite-Salute Dance Philharmonic Symphony of New York; Efrem Kurtz, conductor</td>
</tr>
<tr>
<td>143</td>
<td>4</td>
<td>Corelli: Violin Concerto No. 1 in E Minor</td>
</tr>
<tr>
<td>131</td>
<td>5</td>
<td>Corelli: Violin Concerto No. 2 in E Minor</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>Khachaturian: Masquerade Suite Boston Pops</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Yr/No</th>
<th>This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>1</td>
<td>Khachaturian: Gayne Ballet Suite New York Symphony Orch; Efrem Kurtz, conductor Columbia MM-644</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Operatic Arias Album F. Tagliavini-RCA Victor Orf.A. Dutilly, director Victor MGM-1191-01-12</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>Beethoven: Symphony No. 5 in D Minor Op. 67 Album Boston Symphony Orch; E. Lewis-Dorothy, director</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>G. Alberts: Symphony No. 2 in F Major Orchestra of the Grand Opera, London E. Lewis-Dorothy, director</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Schumann: Piano Concerto in A Minor Nelson Eddy and Ria Steiner Columbia MM-724</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>Rachmaninoff: Concerto No. 2 in E Minor Arthur Rubinstein, pianist; NBC Orch; Vladimir Golechmann Columbia MM-736</td>
</tr>
</tbody>
</table>

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**London Records**

Proudly Presents the Premiere Recording of Fats Waller’s “London Suite” played by Ted Heath and his orchestra

ALBUM NO. LA 6
List Price $3.00 plus tax

**London Records**

FULL RANGE RECORDING

THE LONDON GRANDSONGS CORP. 16 W. 48 ST. NEW YORK 17, N. Y.
**CAPITOL'S got the HOT HITS**

*based on actual sales reports*

**POPULAR**

(Rhythm, Ballad, Jazz and Novelty)

- *Manana* by Peggy Lee, Capitol 15022
- *All Dressed Up With A Broken Heart* by Margaret Whiting, Capitol 15024
- *Now Is The Hour But Beautiful* by The Original Rhythm, Capitol 15021
- *I'm Looking Over A Four Leaf Clover* by The Spanish Cavaliers, Capitol 491
- *Reg Your Pardon Melancholy Dilly Sisters* by Serenade Of The Bells, Capitol 490
- *The Gentleman Is A Dope* by Je Stafford, Capitol 15007
- *I Never Loved Anyone* by Je Stafford, Capitol 15023
- *Lost April* by King Car, Capitol 15004
- *Haunted Heart* by Je Stafford, Capitol 15003
- *I Taught Myself About You* by Peggy Lee, Capitol 15048
- *It Was Written In The Stars* by Je Stafford, Capitol 15049
- *Lover* by Brazil, Capitol 15037
- *Matinee* by That Featherly Feeling, Capitol 15041
- *The Thousand Islands Song* by Haunr Y For Love, Capitol 15028
- *The Peanut Vendor* by The Pied Pipers, Capitol 15052
- *He's A Real Gone Guy* by Nellie Lutcher, Capitol 40017

**SEPIA**

- *Fine Brown Frame* by Nellie Lutcher, Capitol 15032
- *King Size Papa* by King Size, Capitol 40082
- *When You're Smiling (The Whole World Smiles With You)* by Julie Lee, Capitol 40082
- *I Got A Break* by T-Shirt Saviors, Capitol 15033
- *That's What I Like Crazy World* by T-Shirt Saviors, Capitol 15033
- *He Sends Me Honey* by Nellie Lutcher, Capitol 15064
- *Bebop Blues* by Joe Lutcher, Capitol 40071
- *No Name Boogie* by The Block, Capitol 40101

**COMING UP FAST**

- *Goofus* by The Hills Of California by Johnny Mercer, Capitol 15051
- *Slap'er Down AIN. PAW* by Chickashay Gal Smokey Rogers, Capitol 40098
- *HeLEN POLOKA* by The Sportsmen, Capitol 15064
- *What's Good About Goodbye* by Benny Goodman, Capitol 15033
- *Long After Tonight* by Andy Russell, Capitol 15053

**HILLBILLY**

- *Swamp Woman Blues* by Lila Twain, Capitol 40094
- *Those Dark Clouds Don't Bother Me* by Eddie Kirk, Capitol 40094
- *What's Another Heart To You* by Eddy Kirk, Capitol 40092
- *Bend Bound* by Karl and Harry, Capitol 40089
- *Sweet Thing Yodeling Waltz* by The Original Arthur Smith, Capitol 40095

**COMING UP FAST**

- *Blue Shadows On The Trail* by Andy Russell, Capitol 15063
- *Cigarettes, Whiskey, And Wild, Wild Women* by Pearly Maude, Capitol 15015
- *I've Only Myself To Blame* by The Kink Cale Trio, Capitol 15034
- *Give Me Those Good Old Days You Turned The Tables On Me* by Benny Goodman, Capitol 15044
- *Spanish Bells Westphalia Waltz* by Cliffie Stone, Capitol 40090
- *No One But You One Dozen Roses* by Hal Derwin, Capitol 907
Juke Box Record Plays

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,500 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1.

## POSITION

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;MANANA&quot;</td>
<td>Peggy Lee</td>
<td>Capitol 16022</td>
</tr>
<tr>
<td>2</td>
<td>&quot;NOW IS THE HOUR&quot;</td>
<td>Bing Crosby</td>
<td>Columbia 24770</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I'M LOOKING OVER A FOUR LEAF CLOVER&quot;</td>
<td>Art Moomsey</td>
<td>MGM 10119</td>
</tr>
<tr>
<td>4</td>
<td>&quot;REG. YOUR PARDON&quot;</td>
<td>Francis Craig</td>
<td>Bullet 1012</td>
</tr>
<tr>
<td>5</td>
<td>&quot;NOW IS THE HOUR&quot;</td>
<td>Gracie Fields</td>
<td>RCA 110</td>
</tr>
<tr>
<td>6</td>
<td>&quot;REG. YOUR PARDON&quot;</td>
<td>Frankie Carle</td>
<td>Columbia 39856</td>
</tr>
<tr>
<td>7</td>
<td>&quot;BABY FACE&quot;</td>
<td>Art Moomsey</td>
<td>Majestic 1191</td>
</tr>
<tr>
<td>8</td>
<td>&quot;OUR LONE STAR&quot;</td>
<td>Russ Morgan</td>
<td>MGM 10110</td>
</tr>
<tr>
<td>9</td>
<td>&quot;REG. YOUR PARDON&quot;</td>
<td>Larry Green</td>
<td>Victor 20-2647</td>
</tr>
<tr>
<td>10</td>
<td>&quot;THE CAUSE&quot;</td>
<td>Yvette Genevieve</td>
<td>Victor 20-2643</td>
</tr>
<tr>
<td></td>
<td>&quot;NOW IS THE HOUR&quot;</td>
<td>Eddy Howard</td>
<td>Decca 25395</td>
</tr>
<tr>
<td></td>
<td>&quot;REG. YOUR PARDON&quot;</td>
<td>Larry Green</td>
<td>Decca 25396</td>
</tr>
<tr>
<td></td>
<td>&quot;FOUR LEAF CLOVER&quot;</td>
<td>Three Suns</td>
<td>Victor 30-3814</td>
</tr>
</tbody>
</table>

## 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.

## POSITION

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;ANYTIME&quot;</td>
<td>Eddy Arnold</td>
<td>Decca 25350</td>
</tr>
<tr>
<td>2</td>
<td>&quot;I'LL HOLD YOU IN&quot;</td>
<td>Eddy Arnold</td>
<td>Decca 25352</td>
</tr>
<tr>
<td>3</td>
<td>&quot;HUMPTY DUMPTY&quot;</td>
<td>Hank Thompson</td>
<td>Valley Boys</td>
</tr>
<tr>
<td>4</td>
<td>&quot;TELL A WOMAN&quot;</td>
<td>Tex Williams</td>
<td>Capital Americana 40065</td>
</tr>
<tr>
<td>5</td>
<td>&quot;WHAT A FOOL I WAS&quot;</td>
<td>Eddy Arnold</td>
<td>Columbia 25295</td>
</tr>
<tr>
<td>6</td>
<td>&quot;BUBBLES IN MY BEER&quot;</td>
<td>Bob Wills</td>
<td>Texas Playboys</td>
</tr>
<tr>
<td>7</td>
<td>&quot;SIGNED, SEALED AND DELIVERED&quot;</td>
<td>Cowboy Copas</td>
<td>King 608</td>
</tr>
<tr>
<td>8</td>
<td>&quot;DECK OF CARDS&quot;</td>
<td>T. Texas Tyler</td>
<td>4 Star 1228</td>
</tr>
<tr>
<td>9</td>
<td>&quot;PEEPIN' THRU THE KEYHOLE&quot;</td>
<td>Cliffie Stone</td>
<td>Capitol Americana 46043</td>
</tr>
<tr>
<td>10</td>
<td>&quot;KILL THE SHOT&quot;</td>
<td>Bob Atcher</td>
<td>Columbia 39791</td>
</tr>
</tbody>
</table>

MOST-PLAYED JUKE BOX RACE RECORDS

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

## POSITION

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;KING SIZE PAPA&quot;</td>
<td>Julian Lee</td>
<td>Decca 24280</td>
</tr>
<tr>
<td>2</td>
<td>&quot;BARNYARD BOOGIE&quot;</td>
<td>Louis Jordan</td>
<td>Decca 24285</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I LOVE YOU, YES I DO&quot;</td>
<td>Bull Moose</td>
<td>King 4161</td>
</tr>
<tr>
<td>4</td>
<td>&quot;FINE BROWN FRAME&quot;</td>
<td>Nellie Lutcher</td>
<td>Columbia 15032</td>
</tr>
<tr>
<td>5</td>
<td>&quot;ALL MY LOVE TO YOU&quot;</td>
<td>Bull Moose</td>
<td>King 4189</td>
</tr>
<tr>
<td>6</td>
<td>&quot;SNATCH AND GRAB IT&quot;</td>
<td>Julian Lee</td>
<td>Decca 24283</td>
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<tr>
<td>7</td>
<td>&quot;TOMORROW NIGHT&quot;</td>
<td>Lonnie Johnson</td>
<td>King 4201</td>
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<tr>
<td>8</td>
<td>&quot;WRITE ME A LETTER&quot;</td>
<td>The Ravens</td>
<td>National 1338</td>
</tr>
<tr>
<td>9</td>
<td>&quot;I WANT A BOowied&quot;</td>
<td>Bull Moose</td>
<td>King 4189</td>
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<tr>
<td>10</td>
<td>&quot;EBONY RHAPSODY&quot;</td>
<td>Rosetta Howard</td>
<td>Columbia 37273</td>
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BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 30)

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;LITTLE WHITE LIES&quot;</td>
<td>Dick Haymes</td>
<td>Decca 24260</td>
</tr>
<tr>
<td>2</td>
<td>&quot;The Treasure of Sierra Madre&quot;</td>
<td>Richard Boone</td>
<td>Columbia 38111</td>
</tr>
<tr>
<td>3</td>
<td>&quot;KING SIZE PAPA&quot;</td>
<td>Julian Lee</td>
<td>Decca 24265</td>
</tr>
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<td>4</td>
<td>&quot;SHINE&quot;</td>
<td>Frankie Laine</td>
<td>Mercury 5091</td>
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<td>5</td>
<td>&quot;We'll Be Together Again&quot;</td>
<td>Frank Green</td>
<td>Decca 38051</td>
</tr>
<tr>
<td>6</td>
<td>&quot;NOW IS THE HOUR&quot;</td>
<td>Margaret Whiting</td>
<td>Capital 15004</td>
</tr>
<tr>
<td>7</td>
<td>&quot;SABRE DANCE, BODGE&quot;</td>
<td>Freddy Martin</td>
<td>Victor 20-2721</td>
</tr>
<tr>
<td>8</td>
<td>&quot;I WANT A BOowied&quot;</td>
<td>Bull Moose</td>
<td>King 4189</td>
</tr>
</tbody>
</table>

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records


**Music Popularity Charts**

**Dig this GOLD MINE**

**BEATRICE KAY**

SINGS

"HO HO-HA! HA! HA!"

(The Happy Song)

"YELL FOR YOUR MAMA"

Orchestra under the direction of Mitchell Ayres
Columbia 38143

COLUMBIA'S TUNE TIPSTER

BEST BETS

**SURE FIRE**

Woody Herman
(Columbia 38102)

"Sabre Dance"

(From "Gaye Ballad Suite")

**"Swing Low, Sweet Clarinet"**

Janette Davis
(Vocal Chorus by Mary Ann McCall)
Columbia 38096

COMING UP FAST

Janette Davis
(Orchestra under the direction of Archie Bleyer)
Columbia 38096

"There Ought To Be A Society"

Janette Davis
(For the Promotion of Country To Favor)

**WATCH THIS ONE**

Dinah Shore
(Columbia 38114)

"Crying for Joy"

Dinah Shore
(Orchestra under the direction of SINNER BAX)
"Little White Lies"

with Rhythm Acs.
Columbia 38114
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 Chart:

- FIDDLE PADDLE - Kingsway Symphony Orch led by Carmen - London 10006

A neat, melodic exercise for strings, this Vaughn has picked up so strong a card that it was pulled out of Carmen's "Fingerpicks" album to be moved as a single disc. It now hits fair to move into the "Holiday for Strings" class with perhaps more polish than the Dave Rose composition. Victor is out with the Arthur Fiedler and Boston Pops version.

HEARTBREAKER - Andrews Sisters with harmony-Columbia 38151

Cut only a few days ago and out on a special release that Andrews' succeeded in injecting enough life into this string-band originated ditty to give it the additional boost it needs to come home a winner.

JUST BECAUSE - Frank Yankovic and His Yanks - Columbia 12389

Bright, swinged polka treatment of drole which shows signs of increasing popularity. Plucking of Yankovic and Pecon is only fair but the song's the thing here.

THE DISK JOCKEYS PICKS:

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. CIGARETTE WHISKEY AND WILD WILD WOMEN - Red Ingle-Natural. Seven...Columbia 15045
2. LARO. LARO LILIE BOLEKO - Peggy Lee...Capital 15048
3. NATURE BOY - King Cole...Capital 15054
4. A TREE IN THE MEADOW - Sue Brawne...London 123
5. LOST APRIL - King Cole Trio...Capital 15054
6. GIVE ME THE GOOD OLD DAYS - Benny Goodman...Capital 15044
7. I'VE GOT A CRUSH ON YOU - Frank Sinatra...Columbia 38151
8. WHO PUT THAT DREAM IN YOUR EYE? - Mark Warshaw...Coast 8026
9. WORRY WORRY WORRY - Kay Kyser...Columbia 38106
10. YOU CAN'T BE TRUE DEAR - Ken Griffin-Jerry Wayne...Rondo R-228

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 4,370 of them, the record retailers think tomorrow's hits will be:

1. TOOLIE OOLIE DOOLIE - Andrews Sisters...Decca 24380
2. TOOLIE OOLIE DOOLIE - Vaughn Horton & Polka Debs...Continental C-1223
3. EBYN RHAPSOODY - Rosetta Howard...Columbia 37752
4. FINE BROWN FRAME - Nellie Lutcher...Capital 15032
5. JUST BECAUSE - Frank Yankovic...Columbia 20772
6. LARO. LARO LILIE BOLEKO - Peggy Lee...Capital 15048
7. NATURE BOY - King Cole...Capital 15054
8. TELL ME A STORY - Sammy Kaye...Victor 20-2761
9. LARO. LARO LILIE BOLEKO - Perry Como...Victor 20-2734
10. BABY THAT AIN'T RIGHT - Frankie Laine...Mercury 5114

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 3,523 of them, the juke box operators think tomorrow's hits will be:

1. YOU CAN'T BE TRUE DEAR - Ken Griffin-Jerry Wayne...Rondo R-228
2. TOOLIE OOLIE DOOLIE - Andrews Sisters...Decca 24380
3. TOOLIE OOLIE DOOLIE - Vaughn Horton & Polka Debs...Continental C-1223
4. JUST BECAUSE - Frank Yankovic...Columbia 20772
5. LARO. LARO LILIE BOLEKO - Peggy Lee...Capital 15048
6. COMPLETELY YOURS - Vaughn Horton & Polka Debs...Victor 20-2712
7. MY HAPPINESS - Jim and Sandra Steele...Damon D-11133

Scoring Via a New Nationwide Exploitation!

I Understand

JIMMY DORSEY .......... Decca
SID FISHER .......... Vitacoustic
HARRY JAMES .......... Columbia
SAMMY KAYE .......... Victor
JOHN LAURENZ .......... Mercury
BOB MANNING .......... Click
GORDON MacRAE .......... Capitol
THE FOUR TUNES .......... Manor

HARRY LINK, Gen. Prof. Mgr. - GEORGE DALIN, Prof. Mgr.

Breaking Out Front On The Music Machines!

Encore, Cherie

TEX BENEKE .......... Decca
PHIL BRITO .......... Musicraft
CARMEN CAVALLARO .......... Decca
LENNY HERMAN .......... Manor
EDDY HOWARD .......... Majestic
ART MOONEY .......... M-G-M
JERRY WAYNE-DELL TRIO .......... Columbia

MILLER MUSIC CORPORATION
1619 BROADWAY * NEW YORK 19
NORMAN FOLEY, Gen. Prof. Mgr.
SPECIAL RELEASES

CHUCK FOSTER
And His Orchestra
"WHO PUT THAT DREAM IN YOUR EYES"
"DARDANELLA"
No. 5125–75c

HARRY COOL
And His Orchestra
"BABY FACE"
"I WENT DOWN TO VIRGINIA"
No. 6126–75c

SHERIFF TOM OWEN
And His Cowboys
"JUST BECAUSE"
"MY DARLING TELL ME TRUE"
No. 6086–75c

DINAH WASHINGTON
"WALKIN' AND TALKIN'"
"WEST SIDE BABY"
No. 8077–75c

Record Reviews

MUSIC POPULARITY CHARTS

PART VII

Week Ending April 10, 1948

RATINGS
(100 Point Maximum)

How Ratings Are Determined

The Categories

ARTIST
TUNES
LABEL AND NO.
COMMENT

POPULAR

FRANK FROEBER AND HIS BOYS
(Decca 2093)
Bobby Redbird
Piano and other rhythm instruments instead of drums in
a mellow, but well-executed renditions.

70
77
77
69
67

RAY BANNISTER
(Decca 2094)
For Me and My Gal
Piano and other rhythm instruments instead of drums in
a jazzy, well-executed version.

77
75
77
75
68

BERRY DAVIS
(Toots Comerata Orchestra)
(Victor 70-703)
I Want You
Cute rhythm piece but Beryle's a little too much in
the spot.

77
73
70
74
77

GUY LOMBARDO
(Kenny Gordy)
(Decca 3354)
Good Night, Sweetheart
All arrangements by K. Gordy.

73
73
70
70
72

JOHN LAURENZ
(Russ Case Orchestra)
(Victor 70-703)
Baby Face
A spirited version of this time-honored oldie.

73
77
72
74
73

KATHRYN GRAYSON
(MGM 3077)
Farewell, My Love
A beautiful rendition of this love song.

78
80
83
83
73

GEORGE PAXTON
(Dickie Daugherty)
(Decca 3357)
The Loveliness of You
A beautiful rendition of this love song.

78
77
77
75
72

SHELL FIELDS
(Musicraft 6603)
We Just Couldn't Say Goodbye
A beautifully arranged and well-executed version of this
time-honored oldie.

78
78
79
77
78

ANDY RUSSELL
(Paul Weston Orchestra)
(Capitol 1060)
Long After Tonight
A spirited version of this jazzy oldie.

80
80
80
81

BOB HOUSTON
(MGM 6060)
(I Still Love You
A spirited and well-executed version of this jazzy oldie.

77
78
76
78
76

MERCURY RECORDS CORPORATION
899 S. WABASH CHICAGO 5, ILL.
A special listing of Decca records based on actual sales... your guide to the sure-fire hits of today and tomorrow.

**SPECIAL RELEASE**

**HEARTBREAKER**  
**Andrew's Sisters**  
No. 24427

**TOOLIE OOLIE DOOLIE**  
**Andrew's Sisters**  
No. 24380

**NOW IS THE HOUR**  
(Maori Farewell Song)  
**Bing Crosby**  
Silver Threads Among the Gold.  
No. 24279

**I'M YOUR OWN GRANDPA**  
**Guy Lombardo**  
No. 24288

**LITTLE WHITE LIES**  
**Dick Haymes**  
The Treasure Of Sierra Madre.  
No. 24280

**BEYOND BLACKBIRD**  
**Russ Morgan with Mild Herth**  
I'm Looking Over Your Four Leaf Clover.  
No. 24319

**MADE FOR EACH OTHER**  
**Evel Smith**  
Perhaps, Perhaps, Perhaps.  
No. 24722

**REIT, PETITE AND GONE**  
**Louis Jordan**  
Inflation Blues.  
No. 24341

**I WISH I KNEW THE NAME**  
**Mills Brothers**  
Marana.  
No. 24333

**BUT BEAUTIFUL**  
**Bing Crosby**  
The One I Love.  
No. 24283

**GOLDEN EARRINGS**  
**Bing Crosby**  
Balleliana.  
No. 24278

**SIX GREAT DECCA POSSIBILITIES**

**LAROO, LAROO LIIHE BOLERO**  
**Bing Crosby**  
The Story Of Sorrento.  
No. 24404

**MAYBE YOU'LL BE THERE**  
**Gordon Jenkins**  
Dark Eyes.  
No. 24405

**BECAUSE**  
**Deanna Durbin**  
Arc Maria.  
No. 25295

**HARLEM NOCTURNE**  
**Randyl Brooks**  
A Night At The Dances.  
No. 23935

**TELL ME A STORY**  
**Ames Brothers**  
If You Had All The World And It's Gold.  
No. 24329

**HOW HIGH THE MOON**  
You Turned The Tables On Me.  
ELLA FITZGERALD.

**All Records Listed $1.75 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 Street, New York.

**ARTIST**  
**THE FIED PIPERS** (Paul Weston Ork) (Capitol 2906)

**RATING**  
72 72 72 72

**TUNES**  
At a Sidewalk Penny Arcade

**LABEL AND NO. COMMENT**

**ARTIST**  
**FREDDIE SCHNICKEL-FRITZ** (Freddie Fisher) (Decca 26398)

**RATING**  
73 77 77 71

**TUNES**  
The Old Grey Mare

**LABEL AND NO. COMMENT**

**ARTIST**  
**THE BOBBY TRUE TRIO** (Mercury 3111)

**RATING**  
76 79 79 77

**TUNES**  
"Blackbird"

**LABEL AND NO. COMMENT**

**ARTIST**  
**NEAL LAWRENCE** (Use Hembre Trio) (Alpha 1065)

**RATING**  
70 72 69 69

**TUNES**  
"Moonlight On A White Fence"

**LABEL AND NO. COMMENT**

**ARTIST**  
**HARRY JAMES** (Marine Motes) (Columbia 23436)

**RATING**  
78 80 76 78

**TUNES**  
" Mourning"

**LABEL AND NO. COMMENT**

**ARTIST**  
**KAY KYSER** (Harry Robbitt) (Columbia 23527)

**RATING**  
79 82 76 79

**TUNES**  
"Maiden Nutcracker"

**LABEL AND NO. COMMENT**

**ARTIST**  
**CLYDE TRASK ORK** (Radio Artist 2780)

**RATING**  
66 69 65 63

**TUNES**  
Don't Wait Too Long

**LABEL AND NO. COMMENT**

**ARTIST**  
**JERRY BOWLING** (Freda Artist 1034)

**RATING**  
72 75 70 70

**TUNES**  
One Raidored Doesn't Make a Shower

**LABEL AND NO. COMMENT**

**ARTIST**  
**THE DINER** (Columbia 32500)

**RATING**  
71 76 69 67

**TUNES**  
Say Goodbye To Old MacDonald's Farm

**LABEL AND NO. COMMENT**

(Continued on page 115)
THE CATEGORIES

1. Production Idea .................................. 15
2. Noms' Value ....................................... 15
3. Culprit of Material ................................ 15
4. Manufacturer's Distribution Power .......... 15
5. Execution ........................................ 15

THE RATINGS

50-60 (100 points—the maximum)
60-70
70-80
80-90
90-100

THE PIRATE (2-10"
Scott Gould-Bette Kelly
(From Studio Orn-Leanne Hayton, Dutch)

(3)

Nose: Love of My Life; Mark the Black; You Can Do No Wrong; Pirate Ballet; Be a Crew.

In the future, we foresee selling film tie-ups (package is unsoundproofed from the master) to Kelly and Garland: capable set direction and fine reproduction. But... we have a disappointing absence of inventive melody, and the novelty-effect where fear real true combo is in the fester top. Film style hander chases boy kar not score in ri and there's the let's

THE PHILADELPHIA 50-PIECE STRING BAND

DIRECTED BY BART WOOD

IS THE MOST FAMOUS

OF THEM ALL!

SO NOW THEY WEAR

THE TEMPO LABEL!

TWO GREAT RECORDS:

TR656

TR658

WILLIAM EMERSON

MUSIC

37

AS USUAL

BRINGS YOU THE BEST!

STRING BANDS ARE THE SENSATION OF THE RECORD INDUSTRY!

THE DESK JOKES

Not suitable. Kid program entries may not be used.

KINGS AND QUEENS OF BOOGIE WOOGIE (2-10"

AL HAMMER

The beach society is in a state of disarray because of the loss of their beloved leader, Boogie Woogie. The King of the Jukebox has been deposed, and the queen is missing.

SEXY STRING BAND

Al Hammers (Vice-Pres)

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THE BOTTOM LINE

TOO STRONG!

Dip into this pot of gold! Now!!!

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TWO GREAT RECORDS:

TR656

FOR ME AND MY GAL

(WHEN YOU WORE A TULIP

(AND I WORE A BIG RED ROSE)

SOMEDAY

TAKE YOUR WORD FOR IT — THEY ARE GREAT!

CHARLIE BARNET FAVORITES

Clyde Barnet (Al-15)

Southern Fried; Little Old Johnny; Old from Now; Richie; Richman; Pompous Turnsole; Charleston Alley.

Originals: use the remake better than the original. Yum is up with this package of Barnet remakes of the earlier old farm, most of which originally were homemade. This label has better recorded with a better band, with new and modern arrangements. Barnet and trombonist Clark Terry and Jimmy Victory are the leaders. The music is too thin to cut—this is one of the best big band arrangements. Recorded exclusively for Paramount, this release is highly recommended in "Rockin' in Arkansas."

JOKES

"Woah!" and "J魏" are best recorded.

Barnet's other records also suggest...
WE HAVE IT!  
THE ORIGINAL!
T. TEXAS TYLER'S
Amazing Recording

"DECK OF CARDS"
FOUR STAR #1228

Other Records Available by T. Texas Tyler
(THE MAN WITH A MILLION FRIENDS)

F1008 Remember Me—Oklahoma Hills (Tex's Famous Theme Song)
F1167 Follow Through
F1149 You Dopplin' Son of a Gun
F1151 Fairweather Baby
F1140 Tell Your Lies to the Man in the Moon
F1114 Guitar Angle Whangie
F1062 You Nearly Lose Your Mind
F1051 I Hung My Head and Cried
F1021 Home in San Antonio

†1166 Old Fashioned Love
†1163 Red Light
†1141 I'm My Little Red Book
†1115 I’ve Heard That Story Before
†1063 It’s Been So Long, Darlin’
†1052 Cats Don't Mean a Thing
†1051 Beautiful Morning Glory
†1009 Filipino Baby

For the Best in Folk Music
HOLLYWOOD 4, CALIF.

WE HAVE IT!”

HERE'S BULLET “BULL'S-EYE”ING IT AGAIN!

Record number 1025 is strictly a bit. Les Elgart and his orchestra hit the mark with . . . DOODLE-DOO-DOO . . . backed by . . . I LOST MY HEART IN HARTFORD.

RONNIE DEAUVILLE with NOVELLE HARMONICA TRIO ... give out with two national hits on record number 1032 . . . MY HAPPINESS . . . YOU CAN'T BE TRUE, DEAR.

CHECK BULLET RECORDS FIRST
BULLET RECORDS
423 BROAD STREET
NASHVILLE, TENN.

Music—As Written

New York:

Apollo diskery is negotiating with Century Theater in Brooklyn and Long Island to plug the label’s platters and arrange personal appearances for some of its artists. Guitarist Dick Todd is touring as singing cowboy with Rodeo, Incorporated, currently in Baltimore. Todd's first platter for banner diskery is skedded for release this week. . . . Orkster Sammy Kaye intends entering the National Amateur Golf Championship tourney August 30-September 4 in Memphis. . . . Eli Oberstein is expected to return from vacation this week.

Orkster Noro Morales this week took over a retail store at Broadway and 14th Street. Place will be called Noro Morales' Record Shop, a space for a grand opening call for the Morales ork to serenade passers-by from the store window, with the glass removed. . . . Dick Jockey Symphony Bld and Monty Ray sing single jazz concerts at the Royal Mews here Tuesday, the 8th, 6:30 p.m. . . . Four dozen series tises off April 6 . . . The Carlos Moline ork, now being booked by Continental Artists Corporation, moves into the Bowman Room of the Hotel Broadway April 12 . . . The Spade Cooley tour (booked by Continental Artists Corporation and not Harry Roman as reported in Billboard recently) into St. Louis, Mo., April 12. . . . ABC Theater, Newark, New Jersey, June 15 . . . Spade Cooley opens a week run at the National Theater, Louisville, S. C., this week . . . The Morris ork, now on tour, is due here, Columbus, Ohio, April 16 . . . Jazz pianist, Viviane Green, tises off a jazz concert series Saturday (10) at the Savoy dancecy, Chicago.

Fats Waller Memorial Night is set for Carnegie Hall pope May 21, the 68-er’s birthday. Program includes premiere of Waller’s London Suite. . . . Perry Sherrick’s ork back into the Arcadia dancecy, here, in April for four weeks . . . Noro Morales into the Adams Theater, Newark, New Jersey, June 15 . . . Spade Cooley opens a week run at the National Theater, Louisville, S. C., this week. . . . Record this week, as did Chipp Dorothy Carlisi, one of England’s top singers, prior to her marriage and settlement over here.

Arranger Justin Stone takes his second filling at ork fronting with a 10-piece crew which was signed last week by General Artists Corporation. Ork has been set for one-week dates at the Saxon Club, Washington, beginning March 29, and the Ocean Club, Virginia Beach, Va., beginning April 1. . . . Drummer Shelley Manne left the Sam Koen ork and will go with a Chubby Jackson jazz group. He has been replaced in the Koen crew by Irving Kluiger.

Ray Eberle’s ork set to follow Shup Fields at Hotel New York New York May 3 for four weeks with options. . . . Cah Calloway’s Cab-Downs combo which he uses for niter engagements only, skedded for 23 days at the Rat Dog, Chicago, beginning June 4 . . . Robert Gunders, of Sonorous Music,请假 to Lefty for London on the Hill. . . . Joe Kahn has been booked into the Palladium Ballroom, Hollywood, for five weeks beginning April 21 . . . The Ink Spots do a guest shot on the Jack Benny show Sunday (4).

Chipp Beryl Davis probably setting some kind of record for records this month. British canny’s eight-sided Victor album was released a week ago. . . . Following by six sides in a London disk package plus two Victor and two London pop sides. London was cut when the chip recorded for English-Decca, prior to arrival in America and landing with a Victor contract. . . . Vincent Lopez went into the Ritz Ballroom Easter Sunday and grossed a neat $3,312. Op Joe Berry discovered only later that last 23 year ago Longha had played the Ritz—and on Easter Sunday. . . . pineapple boys looking over Gotham his scene with Jimmy Van. Keussen here in the East. Frank Sinatra and the Cahn-Byrne team also resorving about the main stool.

De Luxe diskery concentrating a one-day disk jockey pas to its Nancy Donovan platter of Matchin’ Love Musical Style, Thursday (4). Label has engaged a bedsuirer to dress a Lis Mae Mae and take her around to 22 jocks lined up to spin the platter that day. Walter Kaiser Associates is handling the publicity for De Luxe.

Jackie Conn, son of Chester Conn, of the Bregman, Yocco & Conn pubarchy, announced as Jean Sidney's secretary to Mister Dressy’s Wedding's set for August. . . . Nissaglo Valdes's Latein crew goes into the Roosevelt Hotel, New Orleans, April 14 thru June 11, then heads west for the Ambassador in Los Angeles for four weeks beginning June 15, and moves over to the Fairmont Hotel, San Francisco, July 13 for four weeks. . . . Elliot Lawrence's opening day at the Hotel Pennsylvania here, pushed back to May 21. It is to be for five weeks. . . . Same orchestra this week is set for four weeks at the Peabody Hotel in Memphis for something in August.

. . . George Olson returns to the Edgewater Beach Hotel in Chicago June 11 and is due to stay until August 5.

Frank Sinatra threw a party for 32 disk jockeys in the Philadelphiana area at the C&R Club Tuesday (30). . . . Joe Mooney Quartet decided for four weeks at the Dome Theater Lounge, Minneapolis,本场比赛, beginning April 5 . . . Chipp Sarah Vaughan set for two weeks at the Club Chanticleer, Baltimore, beginning May 20, and a similar period at the Bowery, Denver, beginning...
June 7. Charlie Tobias and Peter De Rose have collaborated on a tune titled "Babe Ruth," which is dedicated to Babe Ruth. Song has been recorded by a string band for the Palis label. ... Carmen Cavallaro will play for the Ohio State Phonograph Operator's Convention, skedded for April 12-14.

Esquire All-Stars, a jazz combo comprising Chubby Jackson, Bill Harris, Gene Ammons, Shad Shelby, Nessie, Howard McGhee and Les Levy, will follow Louis Armstrong's group into Chicago's Blue Note niterie next week. ... Bobby Byrne this week obtained his release from General Artists Corporation and will next work with the Music Corporation of America. ... Apollo dietry next week begins to send out vinylite platters for disk jockeys, joining the host of other waxeries now shipping unbreakable biscuits.

**Chicago:**
Universal platters has taken over distribution and manufacturing rights to the Broadcast label's version of You Can't Be True. Dear, by Ken Griff. Platter will continue to be released as a Broadcast disk, with Universal handling the details under a license agreement. ... Vern Byers, op of the Rainbo, failed to make the MBOA board of directors meet last week when he was suddenly hospitalized with an appendectomy five days before.

Paul Davis, ex-McConkey, has joined Mus-Art in Kansas City. Mo., and Andy Anderson has moved from the Chi McConkey office to take over as X. C. office manager. ... Mus-Art inked Wayne Gregy into the Martinique May 8, followed by Oh Henry, starting June 30, with Jimmy Featherstone into Oh Henry May 5. ... Dean Hudson plays the Cotton Carnival, Memphis. May 13-14 for the third year and into the Peabody, Memphis. July 19 for two weeks.

Universal has added the following new distributors: Independent, Dallas; Radio Center, Fort Worth; South Coast, Houston; Northwest Music, Pierre, S. D.; Nola, New Orleans, and Music Suppliers of New England, Boston. pumping. Bob Earl will head King's new St. Louis branch office. ... Eddy Oliver, who disbanded his band recently, has re-formed a 14-piece to work a series of hotel dates with Hildegarde. ... Just before his wedding. Nat "King" Cole worked a local benefit in Norh Chicago to celebrate the burning of the mortgage of the North Chicago Baptist Church, of which his dad, Rev. Edward S. Cole, is pastor.

**Cincinnati:**

With temperature below freezing, Roy Anthony's orch attracted 1,200 paid admission to Crystal Ballroom, Buckeye Lake. Ohio, Easter Sunday night. ... On the same night and in the same sort of weather, Elliot Lawrence chalked up a near-$5,000 gross for Jim Ryan at Varmillion, Ohio. ... C. R. (Chuck) Carcino of the local GAC office, has set Louis Jordan for a concert at Nashville April 20 and for a dance at Knoxville April 21. On April 22, Jordan plays for Doc Wallace at the Topper Club here. ... Sammy Kaye works the Ke-Kupa Gardens first dance at Columbus, Ohio May 26, and moves to Lakeside Park, Dayton. Ohio, for the following night. ... Randy Brooks set for a repeat at the Topper Club here April 25.

**Philadelphia:**

Eddie Springman joined the scramble for the presidency of Local 77, American Federation of Musicians, which now has five candidates in the race. ... Frankie Adamo's Sapphire label joins the non-union record craze by signing up the Durning string band, local 1946 champs.

Norman Grantz returns his last of the Philharmonic to the Academy of Music for the first time this season May 24. ... Paul Williams, with Eddie Vinson for the blues mingling, dined at the Embassy Ballroom across the river in Camden, N. J., for April 4. ... Charles Ridgway, Ivory throttle, jammed up with Happy Hardin's Five Kings units.

**Detroit:**

Jack Peretz renominated without opposition (tantamount to election) for treasurer of the Detroit Federation of Musicians, Local No. 5. ... Plate Distributing Company, headed by Kal Bruss, dips into the specialized field of Jewish discs with acquisition of a series of 24 masters by Cantor Hyman Adler.

**Marks Seeks $$$$ From Saunders Pub On “Mountain Gal”**

NEW YORK, April 3—Songwriter Gerald Marks, thru Attorney Samuel Ostorf, has sent a letter to Irv Gwirtz's Saunders Music pub, demanding royalties allegedly due on the ditty, Mountain Gal, originally pubbed by Saunders. Song (waxed by Dorothy Shay for Columbia) recently was turned over to Bobby Melvin's Robert poetry, with Melvin recipient for royalties only on new disks. Royalties on the Shay platter reportedly were paid to the now-inactive Saunders firm. Marks maintains he has not received his share of royalties.

A spokesman for the Saunders pub (Gwirtz is currently in Arizona recuperating from a recent illness) stated he believed money was due Marks, but claimed he was sure Gwirtz would pay the tune sheet as soon as he returned.

**Castle Records Latest Try by Bebe Daniels**

HOLLYWOOD, April 3—Former film star Bebe Daniels this week launched another attempt to wedge into the indie record market with organization of Castle Records. For releases, set locally on disk jockey shows and record stalls, included "Linger Alittle" with David X. Miller's orch and Ronno Vincent's version of "I All Depend on You." Miller is former musical supervisor of Dennis Durbin's early films at U-1 Studios. Miss Daniels first went into record production with an album of kidists, followed by production of 18 masters for release by the defunct Enterprise Records outfit. When Enterprise became a bustling member of the United Artists Record (UAR) combine, the Daniels masters also shifted to UAR. Masters were never released by UAR, which likewise did a foldover, hence Miss Daniels now plans to market products under the Castle label.

**NEW Pay Dally Polka**

Get on the POLKA bandwagon with these DANA hits that are sweeping the country.

[Advertisement for DANA Music Corporation's new polka records for 2009.]

**“HELEN POLKA**

[New release by Helen Polka.]

**TOOLIE OOLIE DOOLIE**

[New release by Toolie Ooloo Dooloo.]

**I LOVE JULIADOMINO POLKA**

[New release by Juliard and Domino Polka.]

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NEW YORK 1, N. Y.
**The Billboard**

**April 10, 1948**

**40 MUSIC**

**THE ON STAND**

**Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters**

**Barry Allen**

(Reviewed at Ciro's, Hollywood, March 23. Personal management, Carson Harris [Artists Personnel manager]. Booked thru Music Corporation of America.)

**Trumpets:** Don Pardo, Warren Weitzman and Jerry Sternerman Jr.

**Trumpet:** Dick Arlan.

**Saxes:** Cutl Jackson, Bill Neidlinger, Marty Harris, Tom La Rue, Pat Frank, Darrington.

**Rhythm:** Barney Allen, piano; Marie Mahoney, drums; Stanley Frankis, Jr., bass and Leslie Black, guitar.

**Vocal:** Walter Peterson and Frank Darrington.

**Arranger:** Stanley Black.

**Leader and Piano:** Barry Allen.

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**KEEP THE JUKEs JUMPING**

**With**

**THE UNIVERSAL**

**THANKS!**

Joe Keith

**KLIF, Dallas**

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10,000 records since 1941

**THE DONALD PABLO ORCHESTRA**

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VARSO 850001

SOUTHERN MUSIC PUBL.

1619Broadway

New York City

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IT'S COMING YOUR WAY!

Joe Carlton.

**PENGUIN RECORDS**

**"BUGLE POLKA"**

A NATIONAL AMERICAN POLKA Unique — Snappy — Poppy

Backed by "THE WEST IS MY HOME SWEET HOME" and "I DON'T WANT FOR ME" and "MISTER MOUSIE'S WEDDING" and "I WOULDN'T BE A COWBOY LIKE MY DADDY"

TERRITORIES AVAILABLE TO RELIABLE DISTRIBUTORS

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123 WILLIAM ST., NEW YORK, N. Y.

*ON TOWER NO. 1280*

**MIRACLE RECORDS**

PARADE OF HITS

"LONG GONE" Parts 1 and 2

Sonny Thompson with The Sharpes and Flaps

Eddie Shamble, tenor

**MUSIC**

"LIVING SOUNDS"

HAVE YOU HEARD

**MARGE**

Backed by AM I BULL

THEY'RE SENSATIONAL

on TOWER NO. 1280

**I'M A LONELY LITTLE PETUNIA**

IN AN ONION PATCH

role in the band and, tho the library is being wound out, the new pops, the originals may well become this group's strongest selling point. Varying in texture, color and orchestration, such as Uncle Samba and Blue Rondo a la Turk, are made to appeal to clarets (Charn and Cathy), they pose highly imaginative music moods with an uncommon amount of grace appeal. With disks on Columbia, good exploit noise and his musical modernity, that appears to possess the fundamental yet unique formula that leads to money making, Hal. Weblan.


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**Trumpet:** Dick Arlan.

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**Rhythm:** Barney Allen, piano; Marie Mahoney, drums; Stanley Frankis, Jr., bass and Leslie Black, guitar.

**Vocal:** Walter Peterson and Frank Darrington.

**Arranger:** Stanley Black.

**Leader and Piano:** Barry Allen.

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VARSO 850001

SOUTHERN MUSIC PUBL.

1619Broadway

New York City

WANT TO KNOW FOR THE TWISTER? IT'S COMING YOUR WAY!

Joe Carlton.
Duke Stricken,
Ork May Rest

NEW YORK, April 3—Duke Ellington entered the Medical Center Hospital this week for an operation which will keep the composer-conductor-pianist out of action for at least several weeks. Ellington is believed to be suffering from a kidney ailment which became sufficiently severe Friday (2) to prevent the maestro from taking the stage at the Apollo Theater. Opening day replacements for the Duke at the theater included Pianists Teddy Wilson and Mary Lou Williams and Ellington arranger—composer, Billy Strayhorn.

Brent Charges
Pact Break In
Suit Vs. Modern

HOLLYWOOD, April 3.—An unusual breach of contract suit, seeking $111,625 in damages was filed last week against Modern Records here by ork leader Jerry Brent, ex-Modern recording artist. Legal action, taken in Los Angeles Superior Court, charged Modern with having failed to cut the number of sides guaranteed Brent under pact as well as not paying royalties due to Brent.

Brent said his one-year deal with Modern, which expired December 24, 1947, guaranteed him 36 sides. Orker said only seven sides were actually produced and three masters released. Moreover, the fronten alleged he had never been paid royalties for sides issued. The $111,625 was based upon an estimation of potential earnings if 36 sides had been sold.

Modern toppled Jules Bihari refuted Brent's charges, declaring that the orker had actually waxed 15 sides, eight of which were released. He disclosed that a request to cut the size of Brent's ork from its 17-man crew to a more economical sized ork was ignored by the fronter. In the pre-Petulino ban recording rush, Modern couldn't carry out the terms of Brent's pact, Bihari said, adding that it had been his intention to complete its sessions once the ban was lifted.
Disk Jock Immuck Jockeys

Borde-Ingalls Combo Dates
Spread Through Country; Jock, Wax Popularity Sets Show

Ad Value Sock: Packages Booked Minnis Guarantee

New 4-in-1 Policy

NEW YORK, April 3.—What will probably be the first radical de-
derivation of a unit. He also said he
deker houses, will be started by the Roxy when it inaugurates ice shows next June.

The policy was developed by A. J. Balaban, managing director of the theater, who has probably been re-

Balan plots Jene Ice Show
Bow at Roxy

Phenos

Detroit Stageshow Outlook
Bright; Amateurs Take Over

The Strand, which will use the disk
show May 7, will have Sarah Vaughn
the Page Cavanaugh Trio, a band and
perhaps Jerry Wayne. Disk jocks
will be Beo Wein, Andre Baruch (Mr. and Mrs. Music). Jackie Eigen
and Paul Berner, Wayne was chosen
because he is a local and his wife,
Priscilla (Romp), a best seller on The
Billboard's Music Popularity Charts.

Another indication that the gimp
can be used in the Salt Lake City, which
hasn't played flash for years, has offered to open the theater for the
Borde-Ingalls show if a date can be arranged.

The combo has four packages going,
with more being planned. Borde and Ingalls feel so sure that the package will do business they are
willing to go in on a straight per-
centage without a guarantee. The
only spot so far which will get the package on a straight is the out-
show in Milwaukee. Here the deal,
to be underwritten by a local pro-
mitter, will be for about $15,000
against a privilege of the gate.

“The advertising value of the show is big. Disk jocks plug it at least two weeks before it goes on locally and
are sure to plug the show wherever house gets it. Record companies have been very desirous of promotion because their people (those
bought for the show) get air plugs which character. The cost of the show varies be-
cause not anyone who could use 24
for example, the show cost about
$11,000. In some cases ops want a
four-hour show. This means an
mean additional acts and music which
will up the price to $16,000. The
Strand, which will use the disk

Sniff This!

NEW YORK, April 3.—Two
comics, off the road from different
directions, were comparing notes on the best methods of hooking female companion-
ships in a downtown theater.

"I get best results," reported Bob
Brodie, "by asking the salesgirls
in 5 and 10's and department
stores. You never have to worry about the fan
line behind a perfume counter, and
boy are they dumb. They're a clever set of girls—going-out-with-an-actor idea."

"Sure are," agreed the other
head companion.

"By the way," asked Sydney,
"ever anyone who could use 24
cases of cheap perfume whole-

AGVA To Release
All Election Matter
Thru Honest Ballot

NEW YORK, April 3.—With the
American Guild of Vaudeville Artists
(AGVA) elections getting under way,
they are starting to look into group
slates who has made requests to the
union to furnish them with AGVA
election slates on which to base
mally.

The union has decided that, while
it won't release any lists, it will mail
electioneering matter to the mem-
bers thru the Honest Ballot Associa-
tion. The matter will consist of
postage, inserts, and mailings.

George J. Abrams, of the Honest
Ballot Association, admits that many
ballots sent to members and even
nominees have been returned because
they were signed, left for no for-
harding address. He said if mem-
mbers who haven't received their
polls will notify his office, a new bal-
let will be sent and the old one de-
stroyed.

Three Ritzes Set
At N. Y. Harem
Four Weeks Plus

NEW YORK, April 3.—Bill Miller's
Riviera will open with Harry Rich-
man and Jan Murray in the top slots.
Following show, sometime in June,
will have Jackie Mills, the Vagabonds
drum set.

Opening date for the Richman-
Murray show is not definite, tenta-
tively set for late April or early May.

Detroit Stageshow Outlook
Bright; Amateurs Take Over

DETROIT, April 3.—Prospects for
vaudeville in the Motor City look
bright this week, after months of under-
covered discussion and planning.
Principal shows available were amateur
one-night stands at various theaters,
particularly the Broad-Circuit's Rex
house, which has been doing good business with this package.

United Detroit Theaters (UDT),
Paramount affiliate, has made the
first move toward an all-stage
show policy in several seasons, with
an experimental step toward music
in the head. The major house, the
first-run Broadway-Capitol, the Star-
land, which is getting electric a new piano
and electric guitar, moved in, working
around the organ. The combo was
booked in as a test policy by Joseph
Buss, circuit supervisor. Audience
reaction has been so favorable that promises by the response to the trio's
invitation to a public songfest.

At the Fisher Theater, the luxe
town house, UDT opened Sigmund
Rose at the organ for the Easter week-
show. Indications are that organ
interludes, almost unknown here for
several seasons, will be continued

and spread to other houses of the
chain as operation. The Repent,
neighboring key run house, is set
for shows daily for three weeks.

Richman, Murray
To Open Miller’s

NEW YORK, April 3.—Bill Miller's
Riviera will open with Harry Rich-
man and Jan Murray in the top slots.
Following show, sometime in June,
will have Jackie Mills, the Vagabonds
and the Laurels.

Opening date for the Richman-
Murray show is not definite, tenta-
tively set for late April or early May.

Reason for the resignation was ill
health. Broder said his doctor or-
dered him a vacation but also said he
was getting $6,000 a year from ARA
and its legal staff for the past eight and a half years, resigned
Wednesday (31) to take effect imme-

ARA has about 300 members today.

While the stores' executive, chief half
years, membership totaled 30.
Broder was one of the org's founders.

An official statement issued by Wil-
liam Kent, president of ARA said
... that the resignation (Broder's)
was accepted with regret, and it was
hoped that Broder's advice and coun-
ell be available to the association in
the future.

No successor has been chosen for
Broder, but it is expected that a
search will be made to make a decision for some time. The store is now in the
process of choosing a new head, it will probably go to another lawyer. It is understood, however, that who-
ever gets the post will be one of
the most important positions in the
company.
ART MUSEUM EXHIBS CINCY EATERY MURAL

NEW YORK, April 3. — The Cincinnati art lover who is pained at the thought of being forced to leave his home to see art may feel comforted by the news that a new mural to be installed in Cincinnati's new 512,000,000 Terrace Plaza Hotel is being painted with the specific idea of being exposed to the public in a new museum of art.

The Great American Art Museum, painted by Joan Miro, who is reputed to be a friend and disciple of Picasso, is eight and a half feet high and 32 feet long and consists of obstructions of fragments of elephants, children, king-sized eyes and strange shapes.

The reason for the Cincinnati hotel's unique mural is the president of its development board, John J. Emery, is also head of that city's art museum.

2 N. Y. EATERS WILL TRY VAUDE

NEW YORK, April 3. — Two spots hereabouts are planning to open their doors for using shows. The first is the Penthouse Club atop an apartment hotel overlooking Central Park South. The room will prey with Maxine Sullivan, who reported at the previous frame's opening was with Howard McGee's ork with the hostelry's president, Ed Quigley.

The second is the Tropicana, a class East Side restaurant, that tried acts from time to time. Now it has given it another whack. That show opened March 31st with Dorothy Caras, a British singer said to have quite a rep at home. With her is Val Riddle, pianist.

MARKS OPENS 1006 ROOM, TOLEDO: ONLY 2D FLOOR SHOW

DETROIT, April 3. — The potential night spot won in Toledo recently by Charlie Marks, who has operated the International Lounge on the same site for some time. The new locale is the top of the Marks, located upstairs over the original bar and the only second-floor room of its type in Toledo. The place has placecards, dance floor, black light production of the Lake Erie islands and a prime location amid the seats of a moonlit garden.

The opening was with Howard Marks, owner with Nevin Simons set to follow. The spot, which was booked at a cost of $2,700 for the first night, has a talent roster currently ticking a name and semi-name policy, with details underlined.

New York:

Stir Easter Hype: 4966 Wk.; MH153G, Roxy 109, Cap 117

NEW YORK, April 3. — Easter vacation, with schools closed and kids home from college, gave Stem a good boost. A local hotel, the Savoy, was $46.000 as against the previous frame's $17.000.

Tops was Radio City Music Hall (6,200 seats; average $10.00). The count there was $17.000, and down for the first time in four weeks. Previous week was $14,500 and a preem of $14,200.

Radio City (2,800 seats; average $8.00) also boasted figures. It collected $109,000 for its third week of Art Mooney's band, Al Bernie and Strings Pretty. Previous stanza saw $99,000.
NIGHT CLUB REVIEWS

Cotilion Room, Hotel Pierre, New York (Thursday, April 1)

CAstrophe, performing Artists, Al Martin, Marilyn Levy. Price policy, none, exclusions, Charles Reader. Estimated budget this show, $1,170. Estimated budget last show, $156.

This class room has put out more for the U.P. than for its own pig. The increase was justified if the customer reaction is any yardstick. Business on the night caught was big, with practically every table filled.

The show fed off with Stan Fisher on harmonica. The tall, pleasant-looking had opened with a rousing Scher Dance, followed with a change-of-pace, Clair de Lune and wrapped it up with an exciting Rumanian Rhapsody. He came back for a funny boogie number calling for band participation and an audience-approving talk-back bit with the sax man. Fisher has improved a lot since last caught. His harmonica work is skillful, but what is equally important is that he has a sense of humor. His hand-clap intro is chitter for each number which can stand some change. As delivered now it is repetitive and labored.

Patricia Windsor

Patricia Windsor didn't have an easy job following Fisher, particularly opening without a mike in a noisy room. The attractive blonde soprano has a fine delivery in the upper register, demonstrating that she has a major fault of the entire performance. Acts were short and nobody knew who they were. Miss Carlisle, working at a misopian, was obviously out of her element with the quickies but didn't register too well. She got an assist from the production number (the), who joined her in the finale with each girl carrying a toy piano. The gimmick was cute but the delivery disappointing.

The show started with a flashy prologue which was more punch than skill. This segued into a dance by Top and Wilda, who were very popular until an other number for a fast and furious finish. Miss singer, a well-built, smartly dressed, on next, can dance but has no eye-catching tricks to hold his audience. The best thing about him was a high silk hat, an afternoon coat and striped pants.

Chuck Daley opened December on after a Judasove production number. The three-boy-one-girl properly costumed but had neither music nor any selling point to recommend it. The music was strictly a drum beat, and the routine was slow to the point of ennui. For the act to get anywhere, it needs to lick some heavy pruning and dances that don't depend on slickness.

Joe Baily, the boy singer, was adequate.

Buster Harding cut the show okay. Joe Curbello did the Latin stuff. Bill Smith.

McCONNELL & MOORE

NOW — TIVOLI THEATRE

Melbourne, Australia

REVIEW OF "TIVOLI THEATRE" — "OPEN FOR FAIR DATES, 48"

— America's No. 1 Coed —

AALAN GALE

JOLLY JOYCE

The Tivoli Theatre, Melbourne

Written by

Phone

For: 26-677, Earl Street Bldg.

Advertised...

April 9-10, 1948

NOW OPEN

306 W. 29TH ST., NEW YORK

44 NIGHT CLUBS VAUDEVILLE

The Billboard

April 10, 1948

Boulevard Room, Hotel Stevens, Chicago (Thursday, April 1)

Capacity: 1777, Price policy, cover charge, $1.50, minimum, $3.50. Cover charge, $1.50. $3.35. Exclusive hooker, Merrel Atkinson, producer, Troy McCardell, to June 19. Frances Hillman. Estimated budget this show, $6,000.

Redecorated at a cost of $100,000 by William Wilbur, this center room takes its place alongside its sister Hilton Hotel Empire Room, as a top Midwest show spot. With the smart dark decor which has cut down the room's cavernous effect, goes a smart ice show, first也因此 blander here in years.

The skate cast presented a top-drawer program and boasted colorful costuming. The fact that ice has been allowed in the Stevens has encouraged most simple production tricks to get heated response. While the six-girl line up, with its white uniforms, principals did a creditable job all the way. Biggest mitt pollers were Paul and Mike Fileston, in excellent adagio work; Dorothy McCusker, tall brunet, who weak-ankled her way thru a novice skater comedy bit, and diminutive Jean Arlen, fem principal. Boy principals, Rudy Fournier, from Manuel Del Torro and Jerry Reisfeldt, all did creditable work. Their artistry comprised themselves to the small confines of this rink.

Last year's cast will fill the bulky of the yearly sked here, Miss Abbott intends to put on an occasional stage package this season. Costuming is expected to be right from a straight blade diet.

Chuck Foster's crew (four-fooled, boat, a show spot). With the good show and had the floor jammed for dancing. Foster's six section is a good one. Among them: Jack Torro and Jerry Reisfeldt, the unlisted girl singer should wear a for about a month, a style to match the street dress she wore. Singer-ensemble Mian Spelman deserves a solo slot. One very good for parlor-wise and sold production vocals solidly.

Johnny Sippel.

One AGVA Slate Drafted in N.Y.

NEW YORK, April 3 — The Program Committee of the American Guild of Varieties Artists convention,UVU.

This committee's call for the right to run its own org with regular monthly membership dues.

To create new jobs it asks that union prevent entertaining muzaJan's wife, who also is taking work of AGVA people. It bars all free performances and asks that AGVA start a campaign to bring back flesh and AGVA-sponsored events. It also asks for cleaning up of conditions in the club date field, including resort

Catch This

The review of Le Director's opening... Show came to capital included in the regular review page of this department. It appears on page 4 of this issue.

NOW... Va Beach

May 28 at Va. Beach

SOUTH BEACH, Va., April 2 — The Va. Beach Surf Club opened May 28 under the management of Joe Moseley. Murray Morgan, former officials of the corporation that purchased the property several months ago, have been making organized club last season under a management lease.

Signed to book for the summer are Carmen Cavallaro, Guy Lombardo, James O'Keefe, the Three Suns, Ted Weems and Gene Krupa, each for a week.

Surf Club To Open

May 28 at Va. Beach

VIRGINIA BEACH, Va., April 3 — The official opening of the Surf Club at Virginia Beach is May 28 under the management of Joe Moseley. Murray Morgan, former officials of the corporation that purchased the property several months ago, have been making organized club last season under a management lease.

Signed to book for the summer are Carmen Cavallaro, Guy Lombardo, James O'Keefe, the Three Suns, Ted Weems and Gene Krupa, each for a week.

Ingallos Loses Out

When Newport Niter Is Sold

NEW YORK, April 3 — With the sale of Glenn Rendezvous, Newport, Ky., by Pete Schmidt to the Rendez- vous, a new Delaware corporation headed by Michael A. Lev- inson, Arthur L. Devow, Edward Levinson and Joseph Rosenberg, the exclusive booking rights have been picked from Mike Indaco. Ingallos had booked the Rendezvous for the last five years.

The next show, a William Morris package, opened April 2 with Joan Fontaine, Broderick Crawford, Louis Calhern and Wing. It is understood that the two following shows will also be Mor- ris deals, worked out by that firm's Chicago office.

Shavey and Kaye

Trial Starts June 7

ATLANTA, April 3 — The trial of Matt Shavey's widow, assistant, Arthur Kaye, will begin here June 7, it was determined after a conference between Kaye's lawyers and the solicitor-general of Fulton County.

Kaye, as former American Guild of Variety Artists (AGVA) head, and Kaye, ex-AGVA rep, have been in court now for five years. The lawsuit was brought by the Henry Grady Hotel. Both men are now free under five thousand bail.

Cause To Commit

Hairo - Cairo?

WASHINGTON, April 3 — It may pay to advertise but you have to be careful in the nation's capital. Club Cairo here lost its liquor license for three days last week for "using advertising visible from the street in a residential neighborhood."

The Cairo was just recovering from a $3,000 burglary.

"Aqua Parade" To Preem

In St. Louis April 21

HOLLYWOOD, April 1 — A new traveling water show, tagged Aqua Parade of 1948 and featuring Buster Keaton, is scheduled for a coast-to-coast tour with a preem show in St. Louis April 21. The Keaton act will be housed in a million-dollar floating stage package and will have a cast of nearly 100 top swimming performers. In addition to swimming champs, water event will feature vaude performers, including Stuart Morgan Dances, Eddie Bush Trio, Leo Richardson and Mercer Brothers, with music by Mel- colm Beeby. Show will be staged by Eddie Prinz.

Tentative route set includes Cleve- land, Philadelphia, Boston, Bos- ton, Providence, Montreal, Toronto, Mexico City and Honolulu.

WORLD RENOWNED MENTALISTS

VALDO & PRINCESS PAT

Valter Winchell says: "VALDO & PRINCESS PAT STARTE" Personal Representatives: FRED & SAM ROBBINS

Suite 309 — RKO Bldg.

Circle 6-2144 New York City
Amateur Battle On in Detroit

(Continued from page 41)

at all, and several editors in New York have taken repeated slaps at the notorious Barry Goldengate. The Goldengate is a hard-bitten business agent for AGVA here but was placed on the unfair list a few months ago.

Soliciting Amateurs

The Artists' Casting Bureau has been out openly to get amateurs running eight-inch ads in Nite Lite promising "steady work—good pay." The preliminary casting work took place this week when their shows around the nation of the upper Midwest. They have accused that acts booked into clubs were simon-pures.

According to a booking agent who saw the Artists' Casting Bureau contract, there was no amount of money stated.

The night spot operators, Tony Di Lorenzo at the Ship, and Thadenes S. Proctor, Richard J. Golan and Walter Ziemianik at the Stevadora, evinced they were getting a real hype to business at a low cost, and announced "pre-war prices and services." Featured in eight-act floorshow and regular whisky prices of 40 cents, with Scotch selling for 50 cents.

Tuesday night, when the picket line was up, the Stevadora went on with a girl guitarist replacing the orchestra. Wednesday night on arrival to put a show on was made, as the crowd was down to about eight or fifteen customers.

According to an observer, only one of the amateur acts returned Wednesday night after seeing the pickets on Tuesday. Bars stayed open in both places, and picket lines were not up, despite lack of trade, until closing time.

Warrant Sought

Meanwhile, a warrant was sought by Joe Kasoff against Billy Grubbs, under Michigan's on-the-job-trip-labor law, on grounds of unauthorized picketing without a previous 10-day notice. Prosecution James N. McCarty, ruled it was not a strike, and refused the warrant, when evidence show the picketing was not the work of the strike. William Green was introduced. Grubbs pointed out that AGVA was not the house, and the club was on strike. It was given voluntarily.

Today (5) an order to make a returnable dub April 9 was issued by Circuit Judge Adolph F. Marschner, net worth of AGVA, to book all club or cabinet clubs which refused to cross the picket line at the Stevadora, whose management were plaintiffs.

Biggs also said acts booked into these clubs were AGVA members and were paid at least equal to AGVA scale, understood to be $75 at the Stevadora. He charged kick-backs to agents have made local wages actual AGVA scale.

At the Stevadora and the Ship, lower consumer prices were to be made available on a 10-per cent, charge, not by cutting show costs. Biggs also said he would open last despite the picket line, the Stevadora had about six.

WANT ACTS

For Sunday and Monday—16 miles from Zanesville, Ohio. Can use act with P.D.O. during work. Write to EDDIE RUTEN

Harry's Hotel, 153 West Front, Newark, Ohio

WANT ACTS

To Headline Revue playing Eastern and Southern States. We are interested only in a Big Name—one with Positive Drawing Power. Write to:

BOX D-273

The Billboard, Cincinnati 22, Ohio

SPECIAL ATTENTION TO BANDS
Legit Booms in Australia

SYDNEY, April 3—Legit is booming in some parts of Australia. In Perth, 10,000 applications have been received for Voss tickets, bought out 24 hours in advance. In Melbourne enough mail applications for Voss tickets have been received for Voss to sell out, and there is strong demand for Annie, Get Your Gun, now in its ninth week. Annie is taking an average of $13,000 a week, and it is expected to run until late March to enable producers to get seats for The Kite's, now in its second year.

BROADWAY SHOW

PERFORMANCES THRU APRIL 3, 1948

Dramas

Opened

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LEGITIMATE

Communications to 1564 Broadway. New York 1, N. Y.

April 10, 1948

FOREIGN REVIEWS

THREE BARBER OF SEVILLE

(Tuesday, March 29)

COMEDIE FRANCAISE, PARIS

Condemned by the censors, a new version by Louis Berthoud. Music by Louis Berthoud. Orches-

[...]

A great success in New York. The Met...[...]

AMPHITRYON

(Tuesday, March 15)

THEATRE MARIGNY, PARIS


...[...]

“Car,” “Boy” Get N. Y. Crix Nod


Chorus Equity Names Nominating Comm.

NEW YORK, April 3 — Chorus Equity held its third quarterly meeting Wednesday (2) at the Capitol Hotel with a turnout of 235. The principal business was the selection of a nominating committee to extend the membership to serve with three ex- cept that: Madeleine Carroll, who was the chairman of the committee of nine includes Anna Feres, Dary Gardner, Eleanor Board, Carol Boy, Haycock, Dwight Sisley, and Charles Wood (from membership). Bay Cook, Brant Brown, Louis Kronen-berger, Charles Faye (executive comm- mittee).

The committee meets Monday (5) at noon to vote on the membership for the election of a chairman of the ex- cept that: Dary Gardner, Carol Boy, Haycock, Dwight Sisley, and Charles Wood (from membership). Bay Cook, Brant Brown, Louis Kronen-berger, Charles Faye (executive committee).

The Equity council will hear Chorus Equity charges against Allegro stage and two musicians.

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ET Lacks 7G
For 6th Show

NEW YORK, April 3—Financial affairs of the Experimental Theater (BT) are probably at their weakest, with a chance that unless a fast 7G is raised, Ballet Ballads, the sixth production of the company, will be the last. The presentation has a budget of about $15,000, which is a good 7G more than the cost of the first play, which was among the Six O’Clock Theater—will be cheap, being done sans scenery. However, it is thought probable that two new scripts must get the extra dough or else.

Productions were extremely costly this season for the BT. Theatre Island, the last show, cost about 20G to put on. When it is realized that the all actors were paid minimums, the exceptional production unit is evident.

AEA Prep Plans for NY Theater Huddles

NEW YORK, April 3—Actor Equity Association is making preliminary preparations to negotiate a new Basic Agreement for the League’s theaters beginning sometime in July. Deputy of legit shows will be held during the several weeks before April 26. All shows, all就近提 suggested for improvements in the existing Agreement. After the Treadway, which cleared about the same amount in profit. The actor’s committee of the Six O’Clock Theater—will be cheap, being done sans scenery. However, it is thought probable that two new scripts must get the extra dough or else.

The story of the idealistic clash between the son of a wealthy oil-plant owner who permitted defective parts to be shipped out is handled skillfully by Roman Bohr, as the father, and Lloyd Bridge, as the son. George Mackay, as the mother, turns in a stirring performance.

Other shows of the cast capably portrayed their roles with outstanding work by Mary Davenport, Marvin of the role by Miss Betty Bridges.

Lee Zhito

AEA Council Denies Leventhal’s Requests

NEW YORK, April 3—Jules Leventhal was not only denied permission by the Actors’ Equity Association at its Tuesday (6) council meeting to play performances each week, but is also denied permission to perform in his subway circuit this summer but also to rehearse his actors without the Equity studio facilities. All applications expressly state that only eight performances each week will be allowed, and ask for $20 a week salary for rehearsals.

A same meeting Paul Moss was granted the right to rehearse his City Center company two weeks instead of one. The council decided he be offered a second week of rehearsal because, his shows will be playing two weeks, opening May 3 and running for six weeks.

Routes

Theatre

Dramatic and Musical

Anne Get Your Gun (Musie) Richmond, Va.; (Radio) 6 or 7; (TV) 10-17. Ashley’s A Chelsea Winter, with Katharine Cornell (Radio), 6; (Auditorium) 8; (Auditorium) St. 1, 10.

Annie Get Your Gun (Musie) Richmond, Va.; (Radio) 6 or 7; (TV) 10-17. Ashley’s A Chelsea Winter, with Katharine Cornell (Radio), 6; (Auditorium) St. 1, 10.

Musical

She’s a Natural, Los Angeles, Calif.; (Radio) 6 or 7; (TV) 10-17. Ashley’s A Chelsea Winter, with Katharine Cornell (Radio), 6; (Auditorium) St. 1, 10.

Nessie: Miss Bonnie Mack, with Luise and Panetta (BT) will play the Davcy Crockett part in Edwin Justice Mayer’s Here is My Pocket. The play will be directed by Bob Brenn.

In the receipt of the news of his family’s murder and in maniacal fury in the hand-to-hand with Macbeth, a performance that is anything but mediocre. Brecht, who breathes reality, Geoffre Toome (who plays Macbeth) by John McQuade and Russell Collins score in a role of aces, and Arthur Steinberg (who plays Duncan) a brief bit of top-drawer sword play.

In sum, all the elements of production that make for the telling of the horror-and-gore tale into a simple, straightforward whole. This Macbeth has both excitation, was a musical, and a song about the romantic and Arthur Tyver fame. With The Tonight Show’s Arthur Tyver fame. With The Tonight Show’s Arthur Tyver fame. With The Tonight Show’s Arthur Tyver fame. With The Tonight Show’s Arthur Tyver fame.
**CONSTRUCTION**

**Amusement Parks and Skating Rinks.** Construction.

**Controls.** Which required permission for the disposal of amusement construction and alteration, were contained in the old Real Construction Act. The new legislation signed by President Truman early this week contains no mention of amusement curbs.

In practice, the curbs proved of little value in preventing the sale of 'veterans' housing,' since the executive's office approved about 75 per cent of all requests for entertainment construction.

**Bary Wins Wing Auditions**

**NEW YORK, April 3.—** Donald Johnston, a baritone, won the finals in the American Theater-Wing contest auditions and in reward will receive a debut recital at Carnegie Hall this coming May. Last week both Melvin Bartell and Philip Boud were cited for honorable mention and with the promise of future recitals. All three were former captains in the army.

**SPEED DERBY**

**OPENS BATON ROUGE LOUISIANA APRIL 14, 1948 $2,000.00 IN CASH PRIZES**

**CAN USE HELP IN ALL DEPARTMENTS**

This city has population of 150,000 and has world's largest poker roll for its size.

Stanley West, Norma Jasper, Kitty Kelly, Cecilia Hennieker, Mickey Thayer, Avis Wells,已经开始new collection. Sammy Allen, Chad Adlouin, and Johnny Hughes—be sure to let me hear from you immediately.

**NOTICE:** All kids that danced for me last show—contact me.

**KING BRADY**

Healdsburg Hotel, Batan Rouge, La.

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**WANTED**

**STRIIP GIRLS**

Year round work. Top salary. No chores work. Also want A-1

**CONCESSION MAN**

**FRANK CROWE EXPRESS THEATRE 540 Woodward Detroit 26, Mich.**

**SON FOR SALE**

Have 13-year-old son for sale. Good groom and good disposition, wants to do the best possible job. Will answer all letters.

**WANTED**

**THE GREATEST NAME IN COSTUMES Rental, Sale or Use in Great Costumes Made Glyphs. Tall, Short, Child and Adult. Mann, Oren and Mancini. **

**WANTED**

**THE GORE CROWE JENKINS, F. N., W. N.**

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**MAGIC**

**By Bill Sacher**

JACK HERBERT reports a bang-up week's club date back around Chicago the last five months. He's booked a three-week stint at the Taft Theater, Cincinnati, at which time he threatens to pay a visit. He's on the road again and telling the one about the magician who called himself Moza so that he wouldn't be an idiot. Capt. Lee Allen Ester pastel of the Grand Hotel, Alviso, Calif., (W. F. Slusher), magician and hypnotist, at both Georgetown and Terrace shows, is continuing to find him doing good business in both spots. He has just completed the captain, "and the hyp act, which is the last half, went over so well that we're going to do the same date next year, which speaks for itself. He is playing for the PTA and Kirman clubs." Preston makes his hops in a new town & Country Chrysler, with a Spataro Maroon trailer.

George Dexter, assisted by Agnes, featuring illusions, pickpockets, and hypnotism were held over last week at Neil Deishan's, Camden, N. J. Calvin Morgan, pilot Gordon the Wizard, five-person unit, shoots up a $250-a-night show. They are on a recent swing thru Oklahoma, Texas, Louisiana and Mississippi and will be in the area for the next period last year to prove that business this year is down. "So, you see I was right when I said recently that business was on the down slope in Oklahoma." Where Burch the Magician is still in thick gravel is not easy. Sharpe's Ward has just concluded two weeks at the Beacon Club, Albuquerque, N. M., the show held for two weeks in the old Flanger's place, and is moving around to local theaters and other spots that have been doing good business all year. There is a three-day pre-Easter stint for kiddies at Rollman's & Sons, downtown Cincinnati show store. He was his own agent on the date.

**JOHN CALVET**

recovered from his plane collision trip back to the Coast to start work on a new Falcon program. He is spending his time at the Hippodrome, Baltimore, and the HBO Boston, Boston. Next year's Falcon's Cargo, has John doing a bit of magic, and his succeeding pictures follow. He is landing according to his manager, Jack Kaplan, currently in the house. scenes of the show, were held in the Terrace Room of Hotel Statler, Detroit, and the following day began a two-weeker at the Brown Hotel, Louisville, Ky. The rhythm of The Chord Robert's close Sunday (11) in the Terrace Room of Hotel Statler, Detroit, and the following day began a two-weeker at the Brown Hotel, Louisville, Ky. (The rhythm of The Chord Robert's close Sunday (11) in the Terrace Room of Hotel Statler, Detroit, and the following day began a two-weeker at the Brown Hotel, Louisville, Ky. The rhythm of the show was set by the first turn and is well known throughout the Carolinas," said William. Chicago magic and novelty entertainment, has added Robin and Walker, acrobatic team, to his mystery program. Philadelphia Eye, and is augmenting the unit with several dance routines featuring director Fred Stevens and the presentation of the revised show, which is under the direction of Victor Torsos of The May Dancers of Chicago, and is a Chicago crippled children's home. It has now been presented for the general public. . . .

The Johnstons, who held a dead contract on the house, closed out the season a few weeks ago, will be the first turn in when the theater resumes with shows during the racing season a few weeks hence. Incidentally, the Johnstons' plans are pictured in the latest issue of Conjurer magazine.

**Carnegie Hall Pop Series Bows May 1**

**NEW YORK, April 3.—** The 1948 edition of the Carnegie Hall pop concerts, which will begin May 10 at the opening of Miss Maggie Teyte and others, promoter Ernie Anderson announced yesterday.

Anderson also disclosed that the eight-year-old longhair prodigy, Ferdi Rose (the young Yavanna), will conduct the May 2 concert. Jazz lout Louis Armstrong has been signed to star in the May 3 program is skedded for May 4, feature Fla, starring Benji. Robert Jone in the Broadway legiti, Edward Mathews who created the role of Piano and Rose, along with Stanley Freeman and Jack Shaindler, musical director of Fos-Movielove. Night, featuring the Metropolitan Opera tenor Maria Berini and Rosa Bord, with the orchestra conducted by Richard Karp. May 6 will be a Latin-American festival night featuring baton waver D'Artega, Mexican tenor Nestor Chaves, contralto Yolanda Lupina and the Los Angeles dance team, Aldo and Teresita.

**VCB PICKS SHOWbiz Vet Contest Judges**

**NEW YORK, April 3—** Band leader Kay Kyser, producer Dwight Deere Wiman, musical comedy writer Harold Rome, John Shubert and Robert H. Gordon, director, have been chosen by the Carnegie's Hall Carnegie Club of New York judges in a contest to be launched May 15. Sketches, blackouts, monologs, song lyrics, music and novelty numbers are permitted only. A $500 award, is being offered, and a cast of professional actors will be held for auditions throughout the length of the shows. The winning show will be presented in the second of 16 performances at Carnegie Hall during the month of April.

**ANTA Preps "Talent 48"**

**Click Means Stem Show**

**NEW YORK, April 3.—** "Talent 48," the revue sponsored by the American National Theater and Academy, is being performed at the Maxine Elliot Theater, April 30, a good bet to go over well. Jack Pals, producer, brought Skipper next to God to a New York talent show. It has been an interest in the show. It would be done on the same basis as Slipper, the prods going to ANTA. The show will comprise scenes from different shows. Naturally, there is plenty of amusing going on among theoeps to pick the best. Both musical and dramatic, for the program. Hiram Sherman will ensure the proceedings and act as producer. The show should hit the Stem, the format is that more new talent can get a break.

**Showbiz To Be Represented At "One World" Ceremonies**

**NEW YORK, April 3.—** Ralph Bellamy, Montgomery Clift, Judith Anderson, Marlene Dietrich, Jeanette MacDonald, Vera Ellen, Canada Lee, Tex McCrary, Mary Small, Nini Tarasova and Blanchita Ybarra have been named as world award presentation ceremonies at Carnegie Hall has been referred to as a "One World" events.

William L. Shirer, radio commentator, is handling the world award, along with Dave Sharay, film producer who will go to Bess John Garfield, season a few weeks hence. Incidentally, the Johnstons' plans are pictured in the latest issue of Conjurer magazine.

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**End of Beecher Era**

**SIoux FALLS, S. D., April 3—** Currie Beecher, son of the late Fred Beecher, has sold out the Currie Beecher Farms, in the past re- signed as acting manager of the Sioux Falls Coliseum, thus ending 20 years of association with the Coliseum with that civic show place. He has taken a job as promotion rep for the Columbia and Loew's Inc., Chicago, with an office here.
**Variety Theaters Progenitors of Vaudeville's Big Stars**

**POPULAR. Calif., April 3—Will H. Beck, comedian, launched a tent show business this week, recall ing that during the 1870's, '80s and 90's, vaudeville was a tent show business, which he says was the most primitive form of theater. Locke says the old varieties were the progenitors of our modern vaudeville and many of today's greatest artists emigrated from them.

Locke adds that for years in Whitted's tent, they played all, from Tony Pastor's in New York to the Bella in San Francisco and the Bijou in San Francisco. His first recollection is of being with his playing Chicago and other cities. That was during the 1890's.

"Later on, Kitty, my mother, younger brother and I, migrated to Texas where Kitty played in vaudeville engagements at Belf's in Austin, Nielson's in Dallas, the Wanni in Fashion in San Antonio, Holly's My Theater in Fort Worth, and many others.

"Most variety theaters during those days maintained their own boarding houses for their performers, and my mother managed some of them. The showman would not allow his performer to remember what fun the folks used to have, gathered around the long tables for the drinks, and the rest of them had ready for them, how all they loved to be affectionately called her Aunt Bertha."

"Those old varieties were the progenitors of modern opera, and many of the world's greatest artists emigrated from them. Let me mention a few of the performers I knew in my boyhood: There was Charlie Mansfield, the clean-living, scholarly gentleman, actor and crooning saticle circus performer noted for his diffi culty, and that's a lot. He taught me the rudiments of a trapeze act and set for me a professional pattern that I followed."

"There was Tommy J Feal, Jerome, all-round performer, dancer, singer, comedian, song-and-dance, splits, nipples, legman and taming. My cousin, William H. Folsom, was the specialty of it. Juan Zanora was a bandleader, high-class Mexican, and the specialty of it. In 1908, in New York, in after years he became the father of the great Zanora Family of aerialists with the Ringling circus."

"Among other performances of my boyhood days were Horace Wambold, the great aerialist of the Ringling Brothers, and many others."
THE FINAL CURTAIN

BIELENG—John H., 79, tenor with the Hayden and the American quartets, March 30 in Hempstead, L. I., N. Y. Services were in making recordings, cutting numerous records in Hollywood. Survived by his widow, three sons and three daughters survive.

BRIGHT—Evelyn, 57, veteran stage and screen actress, a member of the Town Hall Players, Green Bay, Wis., and the Broadway Stock Company, died at his home in that city. Services and burial in Green Bay, with members of the cast of "Benson" serving as pallbearers. (Details in the Repertoire Department.)

BROWN—Dillon, 32, master of the head of the still photography laboratory of MGM Studios, Good Samaritan Hospital, Los Angeles, March 30 of a heart attack. He had been with MGM since its organization in 1924. Survived by his widow, Dorothy, and a brother, Leo.

BURÓ—Maria, 69, newspaper publisher and owner of several radio stations, including WLS, Chicago, KSL, Salt Lake City, KNX, Los Angeles, KONO, San Diego, March 30 in Tucson.

DILLON—John J. (Jack), 65, former advertising manager of the Calgary Stampede and a director of the Interna-
tional Film Adventurers, died in Hollywood on March 13, in California after a lengthy illness.

DUFFY—Richard G., 45, advertising copywriter for the Erie, Pa., Times, and theatrical publisher, March 28 in Paterson, N. J. His widow, two sons and a daughter survive.

FARRINGTON—Charles (Capt. Spud), 50, vaudeville performer and burlesque producer, died in New York last week. A burlesque producer, he was a member of the Calgary Stampede and a director of the International Film Adventurers. He was survived by his widow, three sons, Charles, Robert and Vincent; and a daughter, Helen. Burial in St. Patrick's Cemetery, New York, March 27.

FARRINGTON—Mary Louise, 46, former executive of the Novelty Company and a longtime member of the Screen Actors Guild, died March 24. She was a member of the Players Guild for several years. Survived by her husband, Mrs. Virginia Farrington, April 1 in Montclair, N. J. She conducted the column, The Diet, for the Cincinnati Post. He has two daughters and sister and sister survive.

FARRINGTON—Mrs. Ruby K., so-
pr, 90, telephone operator and tele-
cut operator at 30 in New York. She was also known as a sculptor. Her husband and daughter survive.

FELLOWS—Mrs. Helen, 58, vaudeville performer and first in Los Angeles, March 26 in Los Angeles. He appeared in various stock companies and the form-
er of the Elser Kent, being an actor and his father, John B., an actor and film producer. He had a good experience including touring in England and later appearing on Broadway in plays, including "The King of Paris" and "Crime, the latter written by his father. He later became a producer of "The River," Born Reck-
less, Madison Square Garden and Lit-
ta, in which he appeared. He left his widow, Virginia, and parents.

JARECKI—Felix, 56, coach for many years with the New York Yankees, died in Paris. Two brothers survive.

KOGLER—George, March 19 in Buffalo. A violinist, Kogler was formerly music director of the Hotel Tupper and an assistant music direc-
tor at the Buffalo Philharmonic. He was

president of the Cleveland Merchani-
dice & Novelty Company since its founding 23 years ago, March 31 at his home in that city. Survived by his wife, Jeannette; a son, Robert; and five brothers. Burial in Mayfield Cem-
tery, Cleveland, April 1.

LAFUENAC—Louis Joseph, 60, former theater and amusement park owner and manager in Los Angeles, March 29 in Hollywood. He was associated with the entertain-
ment industry for over 50 years. He was the old-time manager of the California State Fair, a manager of the Grizzly, Colonial and Wells theaters. He had managed the Wells chain of 45 theaters throughout the South. He was the Los Angeles manager of the Universal. Survived by his widow, Orlo, and daughter and sister survivor.

LAWRENCE—Frank M., 73, sec-
tary of the Buffalo Philharmonic Or-
chestra and radio advertising organ-
ization, March 27 in Glen Ridge, N. J., with his wife, Ethel, a sister and brother survivor.

LEFACHEUR—Louis Joseph, 60, former theater and amusement park owner and manager in Los Angeles, March 29 in Hollywood. He was associated with the entertain-
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MAYER—J. A., 50, silent film actor and one-time stage actor, in Bel-Air, Calif., March 31. Survived by his widow.

MAEL—Aaron, 57, silent film actor and one-time stage actor, in Bel-Air, Calif., March 31. Survived by his widow.

MARIN—Max, 68, stage and screen actor, in Hollywood, March 30. His first play, in collaboration with Roy Atwell, was Are You My Mother? He also did a one-man show, The House of Glass, See My Lawyer, Chouting Cheaters, in Hollywood. He was also a stage actor in The Brick, The Women in Room 13 and Three Live Ghosts. He was a manager of the Famous Players and was in the Players Guild. Survived by his widow, Mabel. Services in Sheepshenbog, March 30, followed by interment in Hollywood.


NASH—George T., 48, concession-
aire for many years with the radio shows, March 23 at his home in Van-
couver, B. C. Survived by his widow, Frances; and sisters, Shela, (Billy) Sienny, and a brother, (Jim) Andrew. Further details in Carnival Section.

SCHAFER—Mark D., 68, vaude-
ville performer, in Hollywood, March 22. He toured with his own show, the Ezra Buzzington Racketeers. Survived by his wife, Grace, a sister and brother survivor.

STRAITTON—George B. (Si), 89, former member of the old Barnum & Bailey Circus, in Falmouth, Mass., March 13. (Details in Circus Department.)

SUGERMAN—Abraham J., 50, vice-

BIRTHS

A son to Mr. and Mrs. John Vened-
kus March 13 in Chicago. Father is a piano teacher with the Rock Theatre School. Survived by his wife, Dorothy, N. Y. Parents are from the Novosti Company.

A son to Mr. and Mrs. Julian El-
lich 29 in Mineola, L. I., N. Y. Parents are from the WMIT, Chicago.

A son to Mrs. and Mrs. James L. Cox Jr., March 6 in New York. Father and son are from the WMIT, Chicago.

A son to Mr. and Mrs. Jack Leonard, of the Cobble Show, recently appeared in the former Priceless Plunk-

A son to Captain and Mrs. Bertha Risn March 17 in Eustis, Fla. Parents are from the Metrophone on the Royal Crown Show.

A son to Mr. and Mrs. Ed Gardiner, Manager of the Family Circle in Hollywood. Father plays Archie in the Duff's Family radio show. He is a son to Mr. and Mrs. Charles E. Daniels Jr. March 26 in Allen-
town, Pa. He has two sisters and a

A son to Ms. and Mrs. Clifford C. Juegens Jr. March 29 in Deuceson, Calif. Father is a musician in the Los Angeles Symphony, March 26 in Cincinnati. Father is a musician.

A daughter to Mr. and Mrs. Edward B. Rowan, recently appeared in Los Angeles. Father is a newsman in the "Street Car Named Desire" in New York.

A son to Mr. and Mrs. Joe Cook Jr. March 24 in Hollywood. Father is a news-bearer, mother is a veteran of the for-

A daughter to Mr. and Mrs. Dale Person, recently appeared in Los Angeles. Father is program director of Station KABC, that city.

A son to Mr. and Mrs. Jerry Hawk March 19 in London. Mother is the former Tudi Kroeker, dancer. Father is an actor.

A daughter to Mr. and Mrs. Robert Person, recently appeared in Los Angeles. Father is program director of Station KBIC, that city.

A daughter to Mr. and Mrs. Joseph H. Johnson, recently appeared in the "Street Car Named Desire." Mother is the former Tudi Kroeker, dancer. Father is an actor.

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Coal Strike Heads to Rail Shows

WASHINGTON, April 3.—The Office of Defense Transportation (ODT) has issued a ban on special circus and carnival trains within a few minutes of an official end to the coal walkout, said The Billboard this week.

Gass made his announcement as President Truman directed Attorney General Clark to seek a court order ending the strike. It was pointed out that such action on the part of the strike ends for the first time in several days at the earliest to consume.

In making its statement regarding shows on trains, Gass pointed out that the ODT ban in effect during last year's walkout was lifted within three minutes after John L. Lewis announced that he was sending the miners back to work. Gass said that this was the same thing this time, Gass declared.

Despite a general feeling of hope that the walkout was coming to a close, there were reports of increased hardships on circuses and carnivals. The procedure for shows using coal-burning trains is to be lifted, so that all railway freight trains is considered not only cumbersome but also costly the use of coal. The idea of coal was impractical except for long stands.

Recognizing this factor, Melvin D. Bailey, local superintendent of the Ringling Bros. and Barnum & Bailey Show, stated that "we are doing everything possible to relieve the situation."".

NEW YORK, April 3.—With little hope for a speedy settlement of the coal strike in view, the nation's railroad circuses and carnivals at the week's end were still faced with the perplexing problem of how and when (See Cool Strike Hurts on page 49)

Building Limit On Amusement Enterprises Ends

WASHINGTON, April 3.—Building restrictions on amusement parks, arcades, skating rinks and other entertainment enterprises were removed in a compromise with the expiration of the old Rent Control Act. At the same time, the office of housing expediter, which handled the restrictions, began to close shop.

The new rent control legislation, adopted by Congress last year in the wake of the strike, makes no mention of amusement construction. Prior to the enactment of the new bill, a plan to build or alter show business enterprises had to be submitted to the housing expediter for approval.

Cincy's $2,000,000 Arena
Preps for Fall-Bow Winter

CINCINNATI, April 3.—Foundation had been laid and protracted delays in obtaining labor and materials are delaying the $2,000,000 Cincinnati Arena, recently reported. William P. Gass, president of the operating company, said this week.

Sawyer said the project going on at Covington will be one of the largest indoor arenas in North America and Chicago. It will be the largest indoor arena between New York and Chicago. It is concrete construction with brick facings, the building will be 11,000 seats, and it will be a perfect space for boxing or wrestling. It will accommodate 15,500 seated. Indoor height, 112 feet. It will be 100 seats, allowing ample space for installation of rigging if circuses are booked in. He also pointed out that interior steel support columns will be erected in a manner so that they will not interfere with the vision of spectators.

The operating company is Cincinnati Gardens, Inc., which is capitalized at $1,650,000. A good portion of the firm's revenue is expected to come from regular presentation of hockey games, the concern having obtained a franchise in the American Hockey League.

Associated with Sawyer in the enterprise are George J. McNamara, Montreal, Toronto, vice-president; Thomas E. Wood, local insurance man, treasurer, and James Favret, secretary. Frank J. Selke, general manager of the Montreal Forum, who has had 20 years experience in the management of hockey arenas, will be general manager of the enterprise, Sawyer said.

Close-Ups:

Hooky Led to Water; Hudepohl In Showbiz Swim Ever Since

By Hank Hurley

(One of a series of articles on little-known facts about people prominent in outdoor show business)

IF YOU ARE ONE of those who figure sports, be it baseball, football, swimming, or any other major show business, Paul H. Hudepohl, present executive secretary of the National Association of Amusement Parks, Zoos, and Beaches (NAAPPB), Chicago, will give you an argument.

It was in the early days of his life that he really was thru sports that he got his start in show business.

He is no stranger to carnival and circus people and he definitely is one of the most successful men in the entertainment park industry. For years a park operator as manager of Jantzen Gardens, Toronto, Ore.-Portland, Ore., Hudepohl has built up a show business from the word "go," not only as a park operator, but also as one who has handled bands, free acts, water follies and, lost but not least of all, the office man.

His career has been colorful, starting from the time he played hooky from school to seek a clue which marked the end of his regular school. To the present day, when his job is clear for him to know almost everything is to you about the amusement park industry.

From the time he was a young lad, the spirit of adventure which, Paul says, could only be satisfied by show business, has been characteristic of the NAAPPB executive. It was this quality which whetted his appetite for the West and what lead him to Seattle and Portland and eventually into the park business. With a grit that he is really Doing for the Pacific Northwest when he left Chicago to seek adventure. He really planned to go to Alaska and "make my fortune," in the form of gold, broke financially, intervened, and instead of landing in Alaska he became stranded in Seattle.

That really was the start of his climb and now that he thinks it over he's just as well pleased he did go broke before he reached Alaska, because maybe he never would have wound up in show business. "And that would have been awful," he tells you, "because show business is a great business and I would have been every day.

As a boy, Paul was vitally interested in all sports, but his special favorite was swimming and it was thru his love for sports in general and for swimming in particular that he figures.

In Chicago May 14, 1900, Hudepohl attended grade school and two years of high school. At the end of his sophomore year, the warm fall days hit him smack between the eyes and, like any kid his age, Paul figured it better to be in school when you could just as well be swimming in Lake Michigan. So one day, along with some of his pals, he played hooky from school and went swimming. That ended his schooling because, rather (See Hooky Led to Water, page 51)

OUTDOOR

Sunbrook Fined 5G for Failing To Pay Wages

NEW YORK, April 3.—Larry Sunbrook, circus and rodeo promoter, yesterday paid a $5,000 fine imposed last Friday (28) in Special Sessions Court after he had pleaded guilty to a charge of failing to pay $5,000 in wages accruing from his ill-fated Big Top circus stages behind the Roxy Theater here in 1941.

The alternative to the fine was six months in the workhouse and a $10,000 fine.

Larry A. Kozicke suspended execution of sentence on a one-year penitentiary term pending good behavior.

Sunbrook told the court he had made arrangements to repay $9,300 of the sum owed in wages and would have to pay the remainder. The fine was the largest ever imposed in a back wages case here.

In a separate action, which was concurred in by Associate Justice Irving Ben Cooper and William A. Hendricks, Kozicke told Sunbrook that he realized that the history of show business showed many losing ventures.

"It is a precarious business and many showmen lose and leave chaos behind," he said, "but we also must realize that we are not on your end of the rope. When there is any instability about a venture, we have the duty of a producer to see that wages are paid." Phil B. Gie, Sunbrook's attorney, urged leniency for his client, saying, "This is the first time he has been involved in the duty of a producer to see that wages are paid.

Philip G. Bale, Sunbrook's attorney, urged leniency for his client, saying, "This is the first time he has been involved in the duty of a producer to see that wages are paid.

The deciding factor, he said, was that Sunbrook had reached a settlement with those who held claims against him and that $5,000 cash bond would be turned over to the creditors.

Philly Ops Vie For Locations Near R-B Lot

PHILADELPHIA, April 3.—A battle between Sunbrook and Quinlivan Tents for a new location came to life this week when the city refused the Big Show a permit for its use at Third and Erie Avenue. While Ringling agent, L. W. Vickers, was struggling for another alternative site, Samuel Harris, operator of the Harris Novelty Company, went already had, $15,000 for concession rights in the vicinity of the banned grounds. Cash deposits amounting to half of the guaranteed total, were not returnable, Harris said.

With the refusal of the license for that section, Vickers stated that it was being applied to City Hall authorities to offer the use of Municipal grounds for the season. John Quinn, Harris's chief competitor, owns the concessions at the stadium. Quinn was the first to contract real estate adjacent to the show. He is now asking $25,000 for a permit for space and locations was aired in the local press.

"As far as I know it was failed to pay rights from property owners," Harris said. "When Quinn got his permit, I said the man who had been there later he discovered he had missed the boat. The next thing I knew I was left in the lurch."
**CIRCUSES**

**Advance Sale Big as R-B**

*Communications to 155 No. Clark St., Chicago 1, Ill.*

**April 10, 1948**

**NEW YORK, April 3.—Advance guard of Ringling circus personnel, headed by General Manager Art Concepcion, arrived here today, in the first step of a coast-to-coast tour, motoring in from the New Jersey side of the Tuckerton, where the circus train made the roundabout trip to the railroad yards. The circus is at Madison Square Garden Sunday and Monday (April 5-6) before leaving, with a three-day stand on the 7th.**

**Publicity Out**

Two sites in suburban Philadelphia were selected for the Garden Commission and asked permission to stage the show there. Their petition will be considered at the next regular meeting of the commission Tuesday (April 6).

The site involved is a 15-acre tract at 86th Street and Marshall Road where two previous circuses have been twice previously, the last time in 1939. Plans call for a six-day stand, starting May 1, and a total of 50 special officers to police the area.

John J. Quinn, who is sole concessionaire of the Garden, and representatives conferred here Thursday (April 3) with members of the suburban Upper Darby and Springfield Borough Commissions, and agreed to underwrite the cost of hiring 60 special officers to police the area.

**Reduced Prices Aid Davenport**

*Gross first four days $15,000 or 25% of four-day receipts years ago* - (Continued)

**SIOUX FALLS, S. D., April 3.—** The Red Skelton show here received increased gross receipts for El Ruidito, which presented Orin Davenport’s circus this week. Organ opened Monday, March 29, and closed last night. Gross for the first four days was $15,000, or 25 percent above the four-day receipts a year ago.

**Kalamazoo Date Proves Winner For Polack Org**

**KALAMAZOO, Mich., April 3—** A circus unloaded for Polack Bros.’ Western unit to fill the gap between Dayton, O., and Indianapolis. According to report from there, the circus may well have yielded the Knights Temporal a good profit.

**Garden Bros. Draws Big in Toronto Bow**

**TORONTO, April 3—** Garden Bros. Circus winds up a six-day run at the Coliseum tonight. The closing matinee, Monday (29), draws close to 5,000, and business continued good throughout the run which was marred only by the absence of the Glass Club.

Among the featured acts appearing in the three-ring show were Dolly Jacob’s elephants, Gladys Gill’s trapeze performers, Arthur Polack’s bears, Matala, trapeze, the Grotomos, high wheel and the Glass Club.

**Brown Heads Tickets**

The ticket department is headed by Harry N. Brown, superintendent, who has been in the business over 25 years. J. O. Minor, Tom Short, George Penny and Harry D. Harmann (down); while Mrs. J. O. Minor, Will Brumm and G. W. Brown Heads ticket seller; Robert Fontaine, billposter: Robert Fontaine, billposter.

**Beaty Draws Four Straws At San Diego**

**LOS ANGELES, April 3.—** Southern California’s leading one-eyed circus director, the Beatty org, extended a formal invitation to the Phillips and Darby circus to visit the territory.

The Beatty org played to four straw houses in San Diego. Six performances in three days in the Port of San Diego and in the small mining town of the West has seen this year a winning stand, it is reported. Oceanside, the following stand, was only fair but Santa Ana, the date preceding the last Los Angeles date, brought two straw houses and a fine draw.

A typical Hollywood style opening, complete with film advertisements of the circus celebrities, introduced the show to Los Angeles. An unadvertised matinee was sold out, and a real surprise to show officials who remember that the local stand in the past had been less than satisfactory.

**Movie Stars on Hand**

Among the cinema stars attending the premiere of "Reed and Red Skull,” Skorholff greeting the show included J. Edward Bromberg, Francis X. Gill, Marilyn and Louise Rich, Fodees Hannelord and family and S. D. Fox.

Personnel is as follows: Clyde Beatty, owner-manager; D. W. Helms, agent; J. O. Minor, superintendent; J. E. Moore, legal adviser; J. A. Engel, general agent; James Albane, treasurer; W. W. Petty, auditor; Louise Nath, secretary; Walter D. Fleegle, public relations representative; C. W. Primrose, contracting press; Ray Smith, sisters; Dave Murphy, press and radio representative; W. R. Bailey, Carroll, Los Angeles radio; Harry Mellon, contracting agent; Dan Dix, contracting agent; Robert Fontaine, billposter; Robert Fontaine, billposter.

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**** CIRCUSES ****

**H-M Record Cross Seen In Buffalo**

Roberto Zacchini Is Injured

BUFFALO, April 3.—The 14th annual Hamid-Morton Shrine Circus, which opened Monday, was a day in the Memorial Auditorium late tonight, seems destined to eclipse the record $125,000 which was set up here last year.

Matinees have all shown to capacity (11,000), and no tickets are available for tonights performance. However, shows have all drawn near capacity.

The Easter school vacation, plus a solid selling job, helped considerably.

Ducats were sealed from 50 cents to $10, and the ring broke all records.

Roberto Zacchini was seriously injured opening night, when he landed several feet past a net after being shot from a cannon. Sylvana Zacchini, who was shot from a twin cannon at the same time, was injured heavily. Zacchini, who is in Deaconess Hospital, is reported to have a broken neck.

Ducats were used in the double cannon act for the next performance. Sylvana then worked several shows as a single. Simone Zacchini later substituted for Roberto.

Charles E. Morton, owner, who handled the announcing chores, presented a show loaded with top talent, including many acts new to these parts.

Included were Bob Clime and Company, aerial motorcycle acrobats; Fred Lufton, acrobats; Les Idials, acrobats; Theron, novelty cyclists; Captain Clements wild animal trainer, T. L. Johnson, clown auto; Peaches O'Neill's Aerial Ballet; Janet and Jack Cooper, Perch, Cooper's Liberty Horse; Monroe and Grant, trampolines; the Two Amadons, perch act; the Carney family, bicycle; T. L. , dog, bounding rope; James M. Cole's elephants; the Flying Hamids; Florence Finch Love, Dawson and Lavalle, contortionists; Robula and Company; Hip Raymond, table rock; and George Reilly and Roberta's comedy animal acts.

For the first time played the show.

Henry P. Bronkse served his 13th year as director general for the spon- sored shows, and Dr. C. H. T. Reddick, president and General Edward G. Ziegler assisted in the promotion. Len Humrich is personnel manager for the circus.

Malcolm's Show At Denver Tops Draw of Yr. Ago

DENVER, April 3.—Second annual Juneau Mall Shrine Circus, which was promoted by Dave Malcolm, Colorado, attracted 20 per cent more attendance this year than last year, according to Malcolm.

Attendance thr for the four days (show opened Monday, March 28 and closed tonight), according to Malcolm, totalled 109,675, compared with a total six-day attendance last year of 20,000. Event is being run at both newspaper and radio publicity this year as a result of last year and that is the main reason, he said, for the attendance jump last year.

Price scale was lower, too, this year, with general admission seats at $1.20 and boxes at $2.40, compared with general admission last year at $1.50, re- serves $2.40 and boxes at $3.60.

Clyde Beatty Circus

(Reviewed in Los Angeles, March 21)

The Clyde Beatty Circus moved in to Los Angeles after a stay from Shreveport, La. It is basically superior to its 1947 performance. However, the Ring of Fire is tight and it needs all of its other acts to up the show's proper build-up. The talent is there but Charles Cox, who serves in the capacity of a promoter, isn't given the op- portunity to do it. The George Han- dling Troupe is definitely the hit of the show and with good verbal build-up would have gone over even better if the elements were in its favor.

-The Program

Display I. The apex, "The Circus on Parade." Only to get an idea of the elephant riding tiger. Act builds through the use of the bough preast-elect and the exploding stable, still good for laughs.

Display 2. Clyde Beatty pinches for Harry Haggart and the arena is thrown up in the elephant riding tiger. Act builds through the use of the bough preast-elect and the exploding stable, still good for laughs.

Display 3. The Troutman Troupe in Ring 1 and the Rogers Troupe in Ring 5 after comedy center and story. It is the inner working of the bough preast-elect and the exploding stable, still good for laughs.

Display 4. Dorothy Herbert in Ring 1 and John Clarke in Ring 2 with trained Shetlands.

Display 5. Center ring area holds Clyde Beatty and his lion and tiger act. Nothing has been added. It is still a good story with its old and just as good now.

Display 6. Trampoline turns with the Deles in Ring 1 and the Annunciation on ground in Ring 5 . The Deles are it in comedy.

**MAKE 1948 YOUR BEST YEAR**

It is always fair weather under a PRESSO treated tent. Comes in Brown, Buff, Green and Clear.

ROBESON PRESERVE CO.

PENRO, HURCH.

**SWEETS (Candy Pitch)**

**America's Oldest Prize Package Company**

We Know Your Needs

SWEETS

In an announcer

Candy Concession Co.

Chicago, Illinois

**JO-JO LEWIS and EVA MAY**

International Clown Cop

Aerialist Supreme

Grand Stand Come-In. The creation of Metzgar Bros. Exhibit book. Unveiled exclusively at the National Sales.)

WANT 4 TIGHTEN 9 men

Tickets for Telephone

Tickets and on to Florida. Shrine Grotto, Police and Firemen sources.

GEOEGE MONTGOMERY, Topsis, Inc.

40 E. Pere Marquette Hotel

Ponzia, Ill.

**PUBLIC SALE**

40 HEAD Top Quarter Horses and Palominos

SUNDAY, APRIL 13TH 12:00 NOON

Bred by Mares, Yearlings, Two Years, Cutting Horses, Running Horses, Romany Team, Trick Riding Horses, some Grades, Sterling Silver and Gold Mounted Horses.

Many Top Quality Horses. All Lots are photographed and guaranteed. Two Stock Trucks, Two House Trainers, Office and Living Trainer with own light plant. 1948 Packard Dormer Coupe, 1944 Dodge 2 Door Sedan, 1941 Chevrolet four door sedan, 1941 Ford 5 Passenger Coupe. Colonel C. C. Barker and Associates on the block. 512-Acre Ranch

All performers and working men report on April 12th.

All Musicians report on April 12th to Henry Keyes.

State Fair Grounds

Louisville, Kentucky

COLE BROS. CIRCUS

KY.
DRESSING ROOM Gossip

Orrin Davenport

The 14th week of the season found us in Sioux Falls, S. D., where we played Monday and Tuesday, April 19 and 20, and closed April 23. This is the land where the Indians used to roam, but even in their wild days I don't believe they could match the antics of some of the Indians of this opera. For one of all, the clowns on this show deserve some long overdue orcheas. There are 23 numbers in the show and all the clowns and men perform in 11. A low bow to Otto Greiving, Earl Shipley, Charles Wilson and Joe Sherman, Freeman Brownie and Baghongi.

Orchids also are due the Cristiani family. June Cristiani does a lady principal act that is something to see. Then all the girls, June, Ortsan, Mariona, Corcia and Louise, come out for the teeter-board act, featuring Ortsan. Louise comes in for her trapez routine and a few minutes later is back on the pastor. The climate comes with the riding act, with Lucio, Belmonte, Mogador, Oscar, Daviso and Pembroke, and an assist from June, Ortsan and Cristos showing to advantage.

Orchids also should go to Harry and Ruby Hoag, with their dogs and elephants, Al Frei, with Aldey and Minnie assisted by Bill Moore; Tieger's seals, worked by Francis Hoag, assisted by Vern Henry; Mr. and Mrs. Rink Wright and their balancing ladder; to Tommy Comstock and his collie, and Harry Hoag. As if to prove he is versatile, Rink Wrigth and his collie, to the second hands of the clothing business. Harry Hoag is the latest.

Big event of the week was the fish fry staged by Fish Fry Brownie. The 32-pound fish in their mouth was Lucio Cristiani, Daviso, Otto Greiving and Earl Shipley.

Famous last words, via long distance telephone: ‘Mr. Davenport, I sold the wife number. The boys warm up for the show with the teeter-board act, featuring Ortsan. Louise comes in for her trapez routine and a few minutes later is back on the pastose. The climate comes with the riding act, with Lucio, Belmonte, Mogador, Oscar, Daviso and Pembroke, and an assist from June, Ortsan and Cristos showing to advantage.

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SOUTHERN SPECIAL

Different costumes, have Circus this season. Hale's band will

have treatment at Eastern Sanitarium, Northville,

and would like to go to Eastlawn Sanitarium, Lisbon,

Harrison, Indiana.

Beverly, Ohio.

H. R. MARTENEY

Southern Ohio COLUMBUS, OHIO
Tulsa’s Lakeview Attracts
Record Throng at Opener

Tulsa Lakeview Park, world renowned for the 48-acre site of the April 1948 inaugural of Lakeview Park here, the 40-acre project opened last July in a three-week season by Cliff Wilson and Cecil Elliff.

Expenditure of $250,000 so far by the Lakeview owners represents less than half the over-all sum that is expected to be invested in the plant. But this is merely the start. The Lakeview-Kids swimming pool and dance pavilion, which are expected to cost more than $40,000, are in the way.

It is pointed out that the ban on construction is holding up these plans. But Wilson figures that the theme park activities were confined to operation of a limited number of children’s attractions. These include such devices as a Whip, Scooter, Dodbom, Spinfly, Pretzel ride, Lindy Loop and a standard-go-round, Round and Ferris Wheel. In addition, there are a man-barn and baby carousel, stream-lined train, and boat, kiddie airline and car rides. Games, however, include an arcade, cafe, and refreshments and game booths.

Wilson hopes to use other attractions that will be 50 by 100-foot canvas covers on some of the park’s structures. Completed or pending improvements include construction of new parking lots, graveling of existing parking areas of the park, installation of additional rides and concessions, terrace umbrellas and benches and tables for picnicks.

Joyland Staff Post Goes to John Irvin

LEXINGTON, Ky., April 3—John Irvin has been named manager, and advertising director for Joyland Park here, it was announced this week by G. B. Kimbro, Joyland owner.

John Irvin has been with the Joyland staff about two months ago, in handling exploitation. They are currently working on a campaign to begin about May 10, within a 50-mile radius of Lexington.

Irvin, 26, is a recent graduate of University of Kentucky, where he majored in journalism and advertising. He handled the Joyland staff at college and two years ago authored a 238-page historical history upon returning from Japan.

Sitting ‘Round the Table

(Editor’s Note: “Do you believe a child nursery is a worthwhile idea for your community? Say why in a 50-word essay. All communications to be used in the discussion in this column, and so for the response has been good. However, there are still many parks operators who have not written. If you have the idea and are interested, write to Outdoor Editor, The Billboard, 115 North Clark Street, Chicago, 1.)

Votes No Need

Because of the proposed park activity, Kennywood Park entertains perhaps as many children as any amusement park in the United States. It is claimed that the park has never had need for a child’s nursery. We do, however, receive a considerable number of just such children and employ a matron to look after them and return them to their parents. Our police officers and attendants are alert for any such cases and report them tenderly to our service building where their names are taken and passed on to our public information department. In the case of Johny Jones, which is waiting at the Service Building for his parents.

May Be Ready

Yes, we have toyed with the idea for a child’s nursery. We think we may be about ready to start one—RALEPH McGINNIS, general manager, City Park, Raleigh, N. C.

FOR SALE

AEROPLANE SWINGS

FOR SALE

30,000 Visit Steel Pier Easter Week-End

ATLANTIC CITY, April 3—George A. Hamid, operator, reported today that the Pier, this resort’s only remaining amusement pier, did the second largest Easter crowd that it has ever taken since it took over. Altho weather was unfavorable, 30,000 people were admitted, Hamid said. Rain fell throughout Saturday and Sunday and the temperatures were so low that the boardwalk was largely deserted.

Vaughn Monroe and his orchestra lined a strong Easter bill, while Aie Carter would forth in the ballroom on Saturday.

The pier was entirely refurbished last week. Aie Carter would continue to open-week-end in the future.

Ponchartrain Holds Previews

Purpose mainly is to show expansion work being done at big Southern funspot

NEW ORLEANS, April 3—Ponchartrain Beach, one of the South’s largest amusement spots, opened a pre-advance opening here Sunday (23), and will continue to be open Sunday through April. Formal opening is May 1.

Purpose of the preveves is to show expansion work being done at Ponchartrain. A limited number of rides by 600 feet and stands are open on the sand.

The new beach will increase the size of the sand area by five times and be the largest man-made beach in the South, said to the Orleans Parish Levee Board, owners.

Started Last August

It will be ready for the summer season in time for use part of the season. The work was started last August under a $3 million contract. September. Construction of the beach will not interfere with operation of the amusement center. Only a limited part of the beach will be ready May 1.

Bathhouses will be opened at the same time.

Plans call for an administration building, a parking lot to handle the beach area proper where umbrellas and other recreation accessories will be rented. There will be a hurricane-proof stage for Ponchartrain Beach act presented throughout the season. BuildDouble-story roller coaster and lifeguard equipment.

The entire amusement area will cover 2 1/2 acres. Breakwaters at the east and west ends of the beach will extend 3000 feet out into the salt lake. At present, they will be 15,000 feet out. The Gulf of Mexico is 700 feet out. They will have space for crab boats. These will be enclosed by the three intermediate fingers or groins. A powerhouse landing will be constructed 1000 feet out and a sailboat landing at the end of them.

The middle groin will be 150 feet high, and will be used for diving platform.

30,000 Visit Steel Pier Easter Week-End

Pier Easter Week-End

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Bathhouses will be opened at the same time.

Plans call for an administration building, a parking lot to handle the beach area proper where umbrellas and other recreation accessories will be rented. There will be a hurricane-proof stage for Ponchartrain Beach act presented throughout the season. BuildDouble-story roller coaster and lifeguard equipment.

The entire amusement area will cover 2 1/2 acres. Breakwaters at the east and west ends of the beach will extend 3000 feet out into the salt lake. At present, they will be 15,000 feet out. The Gulf of Mexico is 700 feet out. They will have space for crab boats. These will be enclosed by the three intermediate fingers or groins. A powerhouse landing will be constructed 1000 feet out and a sailboat landing at the end of them.

The middle groin will be 150 feet high, and will be used for diving platform.

FOR SALE

SUPER ROLL-O-PLANE

For sale, new, used four months in park. Littler motor have been used. Price 5,250.00.

FOR SALE

LAKE BASS RESORT: RICH FARMAY, owner, 3.5 acres, lake, 350' frontage, 18 miles from Luling, Texas, $15,000.

FOR SALE

AERIAL BOX SHOWS AND CONCESSIONS.

DELUXE SALES COMPANY

920 S. Main St., Luling, Tex.
Biz Outlook
For S. Calif.
Is Improved

Warmer Weather Proves Help

LOS ANGELES, April 3.—Reports from amusement zones located in the beach areas of Southern California indicate that the long, hard winter which park men have had at the ticket windows may be nearing its end.

Easter Crowd Out
On Easter Sunday more than 300,000 Southern Californians took advantage of the sunny skies to visit the shore from Long Beach to Malibu. At Newport Beach, south of Long Beach, all previous Easter attendance records fell when official estimates placed the daily attendance at this one spot at 50,000 to 75,000 persons. It was expected this number probably will double within a few weeks as warmer weather brings the folks out en masse. Much credit for the heavy attendance was given the Newport Beach Chamber of Commerce which sponsored an organized program of activities including beach fires, dancing, motion pictures and other centralized entertainment features. Volney Hay, in charge of the chamber’s entertainment program, said participation by teen agers was even better than expected.

For the first time, officials of many beach cities are making a concerted engineering attempt to improve their communities’ natural attractions. Hermosa Beach, a community of 10,000 permanent residents, was visited by 291,000 beach-goers in early March. County lifeguards estimate 205,000 swimmers and 85,000 spectators jammed the 1 3/4 miles of beach from early morning until sundown.

A. C. Johnson, head of the Los Angeles beach design division, is one of the engineers backing the general beach development program. Under impetus of the shoreline planning commission, numerous pieces of legislation have been passed in recent years. Most ambitious achievement is the project between El Segundo and Santa Monica where a six-mile stretch of beach is being widened an average of 600 feet by the use of sand pumped from inland sand dunes.

Completion of the sewage plant will rid Santa Monica Bay beaches of pollution which has raised havoc with amusement ventures and concessions in this area for years.

Just north of the plant is the site of the proposed Playa Del Rey harbor with a capacity of 300-pleasure craft. Project also calls for a 13-mile beach park 13 miles long with a scenic view. In addition, it would have a 250-foot-wide bathing beach along the entire frontage, boardwalks, bathhouses, plunges, amusement zones, park and picnic areas and parking space for 40,000 cars.

Topa Beach
When completed the beach park will be six times as long as New York’s famed Jones Beach on Long Island. Total cost of the project is estimated at $75,000,000.

Hermosa Beach has a $200,000 ma-

rillenland of the Pacific under construction. City officials and park men here expect this attraction to solidify their claim to the most heavily populated beach swimming area in Southern California. Backed by local business men, the marineland will house all species of sea life.

Redondo Beach is slowly emerging from a catastrophic period which saw its attractive beach washed away during severe winter storms several years ago. Engineer Johnson cites construction of a breakwater in 1938 for the destruction by waves of a half-mile of beach, battered a promenade to bits and wiped out more than 20 buildings on the shore front. The amusement area here has recovered somewhat and plans are being framed to make the zone bigger and better as soon as effects of the washout are obliterated.

FOR SALE
NINE MITSUPOKE POKERINOS WITH STOOLS. PRICE $500.00 (Crating Extra)

E. W. PINA
5115 Herring Run Drive Baltimore, Md.

MINIATURE GOLF COURSE
CONSULTING SPECIALIST

"Anything You Need, From Miniature Golf Plans Drawn to Complete Layouts, Putters, Caddies & Special Golf Course Equipment"

1400 Roselle Rd. San Antonio, Tex.

Manager At Liberty
Soler and reliable single, age 45, would like permanent position, capable maintenence man. Office and all around experience. Destroy references.

E. N. KURTZ
312 REYNOLDS ST.
BILOXI, MISS.

A FEW OPEN DATES

JUNE - JULY - AUGUST - SEPTEMBER

EDDY ARNOLD
The Tennessee Plowboy
With Ray Wiggins
RCA Victor Recording Artist
Bookings arranged by
JOLLY JOYCE AGENCY
EAL THEATER BUILDING
1812 - 1814 CONKLIN ST.
PHILADELPHIA 7, PENNSYLVANIA
Personal Management: Thomas A. Parker

BEEHIVE MIDWAYS, INC.
AMUSEMENT PARK
UTAH STATE FAIRGROUNDS, SALT LAKE CITY
Second year operation, grand opening May 29, through September 25.
Attractions: Gene Autry World Championship Rodeo, Water Follies, Spike Jones, mammoth State Fair, free gate, free parking.
WANTED—Large Ferris Wheel, Dodgem-em, other Rides filled; Monkey Drome, Flea Circus, Fair Show, Grind Shows.
FOR SALE—Kiddie Merry-Go-Round, used three months, good condition.

Harold L. Welch, Mgr., Box 1887, Salt Lake City, Utah

LOOK
FOR SALE
LOOK

I have these beautiful one-of-a-kind pieces of furniture which is located the following:

- 21 Cabinets—12 four room, 9 one and two room residential
- Roller Skating Rink, 612x120, and 200 pairs of shoes—doing $100.00 per month
- Large Operetta, fully furnished with complete stock of merchandise and equipment.

A REAL INVESTMENT—Call Weede or Wire

JOE CHAMBERS
PHONE 3224
BLOOMINGTON, IND.
Storage Building and Cisterns Net $700.00 Per Year.

WILL BOOK — PERCENTAGE
CATERPILLAR — Cuddle Up — Bubble Bounce
Park season May first thru Labor Day — One of Ohio’s good parks.
SUMMIT BEACH PARK, AKRON, OHIO
ATT. FRANK RAUFEL, Manager
Wire, telephone or write for details

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NAT. SKEE BALL ALLEYS
LIKE NEW, $100.00 EACH—36 FT. LONG

D. G. KEYLER, 226 N. Dudley, Ventnor, New Jersey
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HEYDEY FOR SALE
Can be seen at Sandy Beach Park, Russells Point, O. Ask for ERNEST SANDERS, or communicate with LOU BRUNO, Trianon Ballroom, Toledo, O.
FAIRS-EXPOSITIONS
Communications to 155 No. Clark St., Chicago 1, Ill.
April 10, 1948

Mich. School Again Scores Notable Hit

Discussions Prove Fruitful

By Herb Dotten

LANSONG, Mich., April 3.—Repeating the successful formula established last year, the Mich. Assn. of Managers and Directors’ School, con- ducted by the Michigan Association of Fairs and Expositions, again held the day (March 31-April 1), matched the success of the first school.

Attendance was over 700, with the excellent ’47 turnout. Participation in the discussions also was some 36 couples, which were analyzed and as fruitful, and speakers, some of whom demonstrated considerable ad- vantages for future development, made many valuable contributions.

Rose Sarlow President

Rose Sarlow, secretary of Ionia Fair and president of the State association, presided at the meeting and placed high. All who attended were extremely capable members. Speakers who led the discussions were all relevant and not a few of them attended.

Evaluation of the proceedings was placed high. All who attended accorded it much praise. Some of the sessions, and some gave illustrations of the value of the ’47 school by recommend- ing that the discussions were later put into successful practice at their fairs.

Gites Value of Sessions

Phil Richter Jr., secretary of the fair at Hartland, for instance, pointed out the importance of the educational sessions and did much to make it a successful attraction and at the same time an educational benefit.

The ceremonies, Richter reported, yielded a new spirit of cooperation and goodwill for his fair. Newspapers and radio aided the discussions, long before the event as well as the day of the event, he told the school.

All Michigan Speakers

All of the speakers were Michigan fairs, and this again proved the merit of such a program. The discus- sions in every instance bore on the ways and means of operating within the framework of the Michigan State aid laws.

Apart from the stimulation and ideas which these in attendance receive, many valuable steps were taken by the association. Chief among these were the action of a grievance committee authorized to hear and act on contract violations by concessions and blackbirds who found guilty from appearances at other shows.

Ask Widfer Aid Policy

The association also renewed its ef- forts to have State aid cover rental of temporary structures for fairs in public parks and the rental of dy- namometers in horse-pulling contests. Both these projects were authorized the Legislature to take such action as necessary to make State aid available for premiums and prizes in out-of- State exhibitors and entrants.

Winkley Activity

Over 100 thrill and engage- ments, hot rod and big car races are scheduled.

MINNEAPOLIS, April 3.—Frank Winkley, owner of the L&M Show, promoter, who headquarters here, faces his most active season, he dis- claiming managerial responsibility in thrill shows, big car and hot rod events. Winkley himself will be present by his name. It was an- nounced.

R. James, Chicago; Crash Cook, Minneapolis; Dick Jones, Mil- ford, Ill., and Bobby Jones, St. Jo- seph, Mo., will be featured with the All-American Thrill Drivers, auto and motorcycle stunt show. Whitey Harris will be in charge of the un- imagined stunt show. Headline drivers to be fea- tured in the state here are the Emory Collins and Jimmy Wilburn.

Brown Heads Black

William H. Brown will head up publications for his extensive black car races and handle the announcing. Jean Rhoades, Frank Paul and Floyd Fryor, Chicago, have been engaged as track aides. Margery Brown will act as secretary. Other fairs, such as with D. A. Kruse, Minneapolis, and Paul Bjork, Minneapolis, serving as bookers and center stage directors. Winkley himself will be in charge of the fist big car races, and C. V. Winkley, Webster City, Ia., serving as opera- tors, stage manager and announcer of the thrill show.

The thrill show is scheduled for 45 big car and hot rod races, the first date July 16 at the Northwest Highway Fair, Mankato, Minn. Forty-four big car races will be held, with four of them at the Minnesota State Fair, the State, and three at the Kansas State Fair, Hutchinson.

Books Air Stunter

Twenty-one of the auto and race horses have been slated, with these events to be introduced at the Mississippi State Fair, the Topeka State Fair, and the Kansas State Fair, Hutchinson, Kan., and the State, Mankato, Minn.

In addition Winkley has program- med a 100-mile stock car race July 16, a 250-mile stock car event and a motorcycle race meet July 5 at Cedar Rapids. Other fairs are also in the ap- parent George V. Watts, airplane aerobar, at a number of fairs, includ- ing the Minnesota State Fair, the Clay County Fair, Spencer, Ia.

New Group Reviving

De Ruyter Event

DE RUYTER, N. Y., April 3—A new group for the first time in many years, August 14-21, by the newly organized Four County Agricultural Fair Association. Counties represented are Madison, Chen-ango, Cortland and Onondaga.

Mr. and Mrs. G. W. Irvine, chairman; M. A. Swan, G. Mills, H. Stahl and F. L. Jones, officers are W. E. Egan, H. Wightman, secretaries, and H. Schelling, treasur- ers. Mr. and Mrs. E. G. De Ruyter will be the governing body, it was announced. A Camp- bell are department superintendents and H. Stahl is electrician.

The group was called the stage of last year of a three- series of such shows, which attracted 10,000 persons despite bad weather.

Plans for the fair, which will operate from June 14-17, offer an exhibit of four-H and FFA days, a black and white car race on June 15, a horse pull on June 17, an art show and a rodeo.

An independent midway, not yet booked, will be used.

Larger L. A. County

Annual Set June 16

BELLEFLOWER, Calif., April 3—The Los Angeles County Fair Board is more elaborate and colorful events and a new midway section are being planned for the Los Angeles County Spring Fair Association in prepara- tion for the county’s fair which opens here June 16.

Event will get underway with a $50,000 prize horse pulling and a Day with reduced admission prices.

School participation will be greater with more than 200 schools ex- hibit added. Also new will be competitive judging for beef cattle in addition to dairy cattle division contests. A special tent division has been added for poultry and rabbit exhibits.

By G. R. Lewis, Fair Consultant

Fair Management:

Trend in Stock Judging Blugs.

Is To Provide in Varied Uses

The TREND today in designing and building livestock buildings with them, with a judging pavilion situ- ated centrally so that all horses and livestock will be judged in the same pavilion for judging or show purposes. It is felt that some of these should be connected with the barns.

The general procedure is to limit the space in this particular livestock and horses, a separate judging unit for sheep and swine, and portation and did much for the different Useful, however, for all of the animal judging.

Among prime considerations in the design of a judging unit is the seating capacity and the arrangement of the seats. Trends to make the unit adaptable for purposes other than judging, for example, the seating, having their buildings designed for other athletic events, such as bas- ketball, with the structure so built that it offers a seating capacity rang- ing from 600 to 3,000 for the events.

Flexibility in Seating

To achieve wider use of the build- ing, permanent seats will be placed on one side, with removable seats on the opposite side and both ends. Thus, during the county fairs and this will be available for a variety of purposes.

A consideration in building livestock buildings is the given to the size and shape of the arena, the proper kind of flooring, the size of the seats, the heating and ventilation. It is suggested that a fair considering such a build- ing should get in first with what it is familiar with the particular needs.

The cost of building materials con- stitutes a major concern. However, the careful use of what is quite often the cost of a building now is held to a level where imme- diate construction is warranted.

Costs Vary Throught U. S.

Costs vary in different sections of the country. In consideration the following building: A 100 x 200 ft. building, 100 feet with the lower four of its walls constructed of concrete block, the upper four of wood, with the roof posts and stalls of wood. This build- ing, which is to house dairy cattle, was erected in 1947, at a cost of $7,300 in a North Central State. This building, which is to house dairy cattle, was erected in 1947, at a cost of $7,300 in a North Central State. It is estimated that the building cost from $100 to $250 per thou- sand feet. In contrast, however, the cost of building units in the South costs substantially less, for the same lumber in that section costs from $45 to $55 per thousand feet.

Dairy as Donor

Usual methods of financing for construction are generally employed. However, in one of the Southern States a new method has been used. This method is that a dairy building is placed, with a properly built and designed building, that it gives to the fair. The only stipula- tion is that the dairy building is placed in an advantageous location, and that the dairy building is properly maintained.

Winning a caption on the fair’s opening day. It is not unlikely that in other areas and other companies might undertake a similar contribution out of a spirit of public service or to spur the breeding of dairy cattle.

Bloomburg Talent

Contract to Hamid

BLOOMBURG, Pa, April 3—Contract for the grandstand attraction of the Bloom- bury Fair was awarded March 27 to George A. Hamid Jr., representing George A. Hamid Productions. Hamid had handled the lusk booking in 1944, the previous year, and the account was held by Frank Wirth.

Competition was keen with repre- sentatives of the Charlotte and Ernie Young and American Theatrical Agency, Inc., on hand in addition to Hamid.

Show will feature Hamid’s top re- venue, Grandstand Polite, with the Countes, Chinese acro troupe; Old- field and Ware, comedians; Gaud- smith Bros. and their dogs; Linon, charmer; the Returning Thrift, the Florida Trio, pantomime; The Saltons, and Joe Basile’s band.


GrievanceCommittee

LANSONG, Mich., April 3.—A grievance committee to hear and act on complaints against concessions and blackbirds was set up this week by the Michigan Asso- ciation of Fairs and Expositions. The committee includes managing direc- tors and directors school.

The group was authorized to black- mail contractors for violation of contract violations from appearing at other fairs in the association. Clar- kson, Ginger, Vice-Chairman; E. W. Whitcomb, chairman; John cooperation, chairmanship, with and limestone, the same members.

It was emphasized that concession- ning agencies charged with breach of contract will be given full opportunity to defend themselves before the committee.

Calif. Cent. Commission

Opens L. A. Headquarters

LOS ANGELES, April 3.—Calif- ornia’s Centennial Commission has opened its Southern California head- quarters at 1212 Wilshire Boulevard.

From this address, under manage- ment of Lloyd D. Mitchell, the com- mission will coordinate the many colorful activities celebrating the centennial year 1948, ’49 and ’50. Signaling the Gold Discovery, Gold Rush, the Constitu- tional Convention and Statehood, Mitchell at present has five assistants.

Among new plans is proposed com- mission aid to the Surrey Days cele- bration at Redlands May 13-16 and Riverside’s De Anza Days event, the dates of which have not been an- nounced.
Fair Dates
The following corrections and additions are in the list of Fair Dates were received during the week ended March 23. The complete List of Fair Dates as published in the issue dated March 17. The next column that will fill any issues to be issued May 30. See each one in the Billboard for corrections and additions.

ALABAMA

COLORADO
Chas. H. Scott.

CONNECTICUT
Pvt. J. L. Miller.

IDAHO
Kuna—Kuna Fair Assn. Sept. 3-4.

ILLINOIS

INDIANA
Center—Wayne Co. Fair Assn. Aug. 5-6.

KANSAS
Camphylastic—Lincoln, Kan.

MAINE

MASSACHUSETTS
Lettle—Lettle Fair Assn. Sept. 2.

MICHIGAN

MINNESOTA

MISSOURI

MONTANA
Deer Lodge—Powell Co. Fair. Sept. 4-6.

NEBRASKA

NEW HAMPSHIRE
Derry—Rockingham Fair Assn. Sept. 3-4.

NEW JERSEY

NEW YORK

OKLAHOMA

OREGON

Pennsylvania

TENNESSEE

TEXAS

UTAH

VIRGINIA

WASHINGTON

WEST VIRGINIA

WYOMING

HOP ON BOARD...
Fleetwing's MIWISTERN HAYRIDE

Saturdays
6:30 PM, EST
WVL-WINCININATI
Also Carried By WGR—Cleveland WJR—Detroit

Year after year . . . the midwest's biggest attraction for fairs, theaters, conventions and meetings. A few dates still open for the '48 fall season. Call, write or write Mgr. Bill McCluskey.
FAIRS-EXPOSITIONS

The Billboard

April 10, 1948

W. H. Smith To Edmonton

REGINA, Sask., April 3.-Presi-
dent of the Regina Travelers’ Day
Association, in charge of the Travel-
ers’ Day parade held annually in con-
junction with the exhibition, W. Howard Smith, has been
ferred to Edmonton, Alta. He had
been on the board of directors of the
Regina Exhibition Association for
many years.

Around the Grounds:
$250,000 Youth Building Under
Construction at Albuquerque

Construction has begun on a new
4-H Club and FFA exhibit building
and dormitory at the New Mexico
State Fairgrounds, Albuquerque. The
structure, which will provide 64,000
square feet of floor space, is to cost
$250,000.

A new 40 by 100-foot commercial exhibit building has been erected at the
New Jersey State Fairgrounds and
another building, 30 by 120 feet, for
swine, is to be constructed in time for
the fair. Other planned improve-
ments include the macadamizing of
the roadways through the grounds.

Stock car automobile races will be
held at the Flemington, N. J., fair
day, May 30-31, with Tommy Gribac, Bound Brook, N. J., as promoter. Plans for this fair have been delayed due to the death of Ma. E. B. Allen, long-time secre-
tary-manager of the fair. The associa-
tion has not been reorganized, but H. B. Ped-
rick, Flemington, is the new secre-
tary-manager.

The San Fernando (Calif.) Fair is
reducing its front gate from $1.10 to
50 cents. Henry C. Coles, secretary-
manager, is making the changes.
A charge of 10 cents will be made for
the horse show and a like admission will be charged for the pageant. The fair recently
received a new 40-acre fairgrounds and a lease on a cost of $15,000 and an ex-
et cost of $3,000 are to be erected at
once.

The Sanilac County 4-H Fair, San-
dusky, Mich., will introduce new
co-ed fashion classes for each day on a one night and a 4-H pageant another
the junior fair plans to have a new
boys’ dormitory in readiness for the
1948 annual, according to C. E. Frenc-
co, secretary.

Plans for construction of a coliseum
for holding of future livestock shows

MICH. SCHOOL CLICKS

(Continued from page 58)

the report of a survey he made up
4-H clubs at county fairs. His sur-
vey, conducted by correspondence
with a leading 4-H leader in each of
42 counties, elicited praise for the
co-operation of fairs and also, in
some instances, the suggestion for
more livestock exhibits, such as modern
toilets, dormitories, etc.

Request Liability Guide

Clarence H. Hamden, secretary-
manager of the Sanilam Fair and
past president of the International
Association of Fairs, gathered a ma-
nority of aid to fairs by States through
the nation. Hamden also led a dis-
course on Legal Liability of Fairs
which resulted in the adoption of a
bill requesting the Departments of
Agriculture to compile such liability
and make it available as a guide to
fairs.

Among other speakers and their
subjects were Harold C. Boys, Boy-
doctor, Puyallup, Wash; Lloyd Starn-
ing, Irving Pratt. Ludington, Auto
Races; Allan Will-
iam, named the Grandstand
Entertainment; Russell Engstrom,
Traverse City, Legislation; An-
drew Peterson, Manistique, type
of buildings; Arthur G. Fit-
ch, Grandstand Pro-
grams.

A battle cry was held the last night,
and this the fair execs invited their
State senators. A luncheon was held
each day.

Carlton Larson, of the Chautauqua
County Fair, Dunkirk, N. Y., was the
state’s county-of-origin state registrar. Larson also attended the 47 school here.

In Alexandria, La., were drawn up
at a recent meeting of 30 State
 societies, the plans and show leaders
in Chambers,

Let our supply all fireworks needed to make
your celebration long remembered.
Contact Rudy Nelson for free display program, selec-
tions, prices, delivery and installation.

DEALERS! Get in line for Spring on commercial fire-
works as well as balloons and rags. For Dealership
interest, call 1518 W. Superior St., Duluth 2, Minn.

ARROWHEAD FIREWORKS CO.
Box 84, St. Louis Park, Minnesota
Write, Wire or Phone Walnut 0536

FAIR DISPLA9Y FIESWORKS

LONELY OPEN FOR BUSINESS

for or more days

WANTED CARNIVAL

Van Buren County Fair

at Sparta, Tennessee, west of September 6-11,
Wife of Joe H. L. HOLLINGSWORTH, Secret-
tary, Van Buren Co. Fair Assn., Sparta, Tenn.

SOME OPEN TIME FOR FAIRS AND STILL FAIRS

STEELE’S CAVALLAR

25 SOCK SOLID JAM PACKED ACTS

America’s Livestoned Horses

NOVETY ACTS CHICAGO ROUND ELECTRIC ORGAN

COMPLETE GARDEN ACTS

FOR ONE OR MORE DAYS

100 SUN BURST AGENCY

SPRINGFIELD, ILLINOIS

Likes, Dislikes
Show in Survey

At Cali. Fair

SACRAMENTO, April 3.—Nearly
all visitors at the California State
Fair said the event they thought they
want to come back. That was revealed in
a survey conducted by the firm of
Knight & Parker, according to E. F. Nee,
secretary-manager of the annual.

Green said interviews with several
thousand fairgoers revealed that they
were leaving the grounds last Sep-
tember showed that 85 per cent of those who attended the fair said they
wanted to return next year.

Green was quick to add, however,
the 15 per cent of this percentage liked
everything about the fair. “It is gratifying to know that so many liked the fair,” he said, “but we
realize that there is considerable room for improvement.”

Attendance Report

The survey showed that 95 per
cent of visitors spent an average of two
hours on the fairgrounds, while 69 per
cent stayed to 3 hours. About half of
them attended the fair only one day,
but 28 per cent attended 2 days and 14.5 per cent 3 days.

Sacramento’s, Northern Fair provided 36.3 per cent of the patrons, while Bay Cities visitors were 11.3 per
cent. Central California 12.1, North California 7.2, South Dakota 2.4, and the Coastal 3, Los Angeles 3, and South
Central 4 per cent. A small percentage came from areas outside the State.

Cross, Calgary Stampede
Official, Honored by JCC

CALGARY, Alta., April 3.—J. B.
Cross, first vice-president of the
Sacramento Fair Association, was
presented with the annual citizen
awards by the Chamber of Com-
erce. Award is made to the Calgary
citizen who has con-
siderable time and energy to his
community and his country.

The Cross family has been asso-
ciated with the Calgary Exhibition
since the first one which was held
Saturday, 1970. Carver Cross, who
was one of the founders of the stom-
pede in 1912 and J. B. (Jim) Cross
has continued his family’s interest in
the stampede since the death of his
father, Cross is the driving force behind plans to build a new
arena in Calgary.

D. Mercier Named President
Of Miss. Tri - State Group

CORINTH, Miss., April 3.—D.
Mercier, publisher of the Tri-State Fair
Association for 48, Tentative dates are
April 3-26, and officers are:
Officers named were A. R. Settle, Big-
gersville, vice-president; Lon Taylor
and Cornth, secretary; Mike Woolfolk,
Caviness, Corinth, treasurer.

A. B. Robinson is finance
and James Smith, Milton Sandy and
Richard Penney Jr. are others in
charge.

LONELY OPEN FOR BUSINESS

for or more days

WANTED CARNIVAL

Van Buren County Fair

at Sparta, Tennessee, west of September 6-11,
Wife of Joe H. L. HOLLINGSWORTH, Secret-
tary, Van Buren Co. Fair Assn., Sparta, Tenn.
Eat, Drink Price-Cutting Ruinous, Mich. School Told

LANSDING, Mich., April 3.—Underpricing by a midway eat or drink concession, according, Leslie R. Schrader, secretary of the Centerville (Mich.) Fair and superintendent of concessions at the Michigan State Fair, Detroit, told those in attendance at the two-day Fair here April 1-2 that many fairs and carnivals, March 31-April 1, under the sponsorship of the Michigan Association of Fairs. Representatives of these fairs and carnivals, set up independent service organizations as service clubs, churches, and fraternal orders, and that not infrequently there is a disposition on the part of a few of these organizations to share all of the midway patronage by slashing prices.

Taste-Flage Under Prices

This is according to Schrader. Insisted. He urged fairs to maintain their price control, a defense against such practices, recommending that these price floors be set in con-
currence with the local chamber of commerce.

"There are many good cookhouses, grab stands, etc., on the road, but they can't compete with price-cutting," Schrader pointed out. "They have to pay for their help. Civic orga-
nizations, on the other hand, invariably have most, if not all, of their help donated.

Aid From Service Orgs

Hans Kardel, secretary of the Eaton County 4-H Fair, Charlotte, and past president of the Michigan Association of Fairs, declared, he has been stories that the Rotary Club, Lions, Junior Chamber of Commerce, etc. on each day of the fair.

"I believe," emphasized, "that these organizations from all over the country is not the ticket to ticket taking, and other capacities, with a different group providing such assistance each day.

Cautioning that fairs face an in-
creasing need to watch their outlay for food, he said the use of free help as ticket takers was not without objection. However, one of the disadvantages outweighed the disadvantages, he main-
tained.

Mike Advance Sale

Speaking on "Gate and Grandstand Charges, Passes and Admission Charges," Kardel detailed how his Eaton County 4-H Fair has set up a simultaneous ad-
advance sale of tickets. Each 4-H Club member
takes a turn selling two tickets to the annual in advance is given free ad-
mission to the grandstand on one set night and discounted admission when the attendance of their parents, increases the advance sale and gives us 'insur-
ance,'" he said.

In a discussion of "Free Space for Organizations and Government Exhib-
its," led by James O. Peet, of the Ithaca (Mich.) Fair, it was revealed that an increasing number of fairs are not donating space to charitable or public organizations. Instead they sell them a half-acre plot, or a con-
cern which in turn makes it available at no cost to such organizations.

The least profitable, however, in sponsoring such space are banks and newspapers which subscribe to the practice only because they think that they get more good will that way than by building an exhibit pluggling their own. Insisted, however, as sponsoring a firm to have a small plac-
ard, they must have a name, getting its name as the donor of the space.

The merit of this system was em-
pahsized by Mr. Peet, who pointed out that they are now short of space to meet the demands of commercial exhibits. It is of the utmost importance that the space free to the many public service organizations which request it that their fairs not only would dis-
appoint many commercial exhibitors but also in the loss of much-needed revenue.

Mrs. Marion D. Huston, of Living-
ston, Mich., speaking of "Financing

Hamid Books Acts, At Valleyfield

VALLEYFIELD, Que., April 3—Joseph H. Hamid, representing the George A. Hamid office, this week conducted to furnishO grandstand en-
hibits," or as he prefers to term it, the Valleyfield Ex-
hibition, August 10-14.

Show will include a Hamid revue plus Copic's tens, Shirley La-
valle, aerialist; A. Robbins, the bana-
na lady of her own; Jimmy Glenn, Noca-
Uu, and the Adamsons, aerialists.

A carnival has not yet been booked for the fair, which will be staged by the Rotary Club.

H. S. Sears Renamed Prexy

Of Nanton, Alta., Group

NANTON, Alta., April 3—H. S. Sears has been re-elected president of the Nanton Agricultural Society. Other officers are William Kittchen, 1st vice-president; Jack Smith and H. C. Armstrong, 2nd vice-presidents; W. C. Cooper, tre-
retary, and O. Blakely, treasurer.

Treasure's report showed $2,500 in the bank.

Stampede and horse show is set for June 24. Features will be a stock-cutting contest, a musical quadrille and a showing of Palomino horses. Chutes will be improved and the grounds enlarged.

Speed Round-Up

Three New Records

LAS VEGAS, Nev.—Three midget auto races were held during the Las Vegas State Fair at the new 3.44-mile asphalt speedway here March 25. Simms, Los Angeles, set the lap-
main event in the record time of 9.11-17; Walt Faulkner, San Diego, set a record in the lap-20 semi-main with the time of 4:64.63, and Bob Barker, Burbank, Calif., set a new mark for eight laps, 1:47.98.

Fred Luce Victor

GARDENA, Calif.—Upsetting a field of favorites, Fred Luce captured the March 28 big car feature race event at the Garden Road speedway here. Time was 11:46.28. Bill Stevens was second and Frank McGurk third. Speed Hill took the semi-main and Bud Rose nabbed the trophy dash.

Carl Brown Wins

ROSCOE, Calif.—Carl Brown, driving the 25 laps in the time of 7:49.61, won the March 28 midget auto racing feature at the 5-H Speedway here. Speed Boardman was second and Chuck Burness third. Novice Ingram cropped the semi-main. Trophy dash was won by Carl Brown.

Westenburg Named Manager

WINNIBOSSO, La., April 3—Louis H. Westenburg, secretary of the Franklin Parish Fair Association, also has been named general manager for 1945 event at a salary of $1,200 a year. It is a part-time job.

Crowley Festival Time Cut

CROWLEY, La., April 3—W. M. Loving, Crowley, has been elected president of the International Rice Festival which has been cut to a single day this year, November 28.

A. L. F. Raceway was secured as the grandstand site. The airport's small office was used as the fair's head-
quartters and an emptied hangar was pressed into use for exhibits. Cattle were not housed, but were kept in the adjacent woods at night.

A small carnival was booked. The fair ran its own bingo. Despite the weather, the event, which paid out more than $100 4-H premiums and $15 in cash, saw 125 open class entries ended with the initial $300 bankroll intact and all bids and premiums paid.

What's more, its success has in-
spired plans for a permanent fair-
course. Already, the fair has been offered a gift of $14 acres. But Mrs. Huston and her associates, who had promoting the hard work, now set out to promote more land than ever before. And more money is needed. Of this, $30,000, should not be too difficult, judging by the hurdle they took last year and in the view of the 47 successes of the past.

That the event was a success was further emphasized by Mrs. Huston, who pointed out that hardly a few months before the fair there were few Club members in her small town of Livingston. Now, principally as a result of the fair, she said there are more than 50.

THE VALLEYFIELD FAIR

Valleyfield, Quebec, Canada

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Featuring George A. Hamid's Revue and Grandstand Attractions—Horse Racing—
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BIG CROWD! MIDNIGHT DAY AND NIGHT
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CARNIVALS
Communications to 155 No. Clark St., Chicago 1, Ill.
April 10, 1948

Strates Gets '48 Under Way

First Rail Org to Bow

Train, up to 40 cars, moves despite coal strike — admissions are sliced

- By Jim McHugh
WASHINGTON, April 3—An en- larged John T. Strates Show, of the nation's railroad orgs to break the ice on the regular 1948 season, promised here Thursday (1) at Ben-ning Road and Oklahoma Avenue, N. E. The opening was held in between a morning deluge and intermittent showers which started about 20 minutes before one of the cream of the day's take. Despite the weather, Owner Strates witnessed the opening, which drew about 6,000 paid admissions, favorably, and without condition predicted a good season in the of the flogging.

Org arrived here Saturday (27) from the major show quarters in 40 cars, including three system flats, five more than last year. As a result, the Potomac Transportation (ODT) edict banning special trains, the org moved as special freight over the Atlantic Coast Line and Richmond, Fredricks- buch, and Richmond, and left string of cars containing perishable vegetables.

Alas, considerable work remains to be done, as the consequence of a long siege of inclement weather which hampers winter quarters activities, the org as it was presented here is still running at a deficit. However, most of it since new in the 1945 winter quarters' fire which destroyed prac- tically everything but the org in at least shape and in sufficient qual- ity to last. No crossroads might be included in the show's bill- ing. The show's general appearance doesn't indicate that the attractions are good enough so that it will be unnecessary to bring wholly upon flash and color to sell.

Admissions Cut

Strates has reduced most prices without experimenting with the spending habits of this year's crowds. The theory behind the move is that the great weather quality here, just as it will happen, and there is more competi- tion for the entertainment dollar now than there was during and immediately after the war.

The weather is warming up, averaging about 50 degrees, have all been in the higher admissions. The 30-cent rides have been reduced to 25 cents, including new for the Merry-Go-Round, the Ferris Wheels and the front gate are all in the 25-cent bracket. Kiddy rides are 12 cents.

Nothing appearing to be free and if the weather is at all favorable this week-end and thru the show's closing Saturday night, the date will be a big winner. Strates' optimistic outlook for the season hinges on the fact that people can afford and that there is all it takes for a carnival to make the

As a matter of fact this date, although an expensive one, would be okay for the office in any event, since the sale of real estate to concessionaires was limited only by the space available. Plenty of operators, using dart wheels only, were accommodated—so much so that the lead rides were largely

(See Strates Gest '48 on page 76)

SIOUX FALLS, S. Dak., April 3—In threat of attendance at a Southern Falls hospital delivering a baby to the expectant parents, Mr. and Mrs. Edward S. Mawson, Worthing, S. D. (father is maintenance man with Northern States Power Co.) and Mrs. Mawson decided to have the Mawsons delivered a 6-pound, 10- ounce girl to the hospital one night.

The Mawsons started to the hospital by car, but about half way to Sioux Falls Mrs. Mawson and the stork grew impatient. The baby was born, as is sometimes good to get a speed out of the vehicle and father thought that the Mawson had to happen to the woman. The car arrived at the hospital the following day.

Mother and baby were reported in good health the next day, but hos- pital show was moved to the "place of birth" space on the hospital certificate. The doctor said, "I don't care that to happen again," Mawson said, "I'll work a magic number of hours through the medical profession."

Mrs. Mawson is a ward nurse at the Empire Hospital and moved aboard here in April, 1946. They have one other child, Leonard, 2.

Martin Org Adds New Equipment

LOS ANGELES, April 3—Martin's United Shows, one of the few Cali- fornia orgs to work the year-round, have been expanding their equipment and adding rides, it is announced by officials.

Equipment recently acquired by Ben Martin, owner-manager, is a new Caterpillar and two Con Clinker 200's and other rides, in addition to the standard Merry-Go-Round, kiddy rides and 20 up, have been added. Show travels on 16 semi-trucks and three trucks.

Playings mainly under auspices, org has a heavy schedule of festivals and fairs this season.

Wright Critically Hurt in Car Crash

PETERSBURG, Va., April 3—Jack Wright, Jr., general agent of Penn- sylvania State Show, was critically con- dition in a local hospital as a result of injuries sustained in an auto ac- cident in the vicinity of the city from Florida last night (2). Hospital medical reports indicated that he had suffered broken arms, a fractured collarbone, seven broken ribs and internal injuries.

Mrs. Wright planned here in front of their Florida home to be at his bed- side.

Kelley Show Joins Marks

RICHMOND, Va., April 3—Mr. and Mrs. Kelley have here to get their side show in readiness for the April 11th Show of the John Marks Shows in Rich- mond. This will be the first time in years that Kelley has his show booked with an Eastern organization. In recent years he has been with Carol- Amusements and prior to that with Midwestern shows.

Show Maintenance Man Gives Assist To Old Man Stork

Prell Springs Big Midway at Fayetteville

Selden Free Attraction

FAYETTEVILLE, N. C., April 3—Prell's Broadway Shows are playing the annual American Legion Spring Festival this week opened big at Charleston, and Professor Vadala has his Harlem on Broad- way, all-Negro revue, with 24 new acts, the most recent talent to take over the Fat Show and brought in new arrangements on the road to which are the following: (Prell Boos In on page 80)

Goody Land

Springfield, O., Blytheville, Ark.

COLUMBUS, 0., April 3—Floyd Gooding of the F. E. Gooding Amusement Company, announced this week that his firm has been awarded the contract to supply all rides for the midway at the new Columbus Fair, April 15-24.

Gooding also announced the signing of a contract to handle the road- way attractions at this year's North- east District Fair, Blytheville, Ark.

Imperial Exposition Stall Is Announced

CARRUTHERSVILLE, Mo., April 3—Imperial Amusement Company, has di- rected with 20 quarter rides, it was announced the org's staff for the sea- son. Besides Arthur, staff members Charles C. McCaffrey, general rep- resentative; E. W. Wells, contracting agent; W. E. Beck, sales manager; W. E. Jack, billposter; Carl Han- son, auditor; Lois Hanson, treasurer; Mrs. L. B. Stangel, office manager; Frank Seger, builder and train- master.

Imperial Exposition is a unit of Amusement Corporation of America, in which Prell, Carpenter, Arthur, and Herbert Byne, Chicago attorney, are associated.

Raynell Girl Show Is Seeking Name Star for C&W Unit

PETERSBURG, Va., April 3—Mrs. Caroline Raynell has practically completed contracting starting for the upcoming and is to be featured in the Celtn & Wilson Shows, she announced here at the opening.

Bob Williams' five-piece combo has been inked, along with Bob and Betty Thursday (1) by Roberts, Fern & Celtn & Wilson Shows, she announced here at the opening.

Jack Bryendine is in charge of construction, which has been under way for four weeks. He said that each touches remain. Lon Straton will handle the front.

St. Paul Re-Enters Wartime Show Rule

ST. PAUL, April 3—This city's turbulent carnival situation was settled once and for all—they hope—in a meeting of the city council who re-enacted a war-time rule that at least 30 days must be set aside for the plays at the same location.

Regulation was adopted after the council received a petition from one group who urged enough time for other organizations to run their shows.

The 30-day rule had been invoked during the war to give way for the war Axis living in the vicinity and carnival lot a chance for some uninterrupted

Meanwhile, city council approved dates for the operation of caravans this season. The action came in the face of objections by three groups who urged enough time for their organizations. The city council said that carnival operations would not be necessitated on the playgrounds.

Carnival proponents argued sucessfully that funds derived from such carnival activities enabled the buy athletic equipment for playgrounds, as well as providing with Halloween parties.

Riley Shows Preem April 12 in Philly

PHILADELPHIA, April 3—Matthew Riley Shows will preem here Monday (12) with seven major rides, including new 200-hp Willys 12 Wheel and two kiddy rides. Sylvester A. (Bill) Kerr, who is booking his second season for the company, recently purchased a Sunshine Kiddie train and a Kiddie Whip.
WALLACE BROS.' SHOWS
"America's Most Spectacular Midway"

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Fish Ponds, Photo Gallery, American Palmistry, Six Cats, Swinging Ball, Bowling Alley, and all kinds Slum Stores.
Can place Illusion Show, Snake or any Pit Show not conflicting, Penny Arcade, Want Experienced Girl Show Operators and Girls for reuses. Need Capable Office Secretary. This week, Roanoke Rapids, N. C.; week April 12, Elizabeth City, N. C.

E. E. FARROW, Mgr.
Columbia, Tenn., Week April 5-10

GRANITE STATE SHOWS
OPENING APRIL 22
WORCESTER, MASS.

FOR NINE DAYS
ALL THOSE CONTRACTED ACKNOWLEDGE THIS AD
CAN PLACE
OCTOPUS—ROLL-PLANE—KIDDE RIDES

NO. 2 UNIT
OPENING APRIL 26
CONCORD, N. H.

CAN PLACE BINGO
Address all wires and correspondence to
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This week, Lakewood, New Jersey
WEEK APRIL 19, SHARON HILL, PENNSYLVANIA
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Can place Sound Man with truck and sensational High Act. Long season. All apply:
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Corn, Seasonings, Boxes, Salt, Machines.

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Ferret Wheel, Swivel, Merry-go-Round, or anything of that, makes the circus dream. Illinois, Missouri, Kansas, and S. G. Contact:

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**THE BILLBOARD**

April 10, 1948

The Billboard

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Direct Drive variable speed vertical motor. Rubber mounting—no vibration. Compact—base 18"x10"x10". Masoned cast aluminum splashproof. Conce- ssion's original 1-piece self-centering frame. Heavy duty collector rings. Handy switch operates for all. Buy your floss machines from the largest manufacturer of money-making floss machines in the world. Order Model 120 today at only $275.00 F. O. B. Toledo. Shipment on 20% balance on delivery.

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A Man That Owns One Says:

"It is a splendid job throughout."

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**Ticket Booths**

Two Models — New 1948 Wesco — Two Models
Sunday (1) at the Camden, N. J., Armory. Doings was sponsored by the Camden Fire Department. They had scales and guess-your-age.

Perry (Baldy) Wilson, currently employed in Bob's Cafe, Canyon, Tex., will not return to the road this season. Wilson, who was with the Johnny J. Denton Exposition the last three seasons, plans to open a kiddieland in Amarillo, Tex., late in June.

Millard F. (Bill) Wyble and Lee Haller, both of Dawson, Ga., were lured a wedding party in Brundidge, Ga., March 24 by their friends. Bill is the son of Glen D. and Katherine Wyble, who have three rides with the Johnny J. Denton No. 2 Show this season.

Visitors to the Dan Franklin Shows' lot at their opening in Angleton, Tex., March 13 included Jim and June Taylor, Mr. and Mrs. Arthur Cutr, Mr. and Mrs. Elmer Durstlin, Pat and Evelyn Templeton, Charles and Grace Goss and Jimmie Blay.

Winter trequing in Florida can only be judged in early April when we meet one count the showmen, still wearing last summer's straw hats, drifting north where snow is yet on the ground.

Mr. and Mrs. L. T. Constable, with Royal Crown and Southern States shows in the South this winter, have returned to their home because of Mrs. Constable's illness. They plan to return to the road June 1 with their new ride.

New faces seen recently in the vicinity of Philadelphia, Market and Ninth streets included Benny Swarts, Steve Grizham, Dave Lodge, Jerry Betof, Alabama Thunderbolt, Johnny Kelley, Harry Boston, Jimmie O'Connor, Jerry Walsh and Leon M. Gutre.

Ray M. Ingham and family recently visited Eddie Greeno at Sanford, N. C., where Greeno has his Wild Life show on Penn Premier Shows. Greeno reported Dr. George D. Barrett and Carl Simmons, of the U. S. Society of Zoology, also was a visitor.

A birthday party for Ethel Ashey was celebrated on the L. B. Lamb Shows at Laurel, Miss., recently. Attending were Alvin and Sharon Richard, Gladys Levitan, Jennie Cochran, Mary Barr, Esther Wilkinson, Henrietta Sinderson, Evelyn Hill, T. J. Sullivan, Bernice Jackson, Jerry Vassy, Marietta, Margaret Peterson, Mel Fourtney and Leon Murray.

Fred A. Miller, public relations man with the W. G. Wade Shows, and Jerry Mamou, concessionaire, returned to Detroit to get equipment in shape for opening. Miller recently acquired a 20-acre farm in

The Billboard
April 10, 1948

COCONUT OIL POPCORN SEASONING

66 profits the before.

CARNIVALS...has the makers of SEAZO!

Get color states easy is POPSIT not sold brand.

POPSIT OIL PLUS I

...has that rich golden color that makes 'em buy more popcorn than ever before. Get bigger profits the easy way with SEAZO!

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THE NEW ALLAN HERSCHELL Kiddie AUTO Ride

NOW EQUIPPED WITH FLUID DRIVE!

PUSH BUTTON CONTROL—NO CLUTCH!

FULL SPEED SMOOTHLY IN 8 SECONDS

reflector panels on outside, ten powerful sealed-reflector flood-lamps on inside. Entire ride easily loaded on 16 ft. truck. Needs only 25 ft. frontage. Every ride completely assembled and tested at factory before shipping. Early delivery date still possible. Write, wire or phone today for price, terms, delivery date.

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ALLAN HERSCHELL COMPANY, Inc.
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This steady Trailer has monomatine body 10 ft. long, 85 inches wide. Full price, $400.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

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SOCIAL HOUR No. 2
(100) 7/10c each (Less than 100) 7/10 each

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(100) 7c each (Less than 100) 7c each

Ohio Super Yellow and Dwarf White, Uncsrf POPCORN. In 50 and 400-lb. moisture-proof bags. Also supplies. BETTY ZANE CORN PRODUCTS, INC. 638 Ballinton Ave. Marion, Ohio

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Each set consists of one Positive 16.mm. x 22" and one Negative 16.mm. x 12". There are 25 sets to a metal container. These factory packed 20 containers to a wood case. In excellent condition.

$4.00
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With two 100 K.V.A. Transformers. Two 600 A.M.P. 480 volt, 60 cycle, Lead circuit breakers, and a 200 A.M.P. 480 volt, 60 cycle, Lead circuit breaker. Wired for three phase, mounted on Hi-Trailer, Hi-Trailer with new engine. Price $3,000.00.

2 Light Trays and Marquee fronts with light bulbs—$400.00.

Aerial Hi-Trailer with Internal Control Unit. Mounted on 22 ft. special built Low Boy Trailer. Pullied by 1940 G.M.C. Heavy Duty Tractor—$5,000.00.

Ride Safe Whip, used 3 months, with drop frame furniture Van Trailer to haul same—$3,150.00.

10 Sheets of 1x36x78; Glass; 5 Mirrors; 1x36x78; Ideal for Tractor Shows. Cited out for shipping—$200.00.

Mechanical City, known as "California. To be assembled—$250.00.

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3 Phase with 5 Gallon Cabinet, usual 2 months. Also Two 6-Gallon Cabinets, almost new.

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Train Horses, Pokers and Charters. Also want Box Carvans and Liberators. Write Arky Bradford, Mobile, April 9, Report at once. All Train Men contact Arky Bradford. All others contact Al Wagner.

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MOBILE, ALABAMA

FOR SALE
1 SMITH AND SMITH CHAIR-O-PLANE
24-Tall Capacity, Reconditioned Motor.

S. A. GIBSON
7520 N. Bates Ave., CHICAGO, ILL. Phone: Blythe 8338 or 6 P.M.3

W.G.W. SHOWS

Opening Franklin Road Showgrounds
Downtown PONTIAC, MICH., Tuesday, April 27 CAN PLACE for long season operating Amusements and Kiddie Rides. Must be in good condition and with transportation.

Good opening for CLASS HOUSE and ANIMAL SHOW (Wild or Trained).

Wanted: Good Concessionaire to operate for the season.

W. G. WADE SHOWS, G. P. O. Box 1488, Detroit 31, Mich.

WANTED
Kiddie Park Operator with Equipment, FOR ENTIRE SEASON FROM MAY 1 THRU SEPTEMBER TO LEASE ON PERCENTAGE BASIS

PLA-MORE PARK
175th and Halsted, Thornton, Ill.

Directly Opposite Washington Park Race Track.

Park consists of 19 acres with tandem poles, dance pavilion, 3,000 seat capacity dining room.

28 PICNICS BOOKED FOR ENTIRE SEASON—WELL ADVERTISED.

For Further Information Contact

AL-FAY ENTERPRISES, INC.
3309-11 NORTH PULASKI ROAD
CHICAGO 41, ILLINOIS

SPECIAL CONCESSIONAIRES CALL GREAT SUTTON SHOWS

Due to expansionment, our place Pitt Pool, Pitts-Till-You-Win,土耳其 Pitch, Watch-La, Cork Gallery, Federal, American Mint Cards, Arkle and Ann, and any other class cards. Pulls. Will also place Machine, good water vehicle Bob Pass. Will also place Concessionaire in the area of searchlight and want results instead of gimmicks. I can place you in a midway that gives you the flash of a searchlight show and has the finest spring steel paters in the country. Got big spot of thru. I wish to build a 42 by 120 foot building now. I also hold contracts with 12 of the finest county fairs in the Midwest. Contact me as soon as possible. We carry your only a limited amount of concessions. We don’t abuse good worker, but we do require a first class Horse of starting pull pass.

CAN ALSO PLACE VOLUNTEER OCTOPUS, STELLAR Loo, STOP, GOOD FASHION PONY

Battlements, Miss., this week. Bultman Bros. R. (Down-town). April 14-17 this is the big spot of our Spring Season. Call your shows there. Sutton Co., Sutton, Mo. Room of April 9th. All address.

FRANK M. SUTTON JR., GREAT SUTTON SHOWS, as per above routing.

LAST CALL
PLAYTIME AMUSEMENT CORP.
OPENING APRIL 15, CIRCUS GROUNDS, MANCHESTER, N. H.
WANT Foremen and Second Men for Merry-Go-Round, Octopus and Kiddie Rides.

LAST CALL
TWIN CITY SHOWS

Opening in Aurora, Ill., April 15

Concessions—Can use Glass Pitch, Hood-La, String Game, Cake Bottles, Basket Ball, Lead Gallery, Fancy and Celebrations, and Miniature Monkeys, Iowa and California.

All Shows Open, work for committee’s per cent. Fair Secretaries. Celebrations and Concessions, we have open dates and Northern Missouri.

We have eight Rides and thirty Concessions and Shows. Wire or write

GEORGE CRABLE or SAM WELLS
AURORA, ILL.
FLYING SCOOTERS
QUEEN OF THE FLYING RIDES
With 1948 Streamlined Cars

EIGHT RIDE • STATIONARY & ELEVATED • NEW JET PORTABLE RIDE • KIDDE RIDE

BISCH-ROCCO AMUSEMENT COMPANY
5641 S. COTTAGE DRIVE
CHICAGO 15, ILL.

FOR SALE
TWO 1947 ALLAN HERSCHELL 10-CAR AUTO RIDES
Used 10 days, Price, $2600.00. Factory cost new, $3400.00. Also Streamlined Addison INGALS AMUSEMENT CO.
COLDWATER, MICH.

TENTS SHOW CANVAS
CARNIVAL, CONCESSION, CIRCUS
Prompt delivery any type tents to order.
Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today
Hoopers Flameproofing Compound
"SID" T. JESSOP
GEORGE W. JOHNSON

UNITED STATES TENT & AWNING CO.
515 South Van Buren St.
Chicago, Ill.

"AMERICA'S FINEST SHOW CANVAS"
Available for immediate delivery!
50 x 110 Round End TENTS.
10 ft. Side Wall, Beige, Flameproofed, Orange Trimmed

Tents—Side Show Banners
The Best Flameproof Fabric Available.

BERNIE MENDELSON—CHARLES DRIVER

1450 N. CLAIRE 65
CHICAGO 24

SIDEWALL
NEW WATERPROOF FLAMEPROOF
Following finished size, matched with Geometric. Made of double filled Duck or Twill.

$10.50 10 ft. x 15 ft. 25%
$10.79 25 ft. x 25 ft. 25%
$1.00 25 ft. x 30 ft. 25%
$1.00 25 ft. x 50 ft. 25%
Made in lengths at the above rate per running foot.

Bustleback guaranteed. Prompt Delivery, "If it's Made in Central It's Made in Chicago".

25% Discounts—Balance C. O. D.

MICHIGAN SALVAGE
417 W. Jefferson Ave.
Detroit, Mich.

SHOW CIRCUS
CONCESSION
MERRY-GO-ROUND

CENTRAL CANVAS COMPANY
HARRY SOMMERSVILLE—FOREST GILL
181 West 8th Street
Kansas City 6, Mo.

D. M. KERR MFG. CO.
TENTS
1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

SIDE SHOW PEOPLE
Open now in Lexington, Ky.

MARK WILLIAMS
Jeffyland Shows
Lexington, Ky.

WANT TO BUY
3-ABREAST PORTABLE
MERRY-GO-ROUND

ADDRESS:
IMPERIAL EXPOSITION
CARUTHERSVILLE, MO.

WIRE AND CABLE FOR CIRCUS AND CARNIVAL
Three Wire No 8 Type 0 000 Type Extra Flexible 133 Strand Rubber Cable in 150 ft. lengths on hubber packed with 60 Amm. Orange-Mids Articles Connecting high ends, plus extra length connecting Cables to be furnished by buyer. Orange Mids Wire can be buried in ground for temporary use, Color 3246 B. 00K BARE CABLE 831.50, 1000 ft., 62.00. E. MARVIN, 11A. (Ferre's wholesale cost of 8 connections, 123.20 Wire, agent, 114.10 37.50 ft., on hard 40 immediate delivery. Weight, 131 lbs. Buried, no extras. Pull in sample for 5 ft. Ake small counts. Two Wire 84, same weight, three end. eries.
Stanton Radio Supply Co. Phone 1178 Macom, Ga.

Florida to serve as headquarters for his racing stables, and is sending several horses to the Detroit Fairgrounds track.

Leo Lippa, former carnival owner and early president of the Michigan Showmen's Association, who recently had a leg amputated, is going into the printing business in Detroit under the name of Lippe & Bucel, Lippa, while convalescing is at his home, 15438 Ward Avenue, Detroit.

Mr. and Mrs. O. F. Friend, who were with Pete Kortes last winter in the Hawaiian Islands, have returned to the States and report they will be with Cavalcade of Amusements this season, with Friend handling the front of the Pago Pago Show, a South Sea Island presentation.

After playing Albany, N. Y., club dates this winter, Jack and Dottie Kearns recently spent a week in New York buying a wardrobe for their Parade of Dreams which is on the O. C. Buck Shows. Dottie, who will produce this season, is designing show's costumes.

Cal Enfield, owner of the California Fair Shows, says he will not put out a complete show this year. He will take some rides and concessions to Salinas, Calif., where he will join the Margaret McCloskey Conventional Shows which open there April 23.

Recent additions to B. & C. Exposition Shows include Boxall's Bingo, its third year there; Ed Lowe's plane and train rides; B. Townsend, with stores; William Ciferton, midway cafe and French fries; Jack Tols, ice cream; Ned Bevans, Girl and Police shows, and J. J. Jeffery, Wild Life and Snake Show.

Even during dark situations there is an occasional small joke, as when a press agent goes on the air, knowing that his show can't pay for the time, and says, "The So-So Shows represent a $1,000,000 investment."

Mike Krekos, of the West Coast Shows, reports it has been tough for his company, California's Central Valley for shows that do not own light plants. The drought has curtailed power and many cities supply only 50 per cent of former wattage. Krekos recently bought two more light plants.

Ted Wright and Frank Hall are on the Snake Show with the West Coast Shows, now playing Central California. Hall also manages the Funhouse. Wright and Hall have the Upside-Down Show, too. Bill Hare has the Funhouse tickets and Dick
**ANCHOR TENTS**

*Square Umbrellas—Ball Games*

**SHOW TENTS**

*Beautifully Trimmed Concessions—Bingo Tents*

**ANCHOR SUPPLY CO., INC.**

**EVANSVILLE, INDIANA**

**T-E-N-T-S**

*Carnival, Concessions, Circus, Skating Rink*

**ALL-STATE TENT & AWNING CO.**

**300 E. 9TH ST.**

**KANSAS CITY, MO.**

(Phone: Harrison 6567)

New Ride Thrill...C-Cruise Acclaimed by these New Operators...

- Sol Golden, Ocean Park Pier, Santa Monica, California
- G. D. Kincaid, Jericho Park, Lexington, Kentucky
- Art E. Thomas, Baseball Shows, Los Angeles, Santa Fe, Seattle
- George C. Tilton, Steeplechase Pier, Coney Island, New York

**ANCHOR TENTS** have the rest Beat a Mile!

**DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS, OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.**

**COMPLETE OFFERING OF CAMP EQUIPMENT**

**CAMEL MILL CO.**

319 CENTRAL STREET, KNOXVILLE, TENNESSEE

120 BLVD. OF THE ALLIES • COUT 3900 • PITTSBURGH 22, PA.

**GIANT SALE OF RECONDITIONED TENTS**

10 oz. tops, B' B' B' side walls, 20' middle, 20' push panels, hand roped, 40' x 100' as low as $295.00

Complete with spikes and poles

*Send for free list of bargains C. K. TURK CORP. South Bend, Indiana*

**FREE COLOR CARD**

You'll want to see the wonderful 1948 color selection now ready to give your equipment the "new look."

SEND FOR NEW COLOR CARD TODAY!

**CHOICE OF THE "SHOW WORLD"**

Leading circuses, amusement parks and others in the show world use and endorse these famous McDougall-Butler R-E Finishes. For high quality, dependability, and good protective qualities, they are unsurpassed.

**TENTS**

**ANYTHING IN CANVAS**

Tents—Concessions, Crop, Carnival, Rodeo Tentages, Tents of all sizes, Merry-Go-Round and Carrousel Tents. Complete with stock Concessions and free list. Transit, on time delivery.

**TENTCO CANVAS, INC.**

130 GREENE STREET

Phone: Walker 5-1299

NEW YORK 12, N. Y.

**SWEETS (Candy Pitch)**

America's Oldest Prize Package Company

**We Know Your Needs**

| Chocolate Fudge | Candy that will withstand weather, and Gifts for top money sales. |

**PRICE**

- Priced from $5.50 per case of 110 packages and up.

**CASEY CONCESSION CO.**

1137 S. WABASH AVE.

CHICAGO, ILLINOIS

**GIVE YOUR CARNIVAL EQUIPMENT**

**THE "NEW LOOK"**

with McDougall-Butler R-E Finishes

Color attracts customers! Start off the new season with a bright, rich McDougall-Butler color dress on your equipment, and you'll be set for more business—greater profits. One application lasts all season long.

**FREE COLOR CARD**

You'll want to see the wonderful 1948 color selection now ready to give your equipment the "new look."

SEND FOR NEW COLOR CARD TODAY!

**FREE COLOR CARD**

Quality Finishes Since 1927

**SWEETS (Candy Pitch)**

America's Oldest Prize Package Company

**We Know Your Needs**

| Chocolate Fudge | Candy that will withstand weather, and Gifts for top money sales. |

**PRICE**

- Priced from $5.50 per case of 110 packages and up.

**CASEY CONCESSION CO.**

1137 S. WABASH AVE.

CHICAGO, ILLINOIS

**CARNIVALS**

**ROLL TICKETS**

**PRINTED TO YOUR ORDER**

Keystone Ticket Co., DEPT. B

SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, $20.00 per 100,000.

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**MAD CODY FLEMING**

**SOME BIGGER • NONE BETTER**

Open April 24—Two Saturdays—Waycross, Ga.

Want stock Concessions, $20.00; cut rates $1.00, total, $21.00. Eli Foreman, Working Men, if not getting regular pay, come over—there's money in a day's work. At HICKOX, GA.

Used Everywhere for Over 30 Years

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Mr. Custard Operator!!

ARE YOU OLD-FASHIONED?

THE OLD METHOD:

- You buy sugar, skim milk, cream, -
  8 pounds skin milk powder, 10 -
  pounds evaporated milk, 2 pounds -
  sugar, one quart vanilla flavor, a -
  dash.

BAD POINTS:

- Inventory, delivery, mixing, labor -
  problems; sanitary laws; never a -
  uniform product; bad flavor; -
  ingredients; poor -
  overruns; a -

... or

ARE YOU A MODERN OPERATOR

... with

TO TO

PASTEURIZED FREEZING MIX JUST ADD WATER

GOOD POINTS:

- Uniform product; ingredients approved -
  by Health Department; just add water; -
  high overrun; no spoilage.

ELECTRO FREEZE SALES CO. 10

TO TO DIVISION

165 Broadway

NEW YORK 6, N. Y.

JONES the ducats on the upside-down -
  display.

Lee Stutt and Jim Bradley will -
  have the concessions on the Pan -
  American Museum & Wild Animal -
  Exhibit this season.

Bill and Mabel Goodrich write -
  from their home in High Point, N. C. -
  that they have booked our patent -
  rack and bottle joint with the Johnny J. -
  Jones Exposition this season.

Melvin Bennett, the Stratosphere -
  Sensation, will be here again -
  with the Wallace & Murray Shows -
  this year. A 500-gallon slide-for -
  life and 40-foot aquarium pool -
  with innovations to Bennett's act.

Mr. and Mrs. A. W. Davis are back -
  in Caney, Kan., and open April 17 -
  with their concessions on the Chero -
  kee Amusement Company for the -
  fourth season. They spent several -
  months in California and Texas -
  winter. En route home they visited -
  Mr. and Mrs. Ray Rupp.

Charlie and Inez Stephens report -
  they are back in Shreveport, La. -
  where they have stored -
  their house and are rebuilding -
  two ice cream dipper stands for -
  their string of Midwest fairs. They -
  also have their own private framed -
  cake decorator set on the fair circuit -
  this season.

W. D. (Dale) Winders, showman, -
  printer and office supply man, at -
  present on the East contracting for -
  acts for the street fair scheduled -
  in Columbus, O. Fair will be -
  sponsored by the Order of Eastern Star. -
  Winders recently purchased the Bell -
  Telephone Company's building on -
  W. Broadway, Columbus, and plans -
  to make it into a printing plant.

Glen Cooley, who will have a jew -
  elry layout on the Cervodale of -
  Amusements this season, has left his -
 running in the weeks. He will open -
  quarters recently for the shows' quarters in Mobile, Ala.

Bob Grobe, electrician, on the -
  World of Pleasure Shows, and -
  spent a few days visiting Bob's -
  brother in Rustin, Fla., recently -
  before departing for Detroit. Bob's -
  shows

STEAM TRAINS BURNS COAL

Attracts CROWDS in any -
  amusement park or -
  civic recreation center -
  You need a steam train to make real -
  money. Everyone gets a kick out of -
  seeing a real train, on a -
  season; you can do it too in any town -
  over 10,000. Many park officials say rent-rent -
  concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY

Mrs. Steam Trains and Kiddie Rides

224 W. Douglas

Wichita, Kans.

NEW ELECTRIC CORN POPPER

TAWNSHIPS    SCHOOLS

SNACKS   BUS TOURS, ETC.

By all means -

Send in the -

way you can -

business on -

the market. -

We set you up in business with -

machines, bags, etc. all for $124.00.

Write Us for Our Amazing Offer.

INDIANA POP CORN CO.

MUNCIE, IND.

ORIGINAL ROSCAKE OR WAFLE MOLDS

Real lot several money-makers. 6" corn in -
  sample corn in different mold, -
  cost per mold, 30 ct. or colored. -
  contact, 3.00 each, colored -
  35.00 per dozen.

Write for illustrated folder "D".

L. G. GALEF & SON, INC.

11 Chalmers St.

New York 7, N. Y.

CARNIVAL - CIRCUS - PITCHMEN

STAND OPERATORS, ETC.

HI-SPEED MONEY CHANGERS

Make Change Faster, Easier -

Easily and Quickly

Durable, long-lasting, -

Tested and Approved. -

5-Tube Model

$2.00

Also 4 and 8-Tube -

Models, Nickel Plated -

Finishes.

Write for Illustrated Folder "D"

J. L. GALEF & SON, INC.

11 Chalmers St.

New York 7, N. Y.

R. W. ROCCO

WANTS AGENTS

GOLD BOND SHOWS

OPENING APRIL 14, MONMOUTH, ILL.

For follow-up Nothing Greater West Head -

for Child. Nine Russell; Dave Dugan -

Ridin' Dale. -

R. W. Roocco -

Write for stage, -

call, etc., or telephone

2170 E. W., 8th St., Miami, Fla. Phone 48-9821

WANTED-CARNIVAL, SHOWS AND CONCESSIONS

JULY, AUGUST, SEPTEMBER, OCTOBER

GOLDEN VALLEY SHRINE CLUB

FRED WILKINSON

CLINTON, MO.

RIKE KEEFER WANTS

Man Skilled, Razzle Dazzle, Hinky Parks, two -

P. C. Fills. Address

c/o D. B. O. Show, St. George, S. C., this week.

ZEKE SHUMWAY WANTS

Talk for Sun Bathers! Show prefers man who has wife that can Rally and do a few Poes. This Show wants money, Joe Money, Jack Moore, contact me. Lecturer on Snake Show; good -

401 South Main O.M.C. Tornado and 24-foot movie trailer, side door, rubber extra good, -

complete job all O.K., $950.00, 25 foot Exhibition, Duschman Car with 260-H.P. motor, good running condition, great for rally, price $350.00. Answer:

Case of IMPERIAL EXPOSITION SHOWS, Caretoville, Mo.

WANTS FOR SALE

1941 South Main O.M.C. Tornado and 24-foot movie trailer, side door, rubber extra good, complete job all O.K., $950.00, 25-foot Exhibition, Duschman Car with 260-H.P. motor, good running condition, great for rally, price $350.00. Answer:

Case of IMPERIAL EXPOSITION SHOWS, Caretoville, Mo.

For Sale

CARNIVAL WANTED

For the week of July 4th, Home Coming and Fourth July Celebration.

THOMAS VOL. FIRE DEPT.

Chief, E. M. Jesse, Gen. Chairman

For Sale

Two 1941 Chevrolet Roadsters with 8520/70 tires. 25 pulling sides. baggage racks fully equipped with large generous luggage. N.O.T.S. (valuable box) is priced at $3,500.00. Phone for address over telephone or schedule route. Priced to sell.

HALL BUS LINES, INC., Orangesburg, S. C.
NOW DELIVERING
NEW
1948
APEX 4 STAR
CARNIVAL
WHEELS

Complete Bingo Supplies.
Also Amplifiers
SEND FOR FREE CATALOG

MORRIS MANDELL, INC.
131 West 14th St. (Dept. B), New York 11, N. Y.
Cable C-2-3064

3000 BINGO
No. 1 Cards, heavy white, black, red, blue, green, cards with double window; 25 cards, 50 cents; 100 Cards, $1.50; 500 cards, $6.50; 1000 cards, $12.00.
Red or Green
SHOWS:
Adv. Display Posters, Size 7 x 21 inches, $1.00 each; 100 cards, $1.00 - 250 cards, $2.50; 500 cards, $5.00.

3000 KENO
Made in 30 sets of 100 each card. Packed in 3 rows across; 20 cards in box. Each box contains 1000 weights cards. Set of 500, 2 cent cards, tally card, calling card, and 1400 BINGO BARS:
White, Green, Yellow, Black on White, postal card, totaling 1400 cards with $2.00.$1.50.$1.00.$0.75.$0.50.$0.35.$0.30.$0.25.
replacement, Numbered Balls, $1.85.

CONCESSION SUPPLIES
Daisy Cork Guns, Ea. . . . . . . $ .49
Cork Gork Corks, 1,000 . . . . 2.75
Aluminum Milk Bottles, Ea. . . . 1.10
Wood Milk Bottles, Ea. . . . . . . 5.00
Worth Baseballs, Doz. . . . . . . 2.15
Case of 15 Doz. . . . . . . . . . . . . . . 30.00
Weighted Feather Darts, Doz. . . . 1.25
Duo Balloons (10 Gr. for $9.00) . . . . . . . . 1.00
Knife Rack Rings, 100 . . . . . . . . 3.50
Cane Rack Rings, 100 . . . . . . . . 3.50
25% Deposit With Orders

KIPP BROS.
117-19 SOUTH MERIDIAN INDIANAPOLIS, INDIANA

WANTED
GENERAL MANAGER
Johnny Beam, Bill Kerr, contact at once.

PEPPERS ALL STATES SHOWS
Chester, S. C., April 5 to 10—Then Greenville, S. C.

WANT CONCESSIONS: Photo Gallery, must be near and modern. High Strikes, String Games, Addem Darts, Huckley Back and Jewelry. Agents for Bucket Stores (Ben Acen, "Curley"
Renoir, wire). Also want Candy Apples and French Fries.

RIDE: Will book a Merry-Go-Round, Buy or lease same. Can use for thirty-eight weeks an A-1 Spirtile Ride. Want Foreman for Roll-a-Plane, must be sober, reliable and have driver's license; top salary. (Roy Townend, McKay, join on wire.)

SHOWS: Will book Mechanical City Show. (Henry Pallston, wire me.) Motorzome.

WANT two Managers for Girl Shows. Those who called and wrote before, Jack O'Dare, Ted Blank, Bob Anderson, Miss Patty Lee. All wire

TOM MEHL, Mgr., as per address above

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PEPPERS ALL STATES SHOWS
Chester, S. C., April 5 to 10—Then Greenville, S. C.

WILL CONCESSIONS: Photo Gallery, must be near and modern. High Strikes, String Games, Addem Darts, Huckley Back and Jewelry. Agents for Bucket Stoves (Ben Acen, "Curley"
Renoir, wire). Also want Candy Apples and French Fries.

RIDE: Will book a Merry-Go-Round, Buy or lease same. Can use for thirty-eight weeks an A-1 Spirtile Ride. Want Foreman for Roll-a-Plane, must be sober, reliable and have driver's license; top salary. (Roy Townend, McKay, join on wire.)

SHOWS: Will book Mechanical City Show. (Henry Pallston, wire me.) Motordrome.

WANT two Managers for Girl Shows. Those who called and wrote before, Jack O'Dare, Ted Blank, Bob Anderson, Miss Patty Lee. All wire

TOM MEHL, Mgr., as per address above

The Billboard 1948
CARNIVALS
GOLD BOND SHOWS

OPENING APRIL 17, MONMOUTH, ILL.
A Smart Show—For—Smart Shoemen

LARGE OR SMALL FEATURING WE PLEASE THEM ALL

FEARLESS GREGG—SUPER CANNON ACT
GREATEST THRILLER ON EARTH
MAN SHOT FROM CANNON

CONCESSIONS
Can place Cook House, Jewelry, Novellets, Fish Pond, Duck Pond, Penny Pitch, Cigarette Pitch, Basket Ball, Boxing, Alley High Sticker, Pitch-Hill-You-Win, Ball Game, String Game.

SHOWS
Can place Snake, What Is It?, Girl, Animal, Wild Life, Jungle Rats, Alligator, Motordrums, Mechanical, Glass House, 2-in-1 and Monkey Show. (Major answer can furnish some tops.)

FOREVER FOR RIDE
Can place Forever for Wheel, Dual Auto, Kiddie Autos, Airplanes and new Train.

WANT SHOW PAINTER
Want Second Man on all Rides, must drive semi. Want Help for Fun House, Arcade and P. C. Points. (Frenchie Z анти, come on.)

WINTERQUARTERS OPEN AT FAIRGROUNDS
BOX 276, MT, STERLING, ILL.
A GREATER "GOLD BOND" MIDWAY IN 1948

ABOVE CAN PLACE

CAN PLACE
FOR SYLACAUGA, ALA., THIS WEEK FOLLOWED BY DOWNTOWN OPELIKA, ALA.
SHOWS: Good opening for Old Show. Must have three or more Girls. Have new 20x40 Top for some. Special proposition for Motordrums and Monkey Show. Mary and Jesse Brown want Kid Show performers.

CONCESSIONS: Will sell "X" on Jewelry and Frozen Custard. All other Stock Concessions open. This show positively holds 14 horses ride Fair contracts.

Address:
JOHNNY J. DENTON OR FRED CANTRELL
Johnny J. Denton Shows, Sylacauga, Ala. this week.

DUMONT SHOWS

Featuring THE GREAT WILNO CANNON ACT
WANT WANT
CONCESSIONS: Coke Bottles, Cat Games, String Games, Cotton Candy, Basket Ball, Devil's Bowling Alley.
SHOWS: Fat Show and Snake Show. We have equipment. Will book Kiddie Train Ride, must be in good condition. Barney Williams wants 4th of July Dealers Agents. Wilbur Hewitt would like to hear from Foster Bell and Paul McTear. ALL ADDRESSES:

LOU RILEY, Mgr.
NORFOLK, VA. APRIL 1-10 RICHMOND, VA. (CHURCH HILL LOC) APRIL 12-17

CAPITOL CITY SHOWS

WANT: Stock Concessions of all kinds. Good opening for Long and Short Range Gallery, Bumper, Basket Ball, Cigarette Gallery and Cookhouse.
SHOWS: Want man to take charge of new Side Show, 20x50, 100 ft. Banner Line and any good Grid Shows.
WANT: Second Man on all Rides. All replies to:
J. L. KEEF
CAPITOL CITY SHOWS, FRANKLIN, TENN. this week.

PRELL'S BROADWAY SHOWS

OUR SECOND NATURAL!

BROADWAY AT YOUR DOOR

Week April 12 to 17, Burlington, N. C.

AMERICAN LEGION

Second Annual Spring Festival

CAN PLACE Penny Arcade.
CAN PLACE One More Good Novel Show.
Concessions That Will and Can for Merchandise.
Ride Men, Foremen, Second Man and Third Man who can drive semi's.
Best Proposition on the road.

SELDEN — The Stratosphere Man
Our Free Attraction

Writs, wire or phone
SAM E. PRELL, Hotel Washington-Duke, Durham, N. C.

ANDERSON GREATER SHOWS

"The Grand Old Show With The Fine Old Name"

ROADSHOW, ALA., FOLLOWED BY JACKSONVILLE, FL.

BOTH DOWNTOWN LOCATIONS UNDER FIRE DEPARTMENT.

West Help on Merry-Go-Round, 8-cig. and Kiddie Trains. Will and can operate large top-bill shows and to assist Electronian. Marshall Anderson wants Agents for Hall Game and Sales, Concession Agents. Write or Wire best offer. Will work for stock. Your offer. Will go over 40 rides from now. SHOWN with own coffins not conflicting with Tim In-One, Banks or Hall Show. Worrying for no good reason.

ANDERSON GREATER SHOWS
downtown ROADSHOW, ALA., this week.

SIDE SHOW PEOPLE WANTED

Owing to disappointment can place inside Lecturer and Magician. Can place useful people of all kinds. Joe Drake, contact me. George Wanne, come on. Want Man to handle Snake Show. Frank Little, wire me.

DICK BEST
/c/o Cavolette of Amusements, Mobile, Ala.

D & B SHOWS

Can Place for Monks Corner, S. C.
Six Firemen's Spring Festival, May 4th and 5th and Kiddie Trains. Will and can operate large top-bill show and to assist Electronian. Marshall Anderson wants Agents for Hall Game and Sales, Concession Agents. Place one or two signs Shows. We have valuable outside for 6-cig. and Kiddie Trains and Sales. Write or telegraph best offer.

C. S. POOLE
Phone 7260—Ext. 342 Lexington, Ky.

Have 3 Good Locations

Following people contact at once if interested: Bill McHugh, Danny Diet, Harry Moore, Bill Crouch, Knox Qualles, Maybourn Miller, E. E. Kelly, Billy Rognan, Mack McCoy, Buckers Seidler, Ozark Bingham or picaros on large or small shows. Name or firm of agents who Collect Concessions and Performers. First Contracts on Shoulders. All will be handled on a first-come, first-served basis.

FRANK E. DICKERSON — EVERETTE P. BRYANT

WANTED

Rides—Any type of adult ride. Will pay high prices—Round or on Concession. Sheldon Gallery.

LOG CABIN BEACH

Write/c/o M. T. Whitling
316 York St.
Williamson, Va.

FOR SALE

Live Federal Pure Merry-Go-Round, works 6 months. 1 pony. Can turn this into a Utopia as in first-class show. Has been on show circuit. Must not be annual any of this year.

PAT WILLIAMSON
502 Thoms St.
Cape Girardeau, Mo.

FOR SALE

Miniature Train and 8-Car Auto Rides—$2000.00 Cash, $400 down. 1 pony and Concession—$600.00. Ready in good operating condition. 28-Ft. Utopia—$400.00 D. Steel. All rides good condition.

HALLER AMUSEMENT
3223 N. CLAY AVENUE CHICAGO, ILL.
Phone: MULLer 3741

FOR SALE

1538 Dodge Truck, good working engine, in excellent condition, $1500.00. Also Franklin Ready for Show, $900.00. Can be used good for Truck. Best of treatment.

EDWARD ELLINS
c/o W. S. THEMBLE
1944 Broadway, New York 15, N. Y.

1937 CHEVIE TRUCK

Runs to live in, all carbureted, bottom end for her and more. 3 Concessions—Country Store, Giant Dixie Paint and Pitch and Top that can be made into many outfits. Runs practicable last fall. Just the kind this fall will need, as many are thinking of getting into road shows. Ask to see them before buying. T. M. BURST
1324 Jackson Blvd.
ANDERSON, IND.

SECOND-HAND SHOW PROPERTY FOR SALE

128x88x88 Gal, 24x48 2-Story Building, 100 ft. Glass Case, Stage and Ticket Window, 1908 Christmas—$525.00
10x20 Wax Pitch House in glass case, Monkey posture, Harness, Christmas, Fish, Jockey, Bat, Snake, Monkey. Christmas—$50.00

We'll be at the WEIR'S CURIOSITY SHOP
20 S 2nd St.
Philadelphia 8, Pa.
ATTENTION!
WEST COAST INDEPENDENT SHOWMEN
We are restricted to furnish the attractions for the following Fairs in the West.
We want to contact new Showsmen in the Far West, Northwest, and Southwest who have their own complete equipped Shows. Everything must be in fancy show and well presented. Want Shows that are reliable and have excellent reputation. We will provide you canvas and style of shows. If possible mail photos. These shows are accepted and established.

Chowman, Wyoming. Fourteen Days April 8 thru Apr. 22.
World Vista, Colorado, By-By Stampede Aug. 2 thru Aug. 8.
Lander County Fair, Lander, Colorado Aug. 16 thru Aug. 27.
Arkansas Valley Fair, Rocky Ford, Colorado Aug. 30 thru Sept. 4.

ALL REPLY IN DETAIL.
Associated Independent Midway Operators, Inc.
990 Arcade Bldg.
St. Louis, Mo.

** ** ** WANTED ** ** **
Men to operate Long-Range Gallery, Salary and percentage.
Man for Grab and French Fry, Griddle Man, Waiters. Those who have worked for me before, write.

SID GODWALL, O. C. BUCK SHOWS
1115 5th Avenue, Troy, N. Y.

DE LUXE SHOWS
WANT RIDE HELP
Capable, reliable Ride Superintendent and Foremen for Octopus, Super Roll-a-Plane, No. 5 Ferris Wheel, Chatrolene, Kiddie Whip, Kiddie Airplane. Top wages. Must be sober and reliable. Others need not apply. Save your time and your embarrassment. For SALE—Electro Freeze Custer Machine, completely equipped, excellent condition. Mounted on beautifully equipped trailer, fluorescent lighting. Will sell or trade for what have you. All replies to:

162 WEST MAIN ST. ROCKVILLE, CONN.

PALMETTO EXPOSITION SHOWS
WANT WANT WANT
For Pelzer, South Carolina, April 5-10. Other good dates to follow, all up town locations.
CONCESSIONS of all kinds—Mini Camp, Cigs, Small Bingo, Photo, Cigarette and Lead Galleries, Six Car, Swinger, Slumskills, Dart, Heart Pitch, Cigarette Pitch, Glass Pitch, Guess Your Weights proven. Do not conflict with our shows. No Camera Shows, no grinders. Any good Shows to Pelzer, South Carolina; then per route.

MILTON McNEACE
FELTER, SOUTH CAROLINA; THEN PER ROUTE.

WANTED HELP FOR ALL RIDES
Merry-Go-Rounds, Ferris Wheels, Tilt-a-Whirls, Octopus, Rockets, Kiddy Rides. Operating 7 units in Middle West. Want good, reliable men for long season.

MILLER AMUSEMENT ENTERPRISES
55th Street and La Grange Road
La Grange, Ill.

MERRY MIDWAY SHOWS
Opening April 24th—Two Big Saturdays
WANT CONCESSIONS—Jewelry, Fish Pond, Pitch till You Win, Shooting Gallery, String Candy, Coke, Agg and Weight or any Vaguematch Stock Store. Fred Tripper, I wrote, letter returned. Can use all your Concessions except Pop Cans.
SHOWS—Any Grind Show and Penny Arcade.
NEED RIDE HELP that drives on Ferris Wheel, Chatrolene and Merry-Go-Round.
COMMITTEES—Have two weeks open in July. Rent of route filled with bona fide Fair and Company shows. Route not contracted parties. Contact.

ALBERT BARKER, 2850 Boyd Ave., Indianapolis, Ind.

COLEMAN BROS. SHOWS
10 DAYS—OPENING APRIL 15—10 DAYS MIDDLETOWN, CONN.
WANT RIDES—Roll-a-Plane. Want Funhouse and Ground Shows. Want Ride Help that drive.

Wendell Kuntz wants Acts for Side Show. For Sale—Four 30 Kw. Light Plants, A-1 shape, $100.00 each.

RICHARD J. COLEMAN, P. O. Box 886, Middletown, Conn.

PIEDMONT EXPOSITION SHOWS
Opening April 12, St. Pauls, N. C.—Auspices Civilan Club

FAIRWAY SHOWS
Open May 22, Bismarck, N. Dak.
WANT Mechanical and Monkey Shows and Fun House. CONCESSIONS—Duck or Fish Pond, Hoop-la, Scales, Pop Cans. No Mini Camps. Foreman for Allan Hershel-2-Already Merry-Go-Round and Second Help that can drive Semi.

EMIL J. ZERRES
Bismarck, North Dakota

WANTED CANDY FLOSS OPERATOR
Good proposition to experienced man.

JACK GREENSPoon
Norfolk, Va.
The Crystal Coach Jr.
1948 MODEL

- 4 JUNIOR MODELS
- AVAILABLE FOR IMMEDIATE DELIVERY

Equipped with poppers, exhaust fan, visible raw corn dispenser, stainless steel warming counter...Adaptable for dispensing ice cream, hot dogs, candy, cotton candy, etc.

Orders taken now on our 2 large standard models...2 weeks delivery.

THE CRISTAL COACH SR.

THE ROLL-A-RIDE
Available Through Our Distributors or Write Dept. B

The Calumet Coach Co.
11575 S. Wabash Ave., Chicago 28

INTERNATIONAL SHOWS WANT

For Office Owned
SIDE SHOW
SCOTCH BRANDS FOR FEB. 1 MORE FREAK TO FEATURE ADDRESS:

JIMMY HURD
BOX 37
CARUTHERSVILLE, MO.

COOK HOUSE HELP WANT

WANTED
A-1 CRIBBLE MAN, A-1 COLLECT-COUNTER-MEN. JOIN ON WAGE, TOP SALARY.

MARVIN TUCKER
4/5 Peppers All States Shows Chester, S. C., this week

WANT

EXPERIENCED Ride Help for All Riders

HADJI DELGARIAN
2303 N. Melvina
CHICAGO 35, ILL.

SUPPLUS SALE

Two Trucks, good and steady, one complete Fresh Milk with 25 attractions, ready to run. a real money maker; also Kiddie Amusement. Club. Runs 14 & 16.

JOE LEMKE
6017 W. McFarren St., West. Mile 14, Wis.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

Featuring HUGO ZACCHINI CANNON ACT
Open at 13th and Bayou Streets Show Lot, Vincennes, Ind.,
April 10-17

Line Stock Concessions, come on: will place you. Shows with own equipment and transportation, will book you for committee money. Rice Help.—Can use sober, reliable men. This is the show you have heard so much about. No fine equipment on earth. I have a Foy Gate, which is the reason that I can play large towns where the City License are high. It also helps me to paper my show Circus Style. This clone draws a large volume of people, which I have found to be very profitable.

All replies to

W. R. GEREN, Owner
Mighty Hoosier State Shows, Vincennes, Indiana, April 5-17

W. R. GEREN

PORTABLE PUBLIC ADDRESS SYSTEM

18 WATT PEAK, MODEL RA-155
WILL FIT ALL YOUR NEEDS

AudiO Theal geography up to 3,000 people, area coverage up to 18,000 sq. ft. For indoor or outdoor use. Concessions, halls, sporting events.

- Goldplated attractive, sturdy built, leatherette covered carrying case.
- Many models: 12" P. M. speaker, no distortion.
- High fidelity with floor stand or wall bracket for additional power, 25 watts to 150 watts. Available with floor stand if required.
- RA-15 Raster Amplifier, featuring Mike and Phone Points, 2\(\frac{1}{2}\) feet of Whirl and Whirler, 20-17000 Cms. + 1/2 DB.

This high fidelity system when assistant results when the amplifier is used with P.M. tuners or recorders.

PRICE COMPLETE $64.50

We can supply entire units immediately with all belated motors, portable, or fixed, any output from 50 to 800 watts. Send for our catalogue.

Radio Parts Company, 614 RANDEL ST., CHICAGO 6, ILL.

W. R. GEREN

LIGHT UP!

W/ A UNIVERSAL LIGHT PLANT. We supply complete or partial Light Plant to city shows, stock shows, country meets, local carnivals. Universal car lights, mobile from 10 to 100. Dynamic and static出国s. All complete plants. Universal will set up for free cost. Get free literature.

WANT FOREMEN

For Merry-Go-Round, Tilt-A-Whirl. Also Superintendent of Rides Who is capable keeping rides in repair and condition.

C. D. MURRAY
9600 Broadstreet Ave. Detroit, Mich.
Phone: Tyler 30205

NEW VAGABONDS

Westcrafts and Main-Lines at new low prices. A major brand trailer. Trade Show. We finance up to 35 months. No payments during winter months may be arranged. Contact

E. J. WEST
at East Lansing Michigan, or
R. H. SELHORN
AMUSEMENT CONCESSION TRAILERS
All Aluminum, $1,950.00 and up.

FOR SALE

118-Car Mangels Whip
Good condition, $2100.00.

MILLER AMUSEMENT ENTERPRISES
La Grange, I11.

WANT WANT

MERRY-GO-ROUND
Will pay cash for same; must be in A-1 condition. Not inspected in parts.

JOHN QUINN
3550 Cass Ave. Detroit 1, Mich.
Tel: TE 3-6282

AGENTS WANTED

For Bowling Alley, Count Store and Handy Bank Agents, if you would like to work, save your time.

JACK THOMAS
362 E. LEIGHTON SHOWS
Holdenville, Okla. April 2 to 10; Henryetta, Okla. 12 to 17.

MERRY-GO-ROUND

FOR SALE—A 20 Ft. Two-Plus, New, Trims, Ocean, Miller, Motor, Made by Craftsmen Org. See in operation.

A. D. SHARP
Cooper Ave Apo, Long Beach, Calif.

FOR SALE

1 Car Tilt-Over, Good mechanical condition; 1945 Chevrolet Tractor with a 4500 lb. Silage Chisel. Good Truck and Tractor. Two good Trucks. Excellent Steer. For sale cheap, let us hear from you.

J. ROBERT WARD
General Delivery, North Little Rock, Ark.
JIMMIE CHANOS SHOWS
OPEN IN RICHMOND, IND., APRIL 24
Want Legitimate Concessions of all kinds: Custard, Snow Ball, Fish Pond, Pitch-Till-You-Win, Balloon Dart Game. Guess Your Age and Scales. Ball Game Concessions. Want Girl Shows also. For wishfuls must have three or more Girls, or any other Show with own outfit. Want Ride Help for following Rides: Merry-Go-Round, Ferris Wheel, Chairplane, Roll-O-Line Foreman, Octopus, Caterpillar, Auto Kiddie Ride, Edison Kiddie Train, Kiddie Dye Blender. This show has nine office-owned Rides. No rookie, No gate. Drunks and chasers stay away. Write to:
JIMMIE CHANOS
801 EAST 5TH ST., GREENVILLE, OHIO, UNTIL APRIL 14; THEN RICHMOND, IND.

BORUP'S UNITED SHOWS
Can place Bingo, Clap Pitch, Ball Game, Add A Ball, Balloon Darts, Pool Em Up Darts, Bumper, Novelties, Custard and Palmtrees. A couple to operate Pan Store. Want P.T.O. Dealers who can and will stay sober. Agents for Penny Pitch. Bill Brown wants Ride Help and Semi Drivers with Chauffeur's License on all Rides.autok. Can use Riders on own Rides with own outfits and transportation. Want Show Electrician capable of handling his job.

DAWSON SPRINGS, KY., APRIL 3 TO 10; PROVIDENCE, KY., 12 TO 17; MARION, KY., 19 TO 24.
Address all mail and wires per above route.
L. W. BORUP, Owner, or CECIL C. RICE, Mgr.
ROBERTSON BROS.' SHOWS

Can place now and for a long season through proven territory, Concessions of all kinds. Especially want Ball Games, Novelties, Age, Scales, Coke Bottles, High Striker, Bowling Alley, Pitch-Till-U-Win, Slum Blower, Balloon Darts, String Game, Country Store. Will place one full Camp.

SHOWS: offers good proposition to Grind Shows. Wonderful opportunity for Motordrome as there has been none in our territory since the war. Good opening for Glass House and Penny Arcade. Any show with own equipment contact us at once. Can place one or two experienced Ride Men. Must know your business. Good treatment, best pay, no meal tickets. All contact.

Bob Robertson, Mr. Robertson Bros.' Shows Sparta, Ten.; this week: then the big one.

P.S.: Mr. Ward! Will contact you.

WANT

RIDE HELP—Foreman and Second Men for rides. Must drive semi-truck. Preferably no drinking tolerated. Long season and winter's work in sight. Must be willing to never miss a pay day. Get you what you are promised every week.

MECHANIC'S HELPERS—Must be A-1 helper, one with tools given preference. Must drive truck. All year's work. Reply.

E. L. Young, Mgr. Royal Crown Shows

Albany, Ga.; this week: Rome, Ga., following.

LAST CALL

BRIGHT LIGHTS EXPO. SHOWS

WANT AGENTS WANT

THIS IS A CLOSED MIDWEEK, I HAVE EVERYTHING

Want Clothes Pin Agent to take charge of Store. Wheel Agent. Skill Lay Down Agent. All the boys who worked for me before, contact me or come on, I can use you. We open April 15; everybody report April 12. Slim Lily, contact me. WHITBY Rogers, contact me; I wired you. Do you want a Side Show? It pays. We have no drawbacks.

Dan Donnini, P. O. Box 851, Lynchburg, Va.

FRANCIS KELLY WANTS

FOR ST. SEBASTIANS' FESTIVAL, MIDDLETOWN, Conn., MAY 4 TO 9

BAND • PARADE • FIREWORKS • FREE CAR

Will book any ride not conflicting with Merry-Go-Round, Wheel, Charplanie and Kiddle Whirl. Concessions open: Bings, French Fries, Basketball, Scales, Cuts Your Age, or any Legitimate Imposition. Malt strawberries, Drunks and jalapitos, save your receipts. Coca from Houyeum, please: This is the best Ride and Concession date in New England this spring; this show has never been beaten or beaten in Boston. New York柔和的.

Francis J. Kelly, 97 Washington Ave., North Haven, Conn. Phone 35004

WANTED—FOR BATTLE OF FLOWERS—WANTED

BIGGEST SPRING CELEBRATION IN U. S. A.

ON THE STREETS OF SAN ANTONIO, TEX.—100,000 VISITORS DAILY

April 19 to 24, Inclusive—Always Has Been a "Red One"

Will book the following Rides: Lover, Pretzel Ride, Harry Beach, better wire me you can handle these rides. Call Frank Allen or come on. We have a show for any kind of weather. We have shows at San Antonio, Laredo, Del Rio, and many other shows.

SHAKERS, Hillbilly, Minstrel Show and Unborn. Also Mickey Mouse or any other good shows.


FOR SALE: #12 Ee Ferris Wheel, perfect shape, has been used five seasons. Will take $5,000.00 Cash.

ALAMO EXPOSITION SHOWS

Jack Ruback, Mgr.
San Antonio, Texas

2240 E. Houston St.
(Phone) 225101

Philly R-B LOT DEL 

(Continued from page 51) and ban on the whole Erie Avenue site.

Mayor Bernard Samuel said he was positive the show would find a new home here stating that the Erie and other city officials will co-operate in finding a suitable lot. "The circus means so much to everyone in the city, particularly the youngsters, that I would not see it 'by-pass Philadelphia,'" the mayor said.

Director of Public Works Thomas Buckley said that no negotiations have yet been opened over the possible use of the stadium by the Big Show. The stadium, he pointed out, offered certain problems which might be difficult to solve. However, he said, is the question of whether the elephants might give the floor de rigueur, and that is no problem. But, Buckley said, the concessionaires would offer no problems if the show chooses the stadium since they could choose their own.

PHILLY R-B LOT DEL

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FOR SALE

Wallace United Shows BOOK

FOR SALE

WANTED

FOR SALE

WANTED

FOR SALE

WANTED

WANTED

CAN PLACE

BARLOW’S 1603 Ft. TILL PENNY TO TRAIN, SHOWS WILL BOOK FOR SEASON, ROLL-O-PLANE, SPLIT FIRE, DARK RIDE, LOOPER OR FLY-O-PLANE.

CARNIVALS WANTED FOR CARNIVAL WEEK PLAYING MAY 14 TO MAY 23, 1948 AT BROADWAY, ENV, Michael, for Similar Active Hoop Co. Or Similar Carnival, With Feelings In Rides.

CONCESSIONS WANTED

FOR SALE

CONCESSIONS WANTED

CARNIVALS WANTED FOR CARNIVAL WEEK

FLORIAN JABLONSKI

FOR SALE

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

THE BILLBOARD

MORRIS HANNUM SHOWS

First Show in Cumberland, Maryland, April 12-17


WANTED

FOR RIDE, BALOON RIDES, SWING RIDES, etc.

WANTED

FOR SALE

THE BIG SHOW OF THE SUMMER

WANTED

FOR SALE

Florida Amusement Co.

WANTED

FOR FIREMEN’S CARNIVAL June 24, 25, 26

CARNIVALS WANTED

FOR SALE

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

CONCESSIONS WANTED FOR CARNIVAL CONCESSIONS, CARNIVAL WEEK, JUNE 24, 25, 26. WANTED—INTERESTED IN RIDES, CONCESSIONS, MEMORIAL PARK, ALBION, PA.; OR CONCESSIONS, CARNIVAL, CHAIRMAN, Albion, Pa.

WANTED

FOR FIREMEN’S CARNIVAL, SEP. 3-4-5-6

WANTED

FOR SALE

20 Arcade Machines, including five Diggers, one Rotary, Mutoscope Punching Bag, etc. 40-ft. Front. Wire, Switch, Counter, Jacks. Must be moved from storage place now.

HAROLD BARLOW, Mgr. 321 East St., Clifton, N. J.
MERIT SHOWS—No. 1 Unit
Final Call—Opens April 15th at Lowell, Mass.
All Concessions on this Unit, please check in. Can place a few more Legitimate Concessions. Must work for 10Q. Positively no grifts. Openings for a few more Ride Freight; must drive.
SONNY FINNERAL'S 32 UNIT OPENS MAY 3
All Address: HENRY FINNERAL, 215 Lincoln St., Lowell, Mass.

PAGE BROS.' SHOWS
BOX 144, SPRINGFIELD, TENN.
P.S.: Will sell X on Age and Weight.

MOORE'S MODERN SHOWS
Want Foramen for new Fly-o-Plane, Octopus, Roll-o-Plane and Second Man on other Rides. Buddy Buck can place Cities on Girl Show. Salary guaranteed. Can place Frozen Custard Dipper that can drive trucks. Will place Shows that do not conflict: Penny Arcade, Ball Games, Hoop-a-Loo, Cotton Candy and other 10Q Concessions.
Opening April 10th, Newport, Ark.: Sterry, Ark. until April 19th. Phone 53SWS.

BIG FOUR AMUSEMENT
WANTS
Concessions that will work only. Can use Rides Help, must drive units. Come out, Bob Barton and Robert Gray. Opening at Farris, Mo. April 15th 1-17, Goshen, Ill., April 19th.
BIG FOUR AMUSEMENT
185 NORTH 21ST AVE.
Phone: Mineola 2751
MELROSE PARK, ILL.

JOE COSTIGAN
OWNER
DAN MORRISON
CO-OWNER
FRANK RAPPAPORT
CONCESSION MGR.
M.G.M. M. M. SHOWS
Concessions WANTED for Rooms at Galtier, Ill. Can place Cigarette Shooting Gallery. "Fitch-Eek-You" Pin, French Ring Game, Balloon Game, or any other Novelty. Will pay any kind of money in consultation with Affie & Jules. Also Bows with own transportation. Contact: Frank (Sherry) Rapaport, care National Bowmen's Club, 1554 Broadway, New York 19, N. Y.

LONE STAR SHOWS
Opening May 1st, strictly limited for now to Texas, but will extend for coming season. Want Legitimate Concessions, ones that are not B𧙁inger. Can place Advance Man that knows Indians, Mexicans, Oklahomas and Texas. Want Assistant Manager, Lot Man, Electronics and A-1 Mechanic with own tools. Want Octopus Foramen that can assemble all new units on Ride. Can place Forermen and Second Men on all Rides; Truck Drivers given preference, too. wages, too good. All Rides Elio joining South can drive trucks from Pine Bluff, Ark., to Indiana. Address all mail to J. R. McCadden, 533 14th St., Bradenton, Florida, till April 15th.

STANDARD AMUSEMENT CO., INC.
Opening April 15 to 17, Knoxville, Tenn., seven neighborhood towns. No grifts, no gnomes. Want Concessions, ex-owners on Scales and Ace, Ringy, Cutler, Frizzell, Norton, Noggle, Shooting Gallery, Penny Rides and any Novelty. Will back all new units owned by Barney B. Available any time. Want strong, must have own outfit and transportation. Excellent opportunities for a Passo House or Galerie. Want Show Help—Complete Foreman and Stick Boy for Ohio and Michigan. A free sale and no rain.

LIBE L. ANDRE, General Manager
1421 HAMILTON BANK BLVD., KNOXVILLE, TENN.
PHONE: 5-1818

WANT
FOR VICTORIA, VA., SPRING FESTIVAL
WEEK APRIL 9TH, RIGHT IN TOWN
Shows of music, Merry-Go-Round, Flip-a-Whit and Fun House. Can offer Ponts Outward, Balloon Galeries, Penny Rides and any Novelty. WANT SENSATIONAL HIGH FREE ACT
Also Ferris Wheel and Rides. Wanted, Barnesy Tussell Unit Show.
BARNEYS TUSSELL UNIT SHOW

Want—CONCESSION AGENTS—Want
FOR LEGITIMATE CONCESSIONS—PLENTY OF STOCK AND FLASH. WILL FRAME CONCESSION TO SUIT AGENTS. NO DRUNKS OR CHASERS. OPENING NEVADA, MISSOURI, APRIL 10. ADDRESS:
JACK ROWE; c/o Snapp Greater Shows, Nevada, Mo.

CAVALCADE OF AMUSEMENTS
SHOW OPEN APRIL 9, MOBILE, ALA.
Want capable man to handle Twin Ferris Wheels, Harold Russell, whom we have placed at Kingsland, Texas. Can place Barnesy Caravans, also Working Men. Must be capable of handling Ferris. Must understand how to make Candy Apples and Cotton Candy. Also wanted for Cookhouse.
MURRAY AMUSEMENT COMPANY
Genting Grove Camp (sunter of Priests), Illinois, Cadiz, Ohio. April 17, 33 Celebrations now booked.

MURRAY AMUSEMENT COMPANY
Closing Genting Camp (sunter of Priests), Illinois, Cadiz, Ohio, April 17. 33 Celebrations now booked.

CALL
CONCESSIONS: Lead Gallery, Photos, Arcade, Pyramids, Penny Rides, Wonder Pitch, S Buttons, Bucket Ball, Cotton Pin and any Legitimate Show Concession. Also Wishing Wells and other Novelties. Can use Second Man on Dangler and Wheel. All contracted. Be at lot April 13. Address:
KEN MURRAY, Box 264, Bloomington, Illinois

WANT
CONCESSIONS: All Gallery, Photos, Arcade, Pyramids, Wonder Pitch, S Buttons, Bucket Ball, Cotton Pin and any Legitimate Show Concession. Also Wishing Wells and other Novelties. Can use Second Man on Dangler and Wheel. All contracted. Be at lot April 13. Address:
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KEN MURRAY, Box 264, Bloomington, Illinois

MAGNIFICENT AMUSEMENTS—EXPOSITION SHOWS
CAN PLACE FOREMEN FOR WHEEL, SPITFIRE AND FLY-O-PLANE, SECOND MEN ON ALL RIDES, CAN PLACE GRIND STORE AGENTS. WILL BOOK ANY WORTH-WHILE SHOW. ADDRESS:
ALVIN VANDIKE
LAMPASAS, TEX., THIS WEEK

BUFF HOTTLE, Box 1025, New Orleans, Louisiana

MAJESTIC GREATER SHOWS
CAN PLACE FOR LONG SEASON OF CHOICE STILL DATES, FAIRS AND CELEBRATIONS

NOTICE
Alabama Amusement will again play their old battleground in and around Mobile, with 5 weeks over in Tallahassee. For Catholic Churchmen and Social Clubs, all are welcome. With bare or in the Davis Ave., Mobile, where your present tent will roll away this April 15th. All engagements located, with no gate, no exit. Hit and Camp, men wanted. Open Wireless Laboratory, 25 miles from Mobile, for Ist, Marquette's Catholic Church on church yard. 5 Saturday, 2 Sundays—April 23— with the highest ticket rate on any valuable pieces. Next Straw Concessions, one of a kind, a; Prints, Photos and work. We are fortunate to be able to offer you the best territory of today. Kind benefit, Norus Carpenter, Harley Development Co., Mobile, Ala.

BERNEY AND MARIE K. SMUCKLER
P. O. BOX 392, MOBILE, ALA.

BINGO
LOCATION DESIRED
Experience Operator with high-grade equipment and personnel desires location. Finest references. Will go anywhere! Organizations, Landlords, Promoters—what have you? Write in strict confidence! Satisfactory arrangements can be made!

REDEF & COMPANY
10 Lawrence St., Newark 5, N. J.

THOMAS JOYLAND SHOWS
WANT
WANT
BOLL POSTER AT once. WANT TO BOOK PHOTO GALLERY, PENNY ARCADE, AGENTS FOR SLUM STORES. ALSO P.C. DEALERS. (EVERN WOLFLE, PLEASE WRITE; HAVE SCALES FOR YOU.) JACK CULLARS WANTS COOK HOUSE HELP AND GIRL SHOW TALKER. ADDRESS:
L. I. THOMAS, Mgr.
Lexington, Ky.

MAD CODY FLEMING SHOWS
WANT FOR OPENING AT WAYCROSS, GA., April 24
SHOWS: Dawney and Birdie, come on.
CONCESSIONS: If paying high and hitting low, come on over.
WANT: Second Men on Cat, Scooter and Fun House.
WANT: Good Show Painter. Jimmie Forbis! Received letter. Come on. Address:
MAD CODY FLEMING SHOWS, MYCKOS, GEORGIA, UNTIL APRIL 21

GRUBERG WORLD FAMOUS SHOWS
MAX GRUBERG, P. O. BOX 101, Philadelphia 5, Pennsylvania

JOHN FRANCIS SHOWS
WANT
CONCESSIONS: For work that we do not carry, would like to have our Drive Rides and Train Rides. Contact: Aren and Barbara Flower, 312 S. 21st St., Philadelphia, Pa.

WANT: Have a few for Centennial Rides. Want a few for Baltimore Fair, West Camden, N.J., this week. All replies:
JOHN FRANCIS, Mgr.
Baltimore, Md. (Penitentiary) 1616 E. St., St. Louis, Ill.
EXHIBITION CO.  
Property and business. Highly profitable and pleasant dealing, business with highest type truck, fully equipped and attached. Also all kinds of Window displays.  

WRITE OR CALL  
American Exhibition Co.  
953 N. 50th St.  
Birmingham 6, Ala.

MILWAUKEE, WIS.  & NORTHERN WIS.  & U. P. MICHIGAN  
FLOYD DOWLAND SHOWS  
APRIL 24 TO MAY 5  
First & Central Sts.  
Want for country, semi-rolling Concessions.  

WRITE OR PHONE  
Moe Eberstein  
Estate Hotel, Cleveland, Ohio  

WANT FOR LIFE SHOW  
Lecturer and experienced Working man who can handle Ticket Box and Grind, for season.  

TO PHONE  
J. H. Wiggs  
Box 505, Soma, N. C.

DROME RIDERS WANTED  
Men and Girl Straight or Trick Riders. State salary expected and experience.  

TO PHONE  
Flo Donahue  
401 Coleman Bros.' Shows  
Midtown, Conn.

WANTED  
AERIALIST FOR HIGH ACT  
ALSO RIGGING MAN  
Address Box 163, c/o Billboard, 152 N. Clark St., Chicago 1, Ill.

DROME RIDER WANTED  
Able to do Laddy, Straight or Trick Riders. Highest salary, plus tips. Open in May, New motorcycles, etc.  

TO PHONE  
E. R. SLAVIN  
1617 Foster Avenue  
Chicago, Illinois

HARRY SCHREIBER  
WANTS DROME RIDES  
MAN TO TAKE HEAD OF EXCLUSIVE BEAR-GRIND TRIO. ALL SET UP FOR EXCLUSIVE TWO WHEELS. PERCENTAGE DEALERS AND GENERAL HELP. Get in touch with me.  

SHOW OPENS APRIL 15 IN NEW JERSEY  
HARRY SCHREIBER  
Gen. Sel.  
PATerson, N. J.

LOOK  
ADULTS AND CHILDREN'S MERRY-GO-ROUNDS  
30 and 36-ft. machines, with 20 Jumping Horses and 2 Chariots on each, 2 abreast.  

FOR SALE—Splitfire Herschell Spilman Merry-Go-Round, 25 Horses,  
40 ft. 28-ft. Authority Airplane with 4 Airplanes on it for adults; Little Train, 24-passenger, 2 coaches and engine; 12-seat Mix-Up. The above rides, consisting of live, will take $1,500.00. These rides can be seen running in a park. All newly painted. The Splitfire is a '46 model. Also, Ferris Wheel, brand new for $5,500.00, has 12 aluminum seats, with Allis-Chalmers engine. Have 20x30 Tent; one large Spider Monkey, one Java Monkey, one midget Bull; one horse, with 2 natural horns; one Canadian Black Wolf; one Ground Hog; Prairie Dogs; one Coast Mundi. The complete Animal Show with animals and all for $450.00.

All the Merry-Go-Rounds have the latest improvements: will take orders and deliver in 20 days. One 50 kw. Light Plant, practically brand new, for $600.00: one 15 kw. brand new, cost $1,000.00, will take $200.00. All sales are cash.

Box 181  
JAY WARNER  
Phone 9211  
Bay St. Louis, Miss.

LAST CALL  
Opening April 19th, New Bedford, Mass.  
ALL PEOPLE CONTRACTED COME ON APRIL 17TH  
CONCESSIONS—Wheels with Hankey Panks, Pan Show, Photos, Penny Pitches.  

TO PHONE  
JOHN G. CARR  
70 E. 10 Top New Bedford, Mass.

LAWRENCE CARR SHOWS  
New England's Finest!  
LAST CALL  
OPENING APRIL 19TH, NEW BEDFORD, MASS.  
ALL PEOPLE CONTRACTED COME ON APRIL 17TH  
CONCESSIONS—Wheels with Hankey Panks, Pan Show, Photos, Penny Pitches.  

TO PHONE  
JOHN G. CARR  
70 E. 10 Top New Bedford, Mass.

FOR SALE  
1947 ADDISON MINIATURE TRAIN  
Used less than 4 months and in perfect shape. 310 feet of track with '46 engine and special built body for transporting train, ticket booth and all strings. Also a great lot of $7,100.00. First $500.00 deposit takes.  

TO PHONE  
Ward Baker  
301 So. Montana  
Albuquerque, N. M.

WANTED  
KIDDE RIDES, AUTO RIDES, FERRIS WHEELS, AIRPLANES  
or any other Gold Rides for cash money.

TO PHONE  
Clyde Urban  
Gen Park Amusement Co.  
Williamsville, N. Y.

WANTED  
Two Bingo Counter Men  
Opening April 10th at Springfield, Tenn., with the Page Bros.  

TO PHONE  
J. F. Toney  
811 Octavia, Middletown, Tenn.

BISTANY & MARTIN SHOWS  
WANT  
To open near Newark, New Jersey, April 15th  
NEW JERSEY AND NEW YORK AND PENNSYLVANIA, AND FLORIDA ALL WINTER.  
This is a year around Show. Capability, honesty and good treatment to Show People who like to join.

TO PHONE  
Leo M. Bistany, Manager or  
Jack Martin, Business Manager  
Eld' Club, Newark, N. J.

COUNT STORE MEN  
Only 2 Booths on Show.  

TO PHONE  
Sam Anshe  
1656 E. 60th St, Chicago, Ill.

FOR SALE  
Chairlette, 24 seats, new chairs, 4-1 motor, price $75.00.  

TO PHONE  
Jim Ames  
212 E. 36th St., Des Moines, Iowa

JENSEN AMUSEMENT CO.  
604 S. Main St., Council Bluffs, Iowa

MAKE $100.00 A DAY ON CANDY FLOSS  
This is the SUPER BUSINESS.  

TO PHONE  
Gerald T., 2932 N. 24th, Omaha, Nebr.
Hooky Led to Water, Hudepohl In Showbiz Swim Ever Since

(Continued from page 51)

than any other job, that day and face the well-known music, he decided to get a job.

It was in June, 1906, that he got his first job as an office boy in the law department of the Illinois Central Railroad, a prosperous and enviable position. His first case was the defense of a railroad worker who was charged with stealing a horse from the railroad. Paul started work early in the morning and did not leave until midnight. He was a diligent worker and always had a positive attitude.

Shifted to Bank

Paul was promoted to the job with the I. C. U., so someone told him that bank was the business to get into. They did a good selling job, so in fact that Paul quit his railroad job and went to work for the Chicago Sun-Times, where he made 1.25 an hour delivering the newspaper. He worked at the bank for a while and then moved on to the job as a bank teller. He worked at the bank for a few years before he decided to change careers and become a professional dancer.

Promotion Flair

Every time Paul's troupe was on stage, he was 16 or 17 then—Paul was a business man. With his banking experience, he knew the importance of building a loyal customer base. He decided that the best way to build a loyal customer base was to pay his dancers. So he began paying his dancers a decent wage. People were amazed at how much money they were making at the bank.

Tought Swimming

He ran the show until 1911, during which he played the basketball and football teams, swam on the school team and managed the baseball team.

On April 1, 1911, the spirit of ad
tention had finally gotten to Paul. He
decided he wanted to go to Alaska.
Quitting his bank job and the athletic
career, he left for Alaska with his
dugout, George Darling, a lad with whom he
decided to go. They worked for a while
dancing in a successful and well-known public accountant in Seattle, Paul will possibly run.

Reached Seattle

The two young men reached Seattle on their Alaska-bound journey. They were swimming, drinking and hanging out in bars, but Paul wanted to return to the world of the professional musician.

The final job Paul had in Seattle was a job at the Jantzen Beach, where he taught the physical education. He was very successful and was able to build a successful business.

Succeeded Al Hodge

Those same political reasons that I mentioned before came up again when I decided to leave the employ of the Jantzen pool. I had been in the pool business for several years and I was studying the business more and more. I decided to leave the pool business and start my own business. I was able to build a successful business.

Organized Pool Group

In 1927, Paul organized the Jantzen Swimming Societies with his own idea of "Clean Water." To be a member of the JSA, pool operators had to meet certain health standards and pass health regulations in the State of Oregon.

The result of this outcome, according to Paul, was the formation of the American Association of Parks and Recreation. The AAAPR was formed in 1934, under the National Association of Amusement Parks and Recreation. The organization had grown in importance and was known as the National Association of Amusement Parks and Recreation.

The Billboard

April 10, 1948

CARNIVALS

BILL HOLT

WANTS DANCERS

Girls, Oriental, Strip, Hula Girls, Poling, At
ttractive, Waiter, Ticket Seller, Con
tact me at once. Honey Lane Way

W. D. MICHEL, Portland, Oregon

HOME SHOW STATES

Have complete Side Show with transporta
tion. What have you for inside? Harry

Billboards wanted. Portland, 5th Ave.

ONE CHECK WANTS DANCERS

All states. Portland, Oregon.

F. W. ROYER

Owner

SIPFIRE FOR SALE

Practically new, late 1946 Model—$600.00.

Junior Bike, 26-in. wheels, bike
tured to be ready to go.

R. B. OBERGER, Boise, Idaho

IS YOUR VOLTAGE LOW?

If so, get the voltage corrector for your

W. R. DORES, Route 6, Mason, Ohio

TIM COLEMAN

CRANDALL’S MIDWAY DELUXE

FOR SALE

Brook Plc, Dc
to $2,000.00;

Wanda, Portland, Oregon.

ONE CHECK WANTS DANCERS

All states. Portland, Oregon.

F. W. ROYER

Owner

SIPFIRE FOR SALE

Practically new, late 1946 Model—$600.00.

Junior Bike, 26-in. wheels, bike
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R. B. OBERGER, Boise, Idaho

IS YOUR VOLTAGE LOW?

If so, get the voltage corrector for your

W. R. DORES, Route 6, Mason, Ohio

TIM COLEMAN

New Dom Hotel

Hartford, Conn.

WANT WANTS WANTS

RUPE’S MIDWAY FOR FUN

Wants Show People. Send Full Name, Ad

214 W. 15th St., Portland, Oregon.

ONE CHECK WANTS DANCERS

All states. Portland, Oregon.

F. W. ROYER

Owner

SIPFIRE FOR SALE

Practically new, late 1946 Model—$600.00.

Junior Bike, 26-in. wheels, bike
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If so, get the voltage corrector for your

W. R. DORES, Route 6, Mason, Ohio

ONE CHECK WANTS DANCERS

All states. Portland, Oregon.
30 Operators Watch Skaters Vie for Regional Spot

NEW YORK, April 3.—New York State roller skating championship meet, held at Wal-Cliffe Rollerdrone, Elmurst, L. I., March 29-31, drew record crowds totaling approximately 6,000. Wal-Cliffe for the third time has staged these contests which are sanctioned by the Roller Skating Rink Operators' Association of the United States. About 30 operators from New York, New Jersey and Connecticut attended the sessions.

Winners are eligible to compete in the Northeastern regional championship, to be held May 17-19 at Gay Blades Roller Rink here.

Here are the winners according to classifications:

Senior men: Tommy Lane, Queens; Roller Rink, Elmhurst; Paul Baumann, Park Circle Roller Rink, Brooklyn, and Peter Guillo, Park Circle.

Ladies: Gloria McCarthy, Park Circle; and Gloria D'Andrea, Gay Blades Roller Rink, New York. Pairs: Donald Tuoby and Jeannie Kuester, Queens; Paul Baumann and Dorothy Glintenkamp, Park Circle, and Rabbit Cavley and Honey Carlson, Park Circle.

Fouls: Tommy Lane and Patricia Carroll, Queens; Robert Guthy and Gloria Kirhas, Wal-Cliffe; and Jerry Nieu, and Peter Rihs, Gay Blades.

Fours: Tommy Lane, Patricia Carson, Donald Tuoby, and Jeannie Kuester, Queens; and Paul Baumann, Dorothy Grintenkamp, Robert Cavley and Honey Carlson, Park Circle.

Intermediate men: Rudy Goldman, Park Circle; Robert Caya, (See 6,000 SEE on opposite page)

No. 1 in a Series
25 Factors Govern Biz Volume In Today’s Tussle for Dollar

By Carl C. Johnson

Owner, Skating Rink

FROM what my friends in the rink business tell me, volume is off this year, against last, in varying amounts from 30 to 70 per cent. Harding in any rink operator I talked with this winter on his recent trip to the East and Middle West failed to register many complaints.

Thus February of this year, my dollar volume at Skateiland is exactly 13 per cent greater than the corresponding period of 1947, and my figures for the month of March indicate to me that percentage of gain will be even greater at the quarter-year mark. I am merely making these statements, not from my own experience, for I feel there may be something in my method which will help other rink operators to check their reported losses. I have no secret, nor even from my own competitor. What helps his business is bound to help mine. If there is something in the way I am running this business that will help the business grow nationally, that is the motive in writing this article. This is the first time in 20 years of rink operation that I have ventured to express an opinion publicly, and the only reason I’m nerved up to it now is the continued reports of loss compared with my own record of gain.

On the face of it, it may seem like a small thing, but I keep a pocket at all times a list of 25 factors which experience tells me play an important role in selling business and attracting new. It is a solemn ritual with me to go over this list daily and let my thought rest on each subject. I hold that memory is my mind until some answer comes which will enable me to strengthen the firing power of that factor. I may study a subject for months until the right answer—and that means the practical answer—presents itself. But in the end, this simple method of organized thinking has answered to my satisfaction every question of rink management, and I sincerely believe that the increased business my rink is enjoying right now is directly traceable to my daily study of this check list.

A mere consideration of each item on the list is bound to be helpful to any operator, but to get results, of course, something must be done to improve every factor. This is my list, and having presented it, I will give a few solutions to the problems the subjects suggest, as they have been worked out in my case. If future issues of The Billboard will cover as many subjects as the editor will put up with or that the readers of this good trade journal request.

My check list includes the following:


Award Spain FIPR’s Next World Meet

ARSEA Heads Named to Body

ELIZABETH, N. J., April 3.—William Schmitz, general manager of America on Wheels, who was a guest at the last annual assembly of the World Roller Skating Congress at Montreux, Switzerland, March 25-27, announced from AOW headquarters here upon his return to this country that conferring officials awarded Spain the next world roller-skating championship of the Federation Internationale de Patinage a Roulettes.

Preparations are already under way to send a large contingent of United States skaters to Spain for the contest, Schmitz said.

Schmitz also announced that George F. Apdlale, president of the United States Amateur Roller Skating Association, and principal vice-president of the FIPR at the meeting, making him the first American to become an officer of that body.

Ozzie Nelson, USARSA secretary, was elected a member of the FIPR’s artistic committee, the group that regulates figure and dance skating for world competitions, Schmitz said.

The First Best Skate

RICHARDSON BALLBEARING SKATE CO.
Established 1945
3912-3914 Royalton Rd.
Chicago, Ill.
The Best Skate Today

Quality

New and Used Rink Roller Skates

JOHNNY JONES, JR.
510 Chatham St.
Pittsburgh, Pa.

GROVE STAGE LIGHTING
Newark, Ohio

THE HALLIDEY COMPANY

CARL C. JOHNSON

New Speciality Rink Skates

They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.

CHICAGO ROLLER SKATE CO.
4247 W. Lake St.
CHICAGO, ILL.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

BEN B. GILES, Pres.
Cumberland, N. H.

THE BILLBOARD

April 10, 1948

WEDNESDAY, April 10, 1948

The HalliDEY COMPANY

NEW YORK, April 3—Suspension of the “entire amateur association of New Zealand by the Federation Internationale de Patinage a Roulettes for participating in the 1947 national championships of the Roller Skating Rink Operators’ Association of the United States,” held last July in Oakland, Calif., was announced this week by Ozzie Nelson, secretary of the United States Amateur Roller Skating Association.

The action presumably was taken at the March 22-27 general assembly of the World Roller Skating Congress in Casino de Monteux, Switzerland, which was attended by William Schmitz, secretary of the United Rink Operators, at the invitation of Fritz Rihl, official of the FIPR.

No New York State RSRROA Meet; Park Circle, Queens Kids Snare Honors

6,000 See New York State RSRROA Meet; Park Circle, Queens Kids Snare Honors

A DORABLE PAGEANT on the theme of "The Fair World of Tomorrow," was acted out last week to a crowded audience in the Park Circle Rink. The children of the Circle were the stars of the show. The performance was handled with much imagination and it was a real eye-opener. The kids turned out in a most inspiring manner and the result was a smashing success. There was a big crowd and everyone had a good time.
**Rinks and Skaters**

25 Factors Govern Biz Volume In Today's Tussle for Dollar

(Continued from opposite page)

Appearance of employees (including my own), (23) Rink decorations, (24) Refreshments stand service and looks. (25) Check room, skate and game boy service.

For a starter, let me take the subject of the speaker system, which goes hand in hand with the subject of announcements. For a year or more I had these subjects on my check list without reaching a satisfactory, economical and practical answer. It always seemed to me that if the speaker system in the rink was right and the announcements were properly made that considerable volume-producing sales work could be carried on with the folks who are already our customers—the skaters right under our noses in the rink. Up until last fall, a man speaking over the mike in our rink received no attention whatsoever. Sometimes we would hear Mike McGinnis say, "You must say it twice." Usually they didn't even bother to find out. Last fall I put in a speaking system within our system with a separate rate and apart from the system which carries the organ music. There are 10 separate but equally good books, including a control box in the office. After covering an expense, I heard this voice sound out over the new mike, to make the announcements. These announcements are made, as a rule, at different times; hence the expense and inconvenience assume, because they needed to be flattened. A voice test should show the employees a proper and important impression rendered by a sound equipment.

The man who was selected to make the announcements in our rink to tv-a (a product of a company that used a tuxedo) dressed in a tuxedo. The new system is such that, if I want to teach skaters that are compelled to listen. They haven't a chance of not hearing everything we announce. The announcements are so loud and so clear that side conversations are impossible. Every word of the announcements must be written and approved by me. They are seldom to be heard more than two nights in a row.

**Definite Results**

The result of this improvement has been that we have immediately filled our two new weekly classes (new year's day) and have increased them every week. We have had a new system recently installed. We break the international-style dance parade in the middle and invite those on the side lines to learn to skate-dance. By properly using both music and voice during session we can have a better performance of coming attractions and putting over demonstrations. We get applause wherever we never before did. People like to applaud. They show they are interested and excited and interested and fundamental in the amusement business. It builds box office in roller rinks. When we have a party group in the rink, with the new system we can have them a party and it isn't necessary the floor better and add more enthusiasm to our Friday night rackets. We can direct the attention of the staff to the skating public, and the result of class instruction is increased many fold.

I believe I have answered to my own satisfaction some of the factors on the check list as effectively as I can and have suggested some improvements this year over last. School clubs have organized clubs for the first time. Many of these clubs are now part of a group. The other organizers have to the outside of the building is improved this year by new neon signs. Everywhere downtown. I can see that there must be several times the figures show gain. In addition to this, if I sustain the view we are stepping out in the limelight this way, I will be glad to tell about the way in which we fit into the rink by thousands of more new skaters each month thru an organized system of soliciting party groups.

Mass. Meet to Bal-A-Rone

MEDITFORD, Mass., April 13—Massachusetts championship all-Girls and Boys round-the-clock championship of the Roller Skating Rink Operators' Association of the United States will be held at A. F. Kroul's Bal-A-Rone Rollerway here April 21 and 22. It was announced this week. First and second and third-place winners will be eligible to compete in the association's Northeastern region. It is to be held May 17-19 in Gay Blades Roller Rink, New York.

6,000 See New York State RSROA Meet

(Continued from opposite page)

Park Circle, and Donald Tuhey, Queens. Queens: Jerry Crichton and Edna Grasso, Park Circle; Jerry Nista and Grace D'Andrea, Gay Blades, and George McConville, Park Circle; Connie Nicholas, Queens; Dance: John and Dorothy McConville, Rink, Buffalo; Joseph DeBry and Lorraine Lawton, Wal-Circle, and J. Pelletier and Patricia Goldberg, Wal-Circle. Fours: Robert Anderson, Teagoland, Arlo Saifer and John Pat-读后, Scotchman, and Patricia McGuire, Queens.


**Most Beautiful Rink in Indiana City**


Selling Price $20,000.00

TERMS: $10,000.00 down, balance 1 YEAR.

N. GORDON

4637 So. Drexel Blvd., Chicago, Ill.

Kenwood 7303

**SKATERS**

JINGLE BELL BEANIE HATS

As they 'tiskle' the bells on the hat jingle merrily, Skaters love that.

 Removed world-wide. All profits. Fits all heads. For men and women. Assorted colors. Six dollars a dozen. We offer携 this to all dealers. Try a six dozen simp's. $2.60 a dozen. 3 cent profit. Six dozen minimum shipment. Cash or cash at 25% discount. Balance C. O. D.

SAMUEL EPPY & COMPANY, INC.

108-01 104th Ave., Richmond Hill, L. I.

**SKATE CASHERS AT THE LOWEST PRICE NOW**

**STEEL CASES (Metal Over Wood)—**

14 Case, $100.00 16 Case, $125.00

18 Case, $150.00 22 Case, $225.00

26 Case, $275.00 40 Case, $500.00

ALL ALUMINUM CASES—

The Featherweight Champions, 14 Case with Deluxe Coin Collector, 14 Case with Electric Cooler, 26 Case with Deluxe Coin Collector, 26 Case with Deluxe Coin Collector, 40 Case with Deluxe Coin Collector, 40 Case with Electric Cooler, 60 Case with Deluxe Coin Collector, 60 Case with Deluxe Coin Collector, 80 Case with Deluxe Coin Collector, 80 Case with Deluxe Coin Collector.

WE SHIP FREE throughout the United States.

Discounts on quantities.

FOR SALE

Complete Portable Skating Rink, a real floor, Tote and Trolley, for carrying and transportation, $6,600.00. Dating and numbers.

WALLACE UZZLE

R. T., Ft. Lauderdale, Fla.

**ROLLER RINK**

501-01 28th St., Whittier, Calif. Population 175,000.

Chicago czup OK, 85-cent automatic charge, 10 cents extra. The floor is over 100 square feet. Wheel skates: 15 dozen, new, $20; used, $10. Orders taken for new skates. No. 99. Down payment. $5.00 per pair. 25 years experience.

Robert L. Deason, Box 99, Groom Orms, Tex.

**The Most Famous Rink Skates in the World**

Advertised to millions in the world. Excellent competition. Manufactured to order.

MODEL "B" ROLL-O-WAY Precision Dance Skates with the Patented Cushioning.

ROLLER DERBY SKATE CO.

5453 Payne Ave. Cleveland 3, Ohio

FOR SALE

One portable building, 45 by 115 feet; built maid style, 2 by 30, 10 sections, driven. Two 1500 H.P. motors, 26,000 fans, 101 by 101, cooling fans, 600,000 fans or fans, 1000 by 100, retractable. One large fan, 92,000 square feet, 101 by 101, cooling fans. For sale. $50,000 or best offer.

A. J. ANDERSON PHONE: 442

BEDFORD, IND.
OCCUPATIONS
A Display-Classified Section of Business, Sales and Employment Opportunities

RATES:

- Display 70c an agate line
- Minimum 10 lines
- Classified 1c 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 issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati, 22, early in the week.

ACTS, SONGS & PARODIES

FRANKLIN'S ENTERTAINERS' BULLETIN—Comedy, magic, novelty, bandsaw, band, dancing.
Find different issues, 10c and 25c for samples. No subscription required. Send Nett: Franklin, 1528 S. South Wabash, Chicago 22.


MUSIC RECORDS—MADE FOR JUKE BOX OR HOME THEROMETER—Jewel collection. Assorted. Box 34, Cleveland 21, Ohio. 10c each.

HARDBOARD RECORDS. MASTERS & TRANSCRIPTIONS—For juke boxes and phonographs. Different masters. Write for list, price & order. The Hartridge Co., 4508 E. 67th St., Chicago 33, Ill.

AGENTS & DISTRIBUTORS

AGENTS, PITCHMEN, DISTRIBUTORS, PROMOTERS, MAKING MUSIC WITH SHORT NAPKINS—No. 221, 50c each, 100 for $5.00. Write for samples. R. P. Lloyd, 1715 S. Altgelt Ave., Chicago 21, Ill.

WOMEN'S BLOUSES—$2.00 NO STOCKS, $2.50—$3.00 overstyles. Catalog 10c. Evans Wholesale Co., 211 W. 23rd St., Chicago 12, Ill.

PLATINUM PATented, made in France. For sale to the public. Catalog $1.00. Send 10c for same. Practise, 711 E. 7th St., Cincinnati 22, Ohio.

SALES MANAGER—$25.00 IN ROYALTIES. Send 75c for large samples. Catalogue 50c. Rare Gems, 60 W. 14th St., New York 11, N. Y.

AGENTS—WANTED—50A. E. G. E. 2500 bushels of fresh grain. Address 39 W. 20th St., Chicago 12, Ill.

MOTHS CAN EAT 5% OF THIS BLANKET AS IT CONTAINS ONLY 5% WOOL—95% COTTON BLANKETS

Made by—Marshall Field & Company, Manufacturing Division

Single-Flax Blanket With "Eye- Appeal" IMMEDIATE DELIVERY $1.45 Each
F. O. B. Chicago

Minimum Order 100 Blankets
1/2 deposit with order, balance C.O.D.

BAMON TEXTILES, INC.

5% Wool–95% Cotton. Single Flax Blanket. Amber, Cobalt, Blue, Green, Purple, Red, Burgundy, Pink, Orange. Sizes 36 x 60, 48 x 60, 60 x 72, 66 x 84, 90 x 90. Write for information on any of your Textile Requirements.

This is the TOY YEAR!

Write for Information on any of your Textile Requirements.

CAMERAS AND PORTRAITS

WIRE WORKERS ATTENTION!

Wholesale and Wire Jewelry Workers, write me your wants. Order from the man who makes it, rings—bands—bracelets—earrings—wire, any size, any quantity, 25c minimum with orders. 75c on 100

CRANSTON JEWELERS EXCHANGE
P. O. Box 111, CRANSTON, RHODE ISLAND

* $10.00 OFF $100.00 or more. All prices are retail. 50% off retail. Item must be purchased from us.

B. B. 100—10K Yellow Gold Ring $4.10
B. B. 101—14K Diamond Wedding Ring $4.50

Sizes 5 to 7

ROHDE-SPENCER CO.

223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

DEALERS

Get in line NOW for our new Spring Fireworks Specials. Write for complete details to SPENCER FIREWORKS Co. Wholesale Dept. P. O. Box 101, Canton, Ohio. And also at other leading dealers and outfitters.

Now sweeping the country! It's new! It's hot! It's here!

The DICE-O-MAT!

PRESS THE LEVER
GEARS SPIN
RELEASE
ROLL APPEARS IN WINDOWS

$7.00

Retail $15. Only 2 per box.

Quantity Discounts—write for quantity discounts.

O. FAUST Co. distributing
223 N. 8TH ST.
PHILA. 6, PA.

MAGNETIC SHOWBOARDS
Grit's Antiques, Toys, Books and Play Things

JET SPEED BOAT

Balloons or storage with adjustable "Corvair" Torsion Springs. 140 mph. 15 ft. long. 10 ft. wide. 20 lbs. air. C.O.S. 90c. Send 9c postcard for details.


18001 Woodlawn
Detroit 23, Mich.
Quality, Style and Price
THE RIGHT COMBINATION FOR PROFIT
All Extra Heavy Solid Mountings

**$18** Per Doz.

Extra Large White Stone, Copy of $1,300 Original

**$12**
Gold Filled

Ring with Sterling Stone Setting

**$12**
Gold Filled

White Center Stone Set in White Sterling
Gold will be Gold Filled Mounting With Red Stone Each Side.

**$12**
Gold Filled

Fine Tailored Mountings, All White Stones

**$12**
Gold Filled


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BUSINESS OPPORTUNITIES

ADVERTISE YOUR BUSINESS—50c A Classified, $1.25 for 250 words. 50% more for 'Bargains.' 50% more for 'Bargains.'

BARGAINS—Must Be Sold at Once! Many FINE ITEMS. See Classified Section. Buy New From Ad. No Catalogs.

SLUM

Novelties, Toys, Prizes, Pockets, Pencils, Novelties, Cosmetics, Jewelers, Goods. Choose from many items to choose from.

PRICES

Accessories Available At All Kinds

Fired victorian Plumbing, silk 8.50 & Boxes

Imported English Wallas, 8.50 &

Barnes, full color, large, over 3,500 pages.

Cosmetics 8-0, Connals

Waffles (cooke willie ant.)

1000, 6x9 Circulars, 8x5.50 &

Dyes and dyes, all colors and sizes. Co.

Cotton, silk, and wool. 8x5.50 &

Perfume, bath, bath, all sizes. 8x5.50 &

Hembly Dye Works, 8x5.50 &

Peek, style, 8x5.00 &

Jewelry Parts of all kinds.

EACH DAY SPECIALS AT LOW COSTS

Your opportunity to save money on a variety of gifts. Orders are filled on a cash and carry basis.

FOR SALE—FREE BOOKLET "A PRINCE"

This booklet is yours for the asking. Learn of special offers. Write today to the address.

DO YOU NEED EXTRA CASH—LEARN TO MAKE $3 TO $5 an hour. Write today.

Can you manufacture your own catalog?

Do you need a way to sell your products?

In brass, 8x5.50 &

Compact, $5.00 &

STOCKISTS WANTED—LOW START.

We have a wide range of products to stock. Write for details.

Vials, 8x5.50 &

(Metal), 8x5.50 &

Bargains on all types of packaging.

MINT BOXES

St. Kt 8.50-

552.50 in each. Doz.

Bedsit, 8x5.50 &

Per pound, 8x5.50 &

Cases are available in a variety of sizes.

PERFORATED JEWELRY

Covers, boxes, etc. Many designs available.

PERFUMES, SILK, PERFUMES

Perfume, silk 8.50 &

Perfume A 8.50 &

Sally package with everything.

ACME SALES

Cheese, milk, eggs, all types of cheese. 8x5.50 &

EACH DAY SPECIALS AT LOW COSTS

Your opportunity to save money on a variety of gifts. Orders are filled on a cash and carry basis.

FOR SALE—FREE BOOKLET "A PRINCE"

This booklet is yours for the asking. Learn of special offers. Write today to the address.

DO YOU NEED EXTRA CASH—LEARN TO MAKE $3 TO $5 an hour. Write today.

Can you manufacture your own catalog?

Do you need a way to sell your products?

In brass, 8x5.50 &

Compact, $5.00 &

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Cases are available in a variety of sizes.

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Covers, boxes, etc. Many designs available.

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Perfume, silk 8.50 &

Perfume A 8.50 &

Sally package with everything.

ACME SALES

Cheese, milk, eggs, all types of cheese. 8x5.50 &

EACH DAY SPECIALS AT LOW COSTS

Your opportunity to save money on a variety of gifts. Orders are filled on a cash and carry basis.
INSURE
YOUR WATCH BUSINESS
PROFITS!
Whether you sell one or 100 watches a month you are entitled to a good PROFIT. Buy your quality of highest prices from PERLOFF, leaders in the watch business. Marked down to $1.14 7 Jewels
18 JEWELS-$14.50
Rhinestone Dials Available—$2.00 Extra
GUARANTEED!
WHOLESALE ONLY
25% with order. balance C. O. D.
Sample Order: $1.00 Extra.
For our complete line of watches and jewelry write for:
NEW 1948 CATALOG.
LOUIS PERLOFF
737 Walnut St., Dept. C, Philadelphia 6 Pa.

A MONEY MAKER!
The New "WINDSOR"
$900 Ball Pen!
Writes in 2 colors—RED and BLUE
Check these features:
1. All Sterling Silver, Non-Casehardened.
2. Cartridge, Red & Blue.
3. Pantograph Plunger, No spring or shutter.
4. One to six, in Arsac Case.
5. Sold in $5.00 lots.

$6.84
Per doz.
At 100 doz.
Extra Cartridges red or blue
Check or Money Order
We stock a complete line of
All Sterling pens and Needles
Send D. O. F, in full, 25% deposit
Send for our new spring line just out.

O. FAUST CO.

CARNIVAL FAVORITES
Fast Selling Souvenirs
PAPER SNAKES
$12 per gross
Attention Jobbers: Special order rates—wholesale orders.
NANKING COMPANY
422 Second Ave, N.Y. 10, N.Y.

A NEW STARR
IS BORN!
★
IF YOU WANT
BALL POINT PENS
THAT WRITE...
Send $1.00 for samples and price list.
- STARR PEN CO.
- 54 W. Illinois St.
(Formerly 500 N. Dearborn St.)

COMPLETE EQUIPMENT FOR 600 SEAT
Show Transfer. Excellent condition. Movie Supply Co., 51 E. 42nd St., New York 17, N. Y.
COMPLETE COOKHOUSE. 14x57—Electric
COMPLETE PORTABLE PHOTO UNIT
W. W. Dwight, 1255 W. 11th St., Chicago 10, Ill.
COTTON CANDY MACHINES—$234.00
A. J. Reardon, 241 W. 11th St., Chicago 10, Ill.

WRITES IN N.
$1.00 for jobbers
Dept.
pitch items.

PERLOFF
and
PROFIT.

BORN!
Clip,
PERLOFF,

Marked down to
100
$11.50.

BARGAIN,

ELECTRIC

FOR

RIMS, ELECTRIC

ONLY

COMPLETE CONCESSION TRAILER.
Affixed orange on three sides
Chrome trimmed.
$217.50. Pop. 9000. Tech. 120.

GOLDEN AGE—CARTOONS

LOWEST PRICES—WANTED
Hand colored, tinted. Sizes, 20x20, 24x24...

SILK RIBBONS

600/2
CELLOPHANED

FABRIC CLOTH

NEW 1948 DORT DAVIES, AND WE DO MEAN NEW!
ALL ITEMS CARDED AND CELLOPHANED
No. 500/1
No. 500/2

With Any of the Following
FOOTBALL—BASKETBALL—BASEBALL
BOWLING BALL—BOXING—GLOVE
HEART—ROLLER AND ICE SKATE
$1.85 DOZ. — $21.00 GROSS

CATALOG NOW READY—WRITE TODAY

Frisko Pete Enterprises, Inc.
604 W. LAKE STREET
CHICAGO 6, ILL.

NEW 1948 FOTOBES, AND WE DO MEAN NEW!
MANUFACTURERS OF ENGRAVING JEWELRY

ACE TOY MANUFACTURING CO.
Manufacturers of the Stuffled Toy
NEW YORK, NEW YORK

Spring Catalog Specials
WRITE TODAY FOR FREE ILLUSTRATED CATALOG
DART BALLOONS
$4 $90c
$5 $1.10 Gross

WHISKEY GLASSES
HEAVY 1 OZ.
$3 Gross

VANITY LAMPS
15% High
$3.60 Gross

SMALL GLASS TUMBLERS
$3.60 Heavy
$1.25 Gross

RED TOP
$4 $40 Oxen

SALT AND PEPPERS
$4 $40 Gross

WRITE, WRITE, PHONE FOR YOUR FREE CATALOG NOW

SENSATIONAL VALUES! TERRIFIC FLASH!
$250 30" Quotity Bear, Assorted Colors...
$560 2 x 4 x 5 ft. Canvas Tent, Assorted Colors...
$564 30" Parade Balloons, Genuine Mounted Lambs...
$138 24" Mason Pottery Balloons...
$146 2 x 3 ft. Canvas Tent, Assorted Colors...

Raven Plush Numbers
$240 28" Plush Bear, Assorted Colors...
$18 11" Fur Boots, Assorted Colors...
$39 8" Fur BEAR, Assorted Colors...

BUY DIRECT AND SAVE!
Send for our 1948 16-page catalog "B" listing over 36 winners.

SALESMEN—CHOICE TERRITORIES STILL OPEN!

FRISCO PETER ENTERPRISES, INC.
604 W. LAKE STREET
CHICAGO 6, ILL.

MERCHANDISE-CLASSIFIED

The Billboard
April 10, 1948
87
ATTENTION, CONCESSIONAIRES—NEW LOW PRICES

Large Sumkin Doll, Composition Heirloom, Size D. E. 210.00
28 inch Jumbo Doll, Composition Heirloom, Size D. 39.00

WE ARE EXCLUSIVE DISTRIBUTORS FOR ROY ROGERS & GENE AUTRY BUTTONS &
SPRING BANKROCK SPECIALS—COMPARE OUR PRICES!

New Radford Watch, Makes a Good Gift, 6.00

WE TAKE ORDERS FOR SPECIAL ADVERTISING.
NEW CATALOGUE WILL BE READY APRIL 15TH.

ATTENTION—CONCESSIONAIRES—NEW LOW PRICES

Large Sumkin Doll, Composition Heirloom, Size D. E. 210.00
28 inch Jumbo Doll, Composition Heirloom, Size D. 39.00

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New Radford Watch, Makes a Good Gift, 6.00

WE TAKE ORDERS FOR SPECIAL ADVERTISING.
NEW CATALOGUE WILL BE READY APRIL 15TH.
FAST MOVING TREMENX NOVELTIES FOR PROFITABLE SALES ACTION!

BALANCING DOLL
100% NON-DESTRUCTIBLE
Made of special phthalate solid plastic that has a hand-like feel. Fresh-colored, amazing detail. Sits 5½ high. Sanitary, ideal for lining. PER GROSS $1.38.

PER GROSS $1.38.
Sample, 25c Postpaid

THESE ACTION TOYS SELL ON SIGHT!
HERMAN the Jumping Hound
"SQUEEKY" the Jumping Mouse

Appealing design plus fun-making action for kids and grown ups. Sturdy plastic construction with welded-in spring assembly. These will pitch to big "HIT!" for big profits.

PER GROSS, Asst. Colors $1.78.
Sample, 10c Each Postpaid

AGENTS! SPECIALTY MEN! JOBBERS!
Fast Selling 100% Profit Card Deal On Double-LUCKY CHARM Key Chains

Sturdy sales and regular repeat for dependable profits. Prospects galore for this flashy key chain deal. Gleaming self-finish, embossed lucky horseshoe with shiny new lucky Penny and silver-finish chain, mounted 2 Dots to colorful counter card.

SAMPLE CARD (Postpaid)
1 DZ. CARDS, 52c.

TERMS: 25% DEPOSIT WITH ORDER, Balance C.O.D. F.O.B. CHICAGO. Shipped prepaid if full Payment sent with Order.

TREMIX INDUSTRIES, Inc. 914 DIVERSEY, CHICAGO 14, ILLINOIS

AGENTS AND MANAGERS

CIRCUS-MINISTER, AGENT—LOCAL CON-

AND \V3ross, Wyo., states duties, hau- \n
grants, etc. Annual salary $500.00.

PER GROSS $1.38.

WANTED TO OPERATE 3 OR MORE COM-

MEN, C. Cook, 201 West Main, Allouez, Mich.

BANDS AND ORCHESTRAS

AVAILABLE JUNE 1st-12 Piece ORCHESTRA


SPECIAL MODERN DANCE ORCHESTRA

Special engagements. Available on 2 weeks. For Dr. Howard Melberg, 301 West

Merchandise, Merrill, Ohio.

CIRCUS AND CARNIVAL

AT LIBERTY—7TH & 8TH, 4TH AND 5TH,

Benny, long season. If interested, write, 2222 W. Fourth, Los Angeles, Calif.

Annie R. Age 49, 4 Pt. 125

If you want to sell a top brand of "Squeaky Dolls," write, 1150 Thames St.,

PER GROSS, Asst. Colors $1.95.

GROSS, 10¢ Each

Colors.... big 10¢ Each

"tips" to CLASSIFIED CARDS.

THE BILLBOARD notice. Address Leader, Box 113, Columbus, Ohio.

ARRANGER—10 YEARS' THOROUGH EXPERIENCE.

Contact Musician, Room 334, Chicago, III. H.R.

BILLBOARD, 113 Clinton St., New York City.

PIECE

Write Howard Fuller, Kansas City, Mo.

MODERN DANCE ORCHESTRA

FOR YOUR ENGAGEMENTS. Violin, cello. piano (or- der, etc.)

JUNE 1st and 2d.

WRITE Howard Fuller, Kansas City, Mo.

LIKE

IF YOU WANT TO SELL THEM, WRITE TO:

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR OPEN FOR NIGHT

Or day work.

WRITE Howard Fuller, Kansas City, Mo.

THE M. S. VICTOR FOUNTAIN PEN CO., INC.

Established 1919

225 Lafayette St., New York 12, N. Y.
Quality Merchandise at its BEST!

See Display N. A. T. D. Convention APRIL 12-15 1948 Palmer House CHICAGO

Takes In $325.00
Avg. Profit $114.80
Max. Profit $131.00

Takes In $60.00
Avg. Profit $30.45
Max. Profit $32.25

Takes In $105.00
Avg. Profit $45.98
Max. Profit $73.00

Takes In $120.00
Definite Profit $47.00

Takes In $60.00
Avg. Profit $30.00
Max. Profit $30.80

Takes In $75.00
Avg. Profit $33.15
Max. Profit $61.50

240 AND 300 HOLES
Takes In $91.00
Definite Profit $81.50
Less Cost of Prizes

ALL IN CIG. PAYOUT

Also in Cig. Payout

All Boarids in This Ad Can Be Had At San Francisco Office

Pioneer MANUFACTURING CO.,
2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS
LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in care of The Billboard, please mail it to

Each office according to the office of The Billboard where it is held.

Cincinnati, New York, Chicago, and St. Louis. To be listed in following week's issue making it reach New York, Chicago, St. Louis by Wednesday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Adams, Barney
Ahearn, Sister
Armstrong, H. A.
Aschey, Albert
Babcock, L. M.
Barker, J. L.
Barker, Geo. H.
Bartlett, Geo. C.
Barrett, R.
Bean, Fred
Beard, M. N.
Beck, F. W.
Beery, guy
Beery, L. E.
Behrens, F. B.
Behrman, A. J.
Bell, Mrs. Richard
Bennett, P.
Bennett, Joseph
Bennett, Eugene
Benge, A. G.
Bermont, R. L.
Bettis, Edith
Beverly, E. B.
Beverley, A. F.
Beverly, L. E.
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MAIL ON HAND AT
CHICAGO OFFICE
155 No. Clark St.
Chicago 1, Ill.

Andrews, Frances 234 N. Park Ave.
Avery, Anita 2 E. 87th St.
Baker, Grace 1229 S. Wabash Ave.
Bingham, Mrs. C. J. 1302 N. State St.
Blanchard, Mrs. S. 700 N. Dearborn St.
Borden, Charles 3103 W. Randolph St.
Brown, Mrs. A. S. 754 N. Dearborn St.
Chaffee, Mrs. A. M. 820 W. Madison St.
Cline, Mrs. T. 519 N. Michigan Ave.
Cook, Mrs. L. 512 S. Dearborn St.
Cory, Mrs. L. 1501 S. Michigan Ave.
Dando, Mrs. J. 680 S. Dearborn St.
Davies, Mrs. A. J. 1718 Sansom St.
Dowling, Mrs. J. 1220 S. Michigan Ave.
Dyer, Mrs. O. 814 W. Randolph St.
Ecker, Mrs. L. 1032 S. State St.
F always, Mrs. G. 1231 S. Dearborn St.
Fay, Mrs. F. J. 1400 W. Madison St.
Ferrell, Mrs. J. 1238 S. Michigan Ave.
Fink, Mrs. J. 512 S. Dearborn St.
Fischer, Mrs. C. 519 N. Michigan Ave.
Gage, Mrs. L. 1501 S. Michigan Ave.
Gardiner, Mrs. T. 519 N. Michigan Ave.
Gray, Mrs. J. 1032 S. Dearborn St.
Hackett, Mrs. J. 1220 S. Michigan Ave.
Haggart, Mrs. J. 1501 S. Michigan Ave.
Hamer, Mrs. J. 512 S. Dearborn St.
Henderson, Mrs. C. 1231 S. Dearborn St.
Hines, Mrs. C. 1032 S. Dearborn St.
Huntley, Mrs. C. 519 N. Michigan Ave.
Hughes, Mrs. J. 1501 S. Michigan Ave.
Hunt, Mrs. J. 512 S. Dearborn St.
Irons, Mrs. J. 1032 S. Dearborn St.
Jackson, Mrs. C. 519 N. Michigan Ave.
Jenner, Mrs. J. 1032 S. Dearborn St.
Johnson, Mrs. C. 519 N. Michigan Ave.
Jones, Mrs. J. 1231 S. Dearborn St.
Keller, Mrs. J. 1220 S. Michigan Ave.
Kendall, Mrs. J. 1032 S. Dearborn St.
Kearns, Mrs. J. 519 N. Michigan Ave.
Keough, Mrs. J. 1501 S. Michigan Ave.
Kewley, Mrs. J. 1220 S. Michigan Ave.
Kilby, Mrs. J. 1032 S. Dearborn St.
Kirby, Mrs. J. 519 N. Michigan Ave.
Kirk, Mrs. J. 1501 S. Michigan Ave.
Kirkland, Mrs. J. 1231 S. Dearborn St.
Kirkpatrick, Mrs. J. 1220 S. Michigan Ave.
Kirkwood, Mrs. J. 1032 S. Dearborn St.
Krause, Mrs. J. 519 N. Michigan Ave.
Kress, Mrs. J. 1501 S. Michigan Ave.
Kubly, Mrs. J. 1220 S. Michigan Ave.
Kunze, Mrs. J. 1032 S. Dearborn St.
Kyle, Mrs. J. 519 N. Michigan Ave.
Kwiatkowski, Mrs. J. 1501 S. Michigan Ave.
Lambert, Mrs. J. 1220 S. Michigan Ave.
Lewan, Mrs. J. 1032 S. Dearborn St.
Linden, Mrs. J. 519 N. Michigan Ave.
Lloyd, Mrs. J. 1501 S. Michigan Ave.
Lott, Mrs. J. 1220 S. Michigan Ave.
Loy, Mrs. J. 1032 S. Dearborn St.
Lucas, Mrs. J. 519 N. Michigan Ave.
Mack, Mrs. J. 1501 S. Michigan Ave.
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MacLellan, Mrs. J. 519 N. Michigan Ave.
Manchester, Mrs. J. 1501 S. Michigan Ave.
Manning, Mrs. J. 1220 S. Michigan Ave.
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Marsh, Mrs. J. 519 N. Michigan Ave.
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Matlock, Mrs. J. 1220 S. Michigan Ave.
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McCoy, Mrs. J. 519 N. Michigan Ave.
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Mclaughlin, Mrs. J. 519 N. Michigan Ave.
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McKenzie, Mrs. J. 1032 S. Dearborn St.
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Pipes for Pitchmen

By Bill Baker

RITA THOMPSON...wants to have her pipe in the F. W. Grand store in Milwaukee during the holidays to good results.

You can be happy without a fortune, but you can't be happy without a friend.

RENA COHAN...is reported to have sold small towns working polish for Charlie Lyons.

ART KESSLER...well known in pitch circles, is manager of the Milwaukee office of the Household Finance Company.

Life is fleeting. Now is the time for pitchers to formulate new plans.

LUCY WAGGONER...is getting some long green pitching magic grass at the F. W. Grand store in Milwaukee.

They tell us...that the Silver Dollar Days at Hope well, N. M., proved a red one, as did the Tortilla Festival in El Paso, with all who worked the event coralling plenty of long green.

Have you emerged from your winter slumber? If your business, you'll have to go out and git it.

MARJORIE FIELDS...worked her new rug needle at the Tortilla Festival in El Paso, to substantial business. She's making plans for a tour of Honolulu instead of making the Faith this reason.

CLIFF MEYERS...worked egg dyes at the W. T. Grant store in Milwaukee during the Easter holidays and reported good scores. Her doubts at a commodem-manse at Phil Henkel's Korn Krib under the name of Cliff Sears.

Prexige, as some successful pitchers know, is a wonderful tool.

IN RECENT YEARS...I suffered the loss of tools, stock, clothes, etc., when I was on the road," letters Henry H. Varney from Akron haunts. "If find that by having a centrally located permanent base at Akron, where I pay rent by the year and have a locked garage together with a place to store merchandise I run well ahead by so doing. Too ofen I used to find myself unequipped to work but now I can drive back to

Akon and pick up what I want and need. Things are good here and people respond to good treatment. Since shows have permanent winter quarters here, why can't salesman? I appreciated reading Sid Sidenberg's articles very much. He has covered all phases of the pitcher game. Our local Goodyear aircraft is retooling for Lockheed and Boeing work. We have an old-timer here with novelties who is collecting the goodie." Jerry the Janmer Says: "No one, not even the pitcher, has lived long enough that he can do just as he pleases."

SOLLY FIELDS...chall ciked up a successful run with gadgets at the recent Tortilla Festival in Pocas, Tex. He plans to take in the Six Shooter Roundup at Langtry, Tex., before heading north.

BELLE SATTLER...worked Easter egg dye at the Krenge store on Wisconsin Avenue, Milwaukee, to her business.

BEN (HOBO) BENSON...sold a following from New York: "Returned here from a two-month tour of Florida. The Alligator is a good one for pitchers to see clear of. The same thing can be said of the South. I still believe that New York and Chicago are the street pitcher's paradise. All of

MUSICAL PIGGY BANK

with

IMPORTED SWISS

MOVEMENT

$40.00 DOLLARS

Send $4.00 for Sample

SAME BANK WITHOUT MUSIC

$15.00 DOLLARS

2 Doz. to a Case

ART & CRAFTS STUDIOS

654 W. HUBBARD ST.

CHICAGO 10, ILL.

MOTHERS' DAY

CARNAATIONS

Made of finest Callas or Rico carnations, arranged in a bouquet in a hand-painted glass, paw, with velvet or satin ribbon bow. A beautiful gift for the special lady. Size 6x8. Price $4.50 per bouquet. Orders must be received by February 15th. Free delivery in Chicago area. Min. order 12 bouquets. A choice selection of red, green, and white carnations.

KANT NOVELTY COMPANY

223 Third Ave.

Pittsburgh 22, Pa.

PLASTER WITH PLENTY OF FLASH

Get our new smooth and thin dip finish, Kathy Quick, with plus color FLASH. When you wants looks like china, use FLASH. Sizes: 1 lb., 13 lb., 6 lb., and 2 lb. ($0.75 per lb.) Each. 60% deposit required.

LOUISVILLE STATUARY COMPANY

2517 Frankfort Ave.

Louisville, Ky.

NEW LADIES' WATCHES

"LADIES' Wearable" Watch, 7 jewel, blugingham crystal, N. S. 2.200. Elegant ladies' timepiece, no skeletonized case. Petal, RGP, and other cases. $14.20

120 15 jewel, 5 1/2, RGP, and other cases. $16.50

120 15 jewel, 5, RGP, and other cases. $18.00

Price List enclosed for additional watch or ladies' accessories. Shipped post-paid or cash. "LADIES' WATCHES" Department, 309 South LaSalle St.

Festy Arosis

CHOCOLATES, 36c lb.

Alasdaire Cigarettes, Two-Cents, 1 lb. Sickle Two Cent. No. 2 Cigare t, 1 lb. Pens, 1 cwt. 30 lb. LEATHERS, 1 lb. 50 lb. Leather, 5 lb. 100 lb. Leather, 25 lb. 100 lb. Leather, 50 lb. 200 lb. Leather, 100 lb. Sample, 15c. 25c Cash on C. D.

Barbara Frithich Chocolates, Frederick, Md.
Douglas A. MacArthur

“Man of the Hour”

LARGE PORTRAIT (SIZE 22x28)

FAST SELLING • BIG PROFITS

Retails for $1—Your profit 50¢

Send $1 for sample to be convinced

DIANE PRODUCTS CO., DEPT. 8B

220 Sth Ave., New York 1, N. Y.

YOU SAY YOU WANNA MAKE MORE MONEY?

HERE’S A HOT ITEM ANYWHERE, ANYTIME


ELEEGE PRODUCTS, M'F'RS

4126 SHERIDAN ROAD

CHICAGO 40, ILL.

PLASTER STATUES

SWAGGER CANES

MAHAIAN LEIS

SLUM

BASEBALLS

CLASSWARE

CRINK CORKS. Each... $4.95
5-INCH POCKET COMBS, Gr. ...1.50
NO. 4. BALLOONS, Gr. . .90
NO. 10 BALLOONS, Gr. .1.25
GLASSWARE, Shell, Gr. .3.00

WHITTE’S NOVELTY HOUSE

130 WEST JACKSON AVE., BOX 1270

(PHONE 2-4410)

KNOXVILLE 6, TENN.

New Sales Sensation!

VENUS

SALT AND PEPPER SHAKERS

A Natural for Clubs, Hotels, Stores, Taverns, Etc.

$4.25 Per Dozen

Every bottle will wear those plastic salt and pepper shakers—each equipped with full length, extra large glass jars. Each jar 4-inches tall, eit packed in colorful box, ready for retail or wholesale sale. 25¢ deposit.

13½ oz.—Balanced C. O. D.

PLATE SALE

160 W. Ramond St., Chicago 11, Ill.

GENUINE LEATHER, ALL-AROUND ZIPPER VALVE LETS, hand painted, 3 in. x 12 in. $4.25

COLORS: Brown, Black, Green, Tan, White, Blue, Assorted, 1 piece per lot.

Sample, $1.35

- DOLLY—Walt-thom, Dancing Bunny—Doll, for children, at play. $1.75

- LADY—Walt-thom, Dancing Lady—Doll, for children, at play. $1.75

- VINTAGE—Walt-thom, vintage lady—Doll, for children, at play. $1.75

ELEN—Buloa—Walt-thom, $9.50

7 Jewels $11.95
15 Jewels $14.95
25 Jewels $19.95

Swiss Watches Lexus & Gent's

Silvertone Band, extra charge.

Rhodium Dial $2.00 Extra

Write for price list on watch, jewelry items. 25½% with order, bal. C. O. D.

WINNEM'S

101 Beale, Dept. M, Memphis, Tenn.

STREETMAN

STOCKWIELDERS

PEARL CHOKERS

Ladies, Gentlemen, and Girls. Dressy, Perfect on Every Match. Something new, individually boxed. 1 Dollar-

Unit Price $1.50-

Aut. Bracelet, Earring To Match. In-

dividually boxed. 1 Dollar-

Unit Price $1.50-

Costume Jewelry

Floral Sprays and many others to interesting 25¢ each. All workmanship is In-

dividual—boxed. 1 Dollar-

Unit Price $1.50-

For Order—$5.00 — Sonick, 1.00

200 Dunshee Watch, Order Number, 100.00.00.

BENJO NOVELTY CO.

148 Port Ave. New York City

NOW 5!-

N. Y. C.

Central

Confectionery

LESS THAN 2 CENTS EACH

Intemodary Offer—Assorted Key Chains

ONLY $1.95 PER 100

Keep your customers happy and satisfied.

HOPKINS NOVELTY CO.

334 Branch Ave. Providence, R. I.

Sensational New Item

Concessionaires, Toy, Novelty Shop!

Press the Button

Watch the wheels spin and "BINGO"

The family's favorite Winning Game!

Fun gamble for him and her. Takes up little room and home with all the thrills, fascination and excitement of a real BINGO GAME. Games of entertainment at parties, games for children and grown-ups who get their share of fun. Push the plunger down. "BINGO!" and you instantly know who the next winner is. BINGO is a complete game of chance. Furnished complete with master chart and good supply of BINGO cards and chips. Satisfaction guaranteed. Send in the order blank for your cash, 200 sticks of steel and finished with alternate lively nickel and dull satin stripes.

25¢ with order, balance C. O. D.

BERNARDINE CO., INC.

501 Sixth Ave., New York 11, N. Y. Dept. 88-B

Make $5.00 A Month!

Big, big profits paid every 2 weeks. BIG, BIG PROFITS! NOW! Earn up to $5.00 a week! Earn up to $5.00 a week! Run the CHANGES for the store. Make $5.00 a month. Send for your immediate start. We pay all expenses. Earn up to $5.00 a week! We have made all arrangements to suit your own convenience.

WRITE FOR YOUR SAMPLE OFFER TODAY!

Metal Plated Charms

In bright gold and silver finish

Metal Plated Charm, Series 6.00

Metal Plated Charm, Series 7.00

Metal Plated Charm, Series 8.00

Metal Plated Charm, Series 9.00

Plastic Charm, Big Series 2.00

Plastic Charm, Little Series 1.50

SAMUEL EPPY & CO, INC.

WORLD'S LARGEST CHARM MANUFACTURER

RICHMOND HILL 1, N. Y.

Looking for a Product...

That has honest to goodness repeat sale value you can build a good, dependable and business of your own? A NATURAL FOR MAIL ORDERede S. WRITE...

Wave Products

Dept. 10, 900 E. Taylor, Kokomo, Indiana

Novelties for Jokers

Merchandise includes $50.00 in value. 50¢ per gross to those who order and pay in full. Orders must be paid for in full. Goods missioned, 25¢ per gross, balance, order same day.

BLUE MOON SPECIALTY CO.

Dept. 6, Ravevontown, W. Va.
MUSICAL FAWN
Beautifully made of 100% Rayon fill with cotton stuffing. Each Fawn contains a small Music Box with a gentle melody and glass eyes (2 colors available).
To play, wind up like a clock.
17" HIGH.
$51.00 doz.
Samples, $5.00 ea.
Furs without Music Box:
$24.00 per doz.
Samples $2.50 ea.
25% Deposit With Order, Balance C. O. D.
PLACE YOUR ORDER NOW!

Joe End & Co.
435 W. PWAY, N. Y., 12, N. Y., W.A.5.280

MONEY WILL ROLL IN
with MUSICAL BALLOONS!
ALL SALES SUCCESSFUL
BLOW IT UP
THEN HEAR
THE MUSIC
GO 'ROUND
ABOUT

10 Doz. Lots $5.00 ea.
5 Doz. Lots $5.50 ea.
$2.75 Gross
Send 25c for Sample Assortment

HORSE RACE CARDS
PIC TWIST
20 Complete Sets to Package, with Magic Developing Envelope. Retail $1.00 Per Package. Package packed 12 Packages in a happy decorative box. Exclusive.
$5.40 Doz. Packages
$15.00—3 Doz. Packages
(Write for prices in larger quantities)
3 SAMPLE PACKAGES, $2.50 PREPAID
Deposit with order, balance C. O. D. Order filled immediately.

STAR SPECIALTY CO.
DEPT. B-3
BUFFALO, N. Y.

BINGO SUPPLIES
AND EQUIPMENT
IMMEDIATE DELIVERY!
- ELECTRIC FLASH BOARDS
- RUBBERIZED WIRE CAGES
WRY OF WRITE FOR CATALOG

John A. Roberts
515 Halsey St. • Newark 2 • N. J.

ATTENTION: DEALERS
Stock this Shur-Flite Bingo Set. The Immediate Frozen Prices listed. Order now. Twelve cards and two ping pong balls. Full set is absolutely ideal for all bingo games. Short supply. Shur-Flite Bingo Set $2.00. Order yours now before they are sold out.

MIDWEST MERCHANDISE CO.
1100 BROADWAY
KANSAS CITY, MO.

MERCHANDISE

Be Supreme With Sterling
No. A3-SS
Solitaire

No. B6-SS
Wedding Band

Ever popular Sterling Silver & Bone Engagement Ring and Wedding Band.
$8.95 For Doz. Set (24 Rings). No. B6-SS

Same Style—Gold Filled

$12.95 For Doz. Set (24 Rings). No. B6-SS

Send your own engraving.

$7.00 Gold Filled

Men's Three-white, Two-tone ring—All white or red by combination.

$18.00 per doz.

Men. No. 978-SS

STERLING JEWELERS
20 E. GRAY ST.
COLUMBUS 15, OHIO

CASH for it: sell the best.

The
NEW ERA TAYLOR-MADE
ELECTRIC HAIREMOVER

Selectively moves to make rather than may be used quickly, safely, conveniently. Simple to use and self REGULATING. A need for every home where scientific care requires no shaving. Denies the need in a line barber shop. No. 101 Taylor-Made Remover 250 to 300 Cuts Per Hour. Hair down to 4".

47c Baldness, $1.00 Baldness

New Era Enterprises, Inc.
1 Park Pkce, Dept. B, New York 7, N. Y.

CAN YOU USE IT?
If so, Here's an Unbeatable Value!
TIENED FRUIT CAKE
Case of 2 1/2 Lbs. $1.00
Case of 1 1/4 Lbs. $1.00
This is high-quality fruit cake— bacon packed in a box, individually ideal for shipment overseas. We sell thousands of pound lacs at $2.40 each this Christmas. Now is the time to order and be prepared giving it away. Write or wire.

J. J. A. CO.
1917 W. North Ave.
Milwaukee 6, Wis.

FULLY GUARANTEED
BULOVA
Gents, watch-crystalized, 17 jewels, $16.00.
Other styles. Complete line. Pocket watches.

15 JEWELS $15.00
17 JEWELS $17.50

With Thistle dial, 12 jewels, $15.00.

IRVING BERK
145 W. 46th St.
New York City

Are YOU NOW FRAMING?
REMODELING?
THEN WRITE
FOR OUR

"Early Bird" Catalog
AND ORDER THESE ITEMS BY MAIL

ARE YOU NOW FRAMING?
REMODELING?
THEN WRITE
FOR OUR

"Early Bird" Catalog
AND ORDER THESE ITEMS BY MAIL

MINIATURE GLASS MUGS, GROTS
Glass E. & P. Brokens, Gross 5.00
White Milk Brokens, Gross 5.00
Black Paper Dinner Mugs, Gross 75c
Plastic Drink Cuts, Etc., Gross 3.50
Rayon Fog Blows, Gross 1.25
Mirror Mame Blows, Gross 3.00
Color Blows, stfift covers, Gross 3.00
15 Cm. Glass Hat Blows, 50c
1 oz. Glass Blows, 50c
1 1/2 oz. Glass Blows, 50c
2 oz. Glass Blows, 50c
Smallest Whist, angled, Gross 30c
F. E. Paper Whistles, 100c
Worth Tune Blles. Gross 30c
Weighted Felted Darls. Gross 1.25

LARGE BABY BUMPKINS
#202—assorted
Two-Tone Colors
$10.00 Per Doz.

Terms: 25% with order; balance C. O. D.
City. Samples; add 50c cents for shipping.

ROSE SALES COMPANY
805-909 MUNROE AVE. ASBURY PARK, NEW JERSEY

BUY IN THE MIDWEST
We have ready for immediate shipment a most complete line of all carnival concession merchandise. Write for Circular No. 248, hundreds of items at New Low Prices.

MIDWEST MERCHANDISE CO.
1100 BROADWAY
KANSAS CITY, MO.

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Wares, Decorated Tinware, Toys. Every kind of Glennies, Blankets, Men's, Women's, Necessities, Planter, Slum, Flying Birds, Whips, Balloons, Hats, Cards, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Involved in.

ALMC PREMIUM SUPPLY CORP.
1111 South 12th St. St. Louis 4, Mo.
**SALESBOARDS**

**Communications to 185 No. Clark St., Chicago 1, Ill.**

**April 10, 1948**

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**IT'S HOT IT'S A SURE FIRE SELLER**

Universal Manufacturing Company, Kansas City, Mo., is running at full production these days, with orders coming in and shipments going out with a steady regularity, says Universal's chief, Mr. Joseph berkowitz, major domo of Universal and thirteen other firms (Bee-Jay Products, Inc., Chicago; Triangle Manufacturing Company, Inc., Minneapolis, and eight others in the group, Pyramid Products, Cleveland) has had the title, "fire-star admirer of the firm," bestowed upon him by the officials and employees of the company. They feel that after covering over 185,000 air miles in his business travels, Berkowitz has earned the title and is worth his weight in gold. Whether he is flying to New York, Illinois and Iowa with Manny Lobel, a new sales representative in that territory.

Morrie Landau, Container Manufacturing Company's (St. Louis) district manager for Missouri and Nebraska, has been doing all he can for the board industry and his alma mater, according to firm's vice-president, Jack Morley. Jack makes no bones about pegging Morrie as one of the top men in the industry, both business and personality-wise. Jack adds that Container has some new ideas which are about to be produced and will soon be released to the industry. Here is where they are sure-fire customer getters.

Sam Feldman, Harlich Manufacturing Company (Chicago) sales manager, reports Sales Director, Manny Guttermann is off on another of his flying trips. Manny left the city Monday (39) on a two-week tour of the East. Jerry Scanlen, who recently left off his board operation in Cheyenne, Calif., to reopen the Harlich sales organization, will chalk up another birthday come May 3. His many friends are now forewarned.

Irwin Secora, Secore & Secor, Chicago, begins a motor trip thru Nebraska and Iowa Monday (5). He figures to stay a two-week tour of the property. Charles E. Leedy, Gardner & Company (Chicago) sales manager, is back from his southland journey. Firm’s Vermont (Big Girlie) Girl boards are proving to have the greatest gimmick to hold players interest. Available in eye-catching colors and forms, the boards are hitting the right spots in sales. Company officials claim.

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**SALESBOARD SIDELIGHTS**

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**CLOSE-OUT**

On Salesboards, Tickets and Merchandising Deals.

—Salesmen are always on the lookout for new ideas and promotions, and one such idea is the close-out. For the paper which is going out of print, the close-out provides a way for the company to get rid of their old stock at a profit. One close-out idea that is gaining popularity is to offer a deal where the customer can get the old stock at a discount, while the company gets rid of their excess inventory. This can be a win-win situation for both the company and the customer, as the customer can get a good deal on a product they need, and the company can reduce their inventory costs.

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**CONTAINER PRESENTS SUPER TYPE TICKET**

ST. LOUIS, April 3—Jack Morley, vice-president of Container Manufacturing Company, has announced production of a new board with giant tickets, each having six symbols, or numbers, which is being marketed as an industry innovation. Each ticket is 2½ inches long and approximately two inches wide.

Reminiscing on firm's past introduction of new ideas in the board field, Morley recalled how they introduced a board idea which was so thin and personal and personality-wise,. Jack adds that Container has some new ideas which are about to be produced and will soon be released to the industry. Here is where they are sure-fire customer getters.

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**NEW CARDED TICKET**

With Municie Novelty

MUNCIE, Ind., April 3—Municie Novelty Company here is introducing a new version of the ticket game, according to firm official H. M. Shoeemaker. The game, called Whiz, is in production.

Ted Broyles, firm president, is preparing to make an extensive Western trip to line up distributors in that sector, Shoeemaker reports.

Formerly with several other ticket companies in an executive capacity, Shoeemaker has been with Municie Novelty for the last two years.

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**SALESBOARDS**

**All Orders Shipped Same Day Received**

<table>
<thead>
<tr>
<th>Model</th>
<th>Play</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>480A</td>
<td>20c</td>
<td>Kwik Fin, Giant Whiz, Girl Board. 480B</td>
<td>65.30</td>
</tr>
<tr>
<td>520A</td>
<td>25c</td>
<td>Videopack, Girls Board. 520B</td>
<td>65.30</td>
</tr>
<tr>
<td>480C</td>
<td>35c</td>
<td>Barely Speaking, Girl Board. 480D</td>
<td>65.30</td>
</tr>
<tr>
<td>520C</td>
<td>35c</td>
<td>Standard, Girl Board. 520D</td>
<td>65.30</td>
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<tr>
<td>480D</td>
<td>5c</td>
<td>32¢ Ticket, Girl Board. 480E</td>
<td>65.30</td>
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<tr>
<td>520D</td>
<td>5c</td>
<td>32¢ Ticket, Girl Board. 520E</td>
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<tr>
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<td>$1</td>
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<td>65.30</td>
</tr>
<tr>
<td>520E</td>
<td>$1</td>
<td>32¢ Ticket, Girl Board. 520F</td>
<td>65.30</td>
</tr>
</tbody>
</table>

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**SALESBOARDS LARGEST SELECTION IN THE NATION**

---

**ECONOMY DISTRIBUTING CO.**

---

**推动卡操作**

-- 所有操作正在进行。

是否需要进行的推广活动，请在以下联 合上告知我们。

---

**TICKET MASTER Brigadier**

---

**WORLD'S BEST BOARDS, TICKETS, CARDS & DELUXE MFG. CO.**

---

**FIND A SWEETHEART, Thru N. 90c to $1.00 Ticket**

---

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<tr>
<td>2171</td>
<td>5c</td>
<td>Luck Buster, Thru D.</td>
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<tr>
<td>2172</td>
<td>5c</td>
<td>Luck Buster, Thru E.</td>
<td>$0.75</td>
</tr>
<tr>
<td>2173</td>
<td>5c</td>
<td>Luck Buster, Thru F.</td>
<td>$0.75</td>
</tr>
<tr>
<td>2174</td>
<td>5c</td>
<td>Luck Buster, Thru G.</td>
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<td>2175</td>
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<td>Luck Buster, Thru H.</td>
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<td>2176</td>
<td>5c</td>
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<td>2177</td>
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<td>Luck Buster, Thru J.</td>
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<td>Luck Buster, Thru K.</td>
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<td>Luck Buster, Thru L.</td>
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<td>Luck Buster, Thru M.</td>
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<td>2182</td>
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<td>Luck Buster, Thru O.</td>
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<td>2183</td>
<td>5c</td>
<td>Luck Buster, Thru P.</td>
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<td>2184</td>
<td>5c</td>
<td>Luck Buster, Thru Q.</td>
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</tr>
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<td>2185</td>
<td>5c</td>
<td>Luck Buster, Thru R.</td>
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</tr>
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<td>2186</td>
<td>5c</td>
<td>Luck Buster, Thru S.</td>
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</tr>
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<td>2187</td>
<td>5c</td>
<td>Luck Buster, Thru T.</td>
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<td>2188</td>
<td>5c</td>
<td>Luck Buster, Thru U.</td>
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<td>2189</td>
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<td>Luck Buster, Thru V.</td>
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<td>2192</td>
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<td>Luck Buster, Thru Y.</td>
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<tr>
<td>2193</td>
<td>5c</td>
<td>Luck Buster, Thru Z.</td>
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**WORLD'S BEST BOARDS, TICKETS, CARDS & DELUXE MFG. CO.**

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**DELEGATE BUILDING 601 Del Mar Drive, Chicago, Ill.**
Under the Marquee

(Continued from page 55)

ver engagement the unit goes to Sarasota, Fla., for a short rest before starting its summer tour May 9.

Customers watching Garden Bros. Circus' opening performance March 29, in Toronto, received an unexpected thrill when Sheba, six-year-old lioness, broke loose in the building. Gladys Gillem, trainer, and cir-

cus attendants finally cornered the animal, but not before Mr. M. H. had clavved a 14-year-old boy. His wounds were not serious.

Frank J. Lee narrowly escaped death in March when his truck collided with his car near Milan, Tenn., overturning it and pushing it down an embankment. Lee, who sustained slight head bruises and a wrenched shoulder, was en route to New York, Conn. 'Bros.' Circus' foreign acts and its English ballet girls.

Early-day ticket seller who started at $3 per week, cokes and upper, retired wealthy because he was thirty enough to have 200 weekly.

Doc Waddell will do special ad-

work for Mills Bros. in addition to his regular work to his regular work of film work

in. During April, at the first seven stands, he will preach in churches, address luncheon clubs, schools and broadcast over ra-

dio stations. Waddell recently was the sub-

ject of a feature story in the Weekly magazine by John McClell

and titled Pastor of the Big Top.

SID show line-up of Rogers Bros.
Circus includes Harry Leonard, Mrs. Mancelle, front man, Ted Milligan Sr., and Bob Hunt, tickets; Mrs. Milligan, door; Great Gordon, magic; Ted Milligan Jr., Punch; Floyd Arnold, musical rube; Madam Jean, electric chair; Lady Iris, sword box; Two Leonards, impression; Ira Gaskill, dancing and snakes; and Wantele, fire eater.

During the early weeks what can hap

pened in a circus which hasn't already hap

pened in the last 40 years, except perhaps an exceptionally dry spring.

Ray Brison's* cards from Reading, Pa., that the James M. Cole Circus has posted $100 with the city treas-

urer there for a permit for the circus to appear at Heister's Lane lot April 16. It was noted that the city will be required to collect the 10 per cent city amusement tax on admissions. Brison also informs that the Raymond Lee Circus is slated to open in Vir-

ginia May 2, with R. J. Shaver again in capacity of agent, his second sea

put his dogs by their rou-

time.

Arthur Stahlman, concession man-

ager, is getting equipment ready. He also is working on the show program. Working with him is E. W. Sina.

*WALTER D. NEALAND.

MILLS BROS.

(Continued from page 54)

Card game

$1.95 Play

$1.49

$1.49

$1.95

$1.75

$1.75

$2.25

$2.50

QUANTITY BUYS—

WRITE FOR SPECIAL PRICES

Barnes of the old Berkshire

to resist letting natives or

under sidewalkers into circuses at bargain

prices.

Jo Lewis, clown, and Eva May, the featured lady on the fol-

lowing date shrines: Shrine Circus, Omaha, April 15; for Rink Wright, 10; for

Circus, Washington, April 19-25, for

Orrin Doveposit; Shrine Circus, Win-

nipeg, May 3, then Chicago, Edmon-

to, Alta., ending May 29. Bert and Corinne Dees, who make the Canadian

travelling with the Royal Kitchener, will follow the same route, and the

Aerial Solis will play it Washing-

ton, then go to the St. Louis Police

Circus.

In Hayreke, Io., no one paid much

attention to the Hawkins girl who lived in the Impossible place until she

returned to her native haunts as an annex dancer.
PUNCHBOARD DISTRIBUTORS!!!

Exclusive territory deals now being made to a select group of distributors. Our prices and discounts will make you money.

New line of QUALITY Boards made by the NEWEST and MOST COMPLETE FACTORY, now in full operation.

Act Now---Before your territory is gone.

PEERLESS PRODUCTS, INC.

633 S. PLYMOUTH COURT
CHICAGO, ILLINOIS

TELEPHONES:
HARRISON 2971, 2972, 2973, 2974, 2975

A Winner...

240 MGL HOLES
SIX TICKETS
FOR 25c PLAY
LARGE GIRLIE
MONEY BOARD

Takes In .......... $60.00
Av. P. .......... 29.40
Profit .......... $30.60

FORM NO. 712 MGL

HARLICH MFG. CO.

1290 N. HOMER AVENUE
CHICAGO 5, ILLINOIS

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word... Minimum $2
Remittance in full must accompany all ads for publication in this column...

Forms Close Thursday for the Following Week's Issue


20. EXHIBIT HALL CRAW DROPS. To BELL. Send address, name, and cash for inspection. 6012 W. Fullerton Ave., Chicago. L. G. Thomp.

MILLS BROS. & CO. 332 N. WABASH AVE., SUITE 561, CHICAGO.

QUALITY BOARDS AT BARGAIN PRICES


Will Trade Punch Cards and Coin-Capacity Machines. Already setup and completely reconditioned. 25 different styles in stock. Will pick up or send, C. D. Pearson, 1148 W. 4th St., Chicago 7 Ill.

The Billboard
April 10, 1948

SALESBOARDS

1000 S. 15TH ST., JACKSONVILLE, ILLINOIS

PHONE 2079

SEE—PIONEER MFG. CO.'S Sensational FULL COLOR AD

PAGES 91-92—THIS ISSUE
Operator Interest Runs High
In Big Four-State Conclave

MINNEAPOLIS, April 3.—With less than four weeks to go before the four-State convention takes place in the Radisson Hotel here, it was virtually assured that a sellout of booth space would be achieved before the event takes place, April 26-27, according to Ken Ferguson, Stillwater, Minnesota, who is handling publicity for the convention show.

Due to the fact that this is the first big convention held in the Twin Cities, Ferguson said, several coin machine and record distributing firms that are supporting this event are going all out in helping to make this an outstanding event. He added that publicity for this event as well as recording artists will appear for the two-day show.

Unusual Interest

One of the surprises of the convention thus far has been the fact that so many operators from neighboring States, Michigan, Montana, Nebraska, Iowa and Illinois, as well as some Canadian operators, have made plans to attend.

Ferguson also revealed that the secretary in this part of the country toward the event indicates a heavy turnout of operators. He attributed this to the fact that many operators who would like to have attended the two big Chicago conventions last winter did not do so because of unusually bad weather. While many coinmen here have smaller routes they could not let their feeling for the time that it would have taken to get to the Chicago conclaves.

Program for the four-State, regional meeting has been set as follows:

Monday (26)—Exhibits open from 9 a.m. to 9 p.m., closed from 10 a.m. to 10 p.m. Also on this day there will be an open (See Operator Interest on page 120)

Industry Taxation Threats Temporarily at Standstill
As 5 Legislatures Adjourn

CHICAGO, April 3.—Give more State legislatures have adjourned, bringing the threat of new taxes to a virtual standstill. Despite the fact that this is an "off" year for legislatures across the country, no new taxation in regular session last year—the past three months have seen a flurry of activity as States worked to build up their own treasuries and at least ease the financial burdens of municipalities.

Arizona, California, Kentucky, Utah and Virginia lawmakers have had their last day and packed up for home and the Mississippi Legislature is set to adjourn.

In its closing days the Kentucky Legislature pushed through a general coin machine tax (see separate story elsewhere in this section) despite strong objections of operators. Automatic merchandising operators, however, did win a few concessions, and food vendors were exempted from the fees.

In Mississippi, coin laundries are to be taxed according to the size of the city in which they are located, with a 1-cent tax on machines that started out and a measure to prevent the visual medium for taxation (See Industry Taxation on page 120)

Calendar for Coinmen
April 7-8—National Automatic Merchandising Association, Region 3 and A (Virginia, Maryland, Delaware, New Jersey, Pennsylvania, New York, Ohio, Florida, South Carolina, Georgia), percent, 1947 Business, Cleveland.
April 12-16—National Association of Tobacco Distributors (NATD) annual convention, Palmer House, Chicago.
April 14—Ohio State Phonograph Owners’ Association, annual convention, Columbus, Ohio.
April 23-24—National Automatic Merchandising Association, Region 4 (North Carolina, South Carolina, Tennessee, Mississippi, Georgia, Florida, Georgia), Grove Park Inn, Asheville, N. C.
April 26-30—American Management Association, annual packaging conference and exhibition, Cleveland Auditorium, Cleveland.
April 26-27—South Dakota, North Dakota, Minnesota and Wisconsin State operator associations, convention and exhibit, Hotel Radisson, Minneapolis.
April 30-May 1—National Automatic Merchandising Association, Region 9 (Oklahoma, Arkansas, Louisiana, Texas), St. Charles Hotel, New Orleans.
May 23-27—Super Market Institute, Stevens Hotel, Chicago.
June 14-16—National Candy Wholesalers’ Association, Inc., convention and exposition, Sherman Hotel, Chicago.
June 14-17—Radio Manufacturers’ Association, convention and exposition, Stevens Hotel, Chicago.
June 20-26—National Small Business Men’s Association, convention, Palmer House, Chicago.

Pinball Games Get Airport Blessings

DETROIT, April 3.—Pinball machines in the Willow Run Airport terminal building have received the blessing of both Robert Elkins, vice-president of the University of Michigan, and Henry S. Maytum, operator, and Al Green, terminal manager.

According to Green, manager for the Airlines National Terminal Service Corporation, which leases and operates the terminal, the 20 machines have "helped Detroit heavy operating costs."
**ICE CREAM’S PROFIT PILL**

**OPS SAY THEY MUST HOLD TO 5-CENT PRICE BUT UPPED WHOLESALE RATES INTERFERE**

New Firms, More Vender Production May Help Situation

By Dick Schreiber

CHICAGO, April 3.—With the start of their big season just around the corner, the nation’s ice cream vending machine operators find themselves in somewhat the same position as candy operators were in a year ago—they believe they have to hold the nickel price line, but wholesale prices have pinched the profit margin to a point where the nickel operation is barely profitable. Many operators in the larger cities like Chicago find operators in some places have turned to dime cups or to 7-cent prices.

A big question is, say ice cream manufacturers, is whether increased costs will force another increase at the 7-cent price. For example, most of the major ice cream processors firmly believe that a price increase is just around the corner. None will venture to predict when prices may rise.

Since 1946, production and consumption of ice cream has tapered off gradually. In contrast, prices and quantities have increased in some cities. This year, prices are not as high as they are in Chicago, indicate Schreiber.

54 cents per dozen cups is a low average.

Before the war, Chicago’s big ice cream producers were selling cups to retail outlets at an average of 45 cents per dozen for 31/2-cent ounces. But a year ago, in those days when there were quantity users, recall when they could buy a dozen cups for as low as 31/2 cents. (See ‘Ice Cream’s Profit on page 101)

---

**Preley Elected Chairman**

At NAMA Region 8 Meet

KANSAS CITY, Mo., April 3.—

Paul Preley, Automatic Cigarette Service Company, St. Louis, was elected chairman at the annual meeting of the National Automatic Merchandisers’ Association (NAMA) the opening day of the two-day regional meeting at the Hotel Muehlebach here April 2-3. Preley replaced Ralph Dahl as regional chairman.

Dahl opened the Friday (2) session, introducing Tom Hungerford, who spoke on “What NAMA Is Doing.” Next, H. L. Allen, Canton of Kansas City, and Fred Brandstrader, NAMA legislative counsel, spoke on Region 8’s legislative position. Brandstrader’s talk was titled “Divide and Conquer.”

Dahl was followed by Kentuckian and the last-minute passage of a machine tax (see separate story), Movies of the September, 1947, meeting and also the Council on Candy Film, Candy and Nutrition, were shown.

At the dinner session, Friday, J. René Edward introduced H. P. Piers, NAMA president and head of Vendo Company, as speaker.

A new idea for a luncheon session was inaugurated at the luncheon Saturday when professional leaders in the coin machine industry were invited to attend and give their views. Fred Bennett, vice-president, candy division for Star Coin Company, and R. H. Bennett, Jr., vice-president of Bennett Machine and Star Coin Company, were invited to attend.

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**Indict 2 For Alleged Stamp Vender Frauds**

Route Claims Protested

LOS ANGELES, April 3—Federal grand jury here has indicted two former officials of a vending machine firm charging them with allegedly perpetrating a $100,000 mail fraud through the Western States.

Indicted were Walter Gerke, former president of Automatic Machines, Inc., 971 North La Cienega Boulevard, and John Horner, former treasurer for Automatic Machines.

The two were charged with advertising in interstate publications promising “exclusive routes” on post-age vender stamps for investments ranging from $1,000 to $2,000.

Post office inspector, Judge Wood, said that over 2,500 persons had invested varying amounts in the stamp machines and that they had been promised returns of $200 to $800 monthly on routes which the company allegedly failed to establish.

---

**51 Candy Mfrs. To Show Lines At NATD Meet**

CHICAGO, April 3.—Of considerable interest to candy vender operators is the report by candy trade spokesmen that a total of 51 candy manufacturers will be showing at the 3-day spring national convention of the National Association of Trade Merchandisers of Chicago at the Palmer House here April 12-17.

There will be a large roster of manufacturers and nine vending machine makers, in addition to the candy firms, displaying their merchandise and equipment in the six, seventh and eighth floors.

During each morning session over 10 round table clinics aimed to help distributors “broaden their horizons” will be held. During the afternoons, clinics will be set up from individual round table discussions.

New Jersey's Cit Go To Governor

Includes $5 Vender Fee

TRENTON, N. J., April 3—Citgo vending machine operators in the State are large enough for the imposition of a 3-cent-a-pack tax beginning April 17, called for in Assembly Bill No. 37, which was passed overwhelmingly by the Senate here Monday. The bill was introduced by Assemblyman Hugh L. Mahorrer, was passed by the lower house a week earlier. Signing of the bill by Governor Driscoll is assured.

Great state-wide excitement over a possible tax, was dropped when Secretary Bill Kuhn, was passed by the lower house a week earlier. Signing of the bill by Governor Driscoll is assured.

Another eventuality to be taken into consideration is the possible decrease in total sales due to utilization of cigarettes from adjoining states. (See New Jersey Cit on page 106)

51 Candy Mfrs. To Show Lines At NATD Meet

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**Western Vend Ops Hold Meet; To Decal Mchls.**

LOS ANGELES, April 3—After a successful afternoon the members of the Western Vending Machine Operators Association (WVMOA) have made definite moves to secure dealers for their machines at the March meeting held Tuesday (30) night. Orders were placed for all products, new and old, and several recent price breaks were quoted. Vendor packs came in for mention, with additional packs of this type found to be promised by most candy manufacturers. (See Western Vend on page 106)

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**Popcorn Polka**

CHICAGO, April 3.—Tower Records has recorded a new tune, called Popcorn Polka, which will be issued in plastic juke boxes and popcorn vending machines among other means.

The band is led by Eddy Ballantine and the Bennett Sisters, the record has been assured the major promotional support by the National Popcorn Manufacturers Association. H. J. Villicieux, Chicago representative of the association, said popcorn venders calling attention to the record, and bands playing in public areas such as ball parks and circuses, etc., where popcorn is sold, will also push the tune. Special popcorn bags, with the Tower recording prominently mentioned, will be used by manual and coin-operated venders.

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Buck Teeth-Bubble Gum La-De-Da

BOSTON, April 3.—Thomas G. Wilder, president of Gum Products, Inc., here, took issue recently with a Philadelphia dentist’s declaration that “bubble gum causes buck teeth.” To offset such charges, Wilder said, his firm has arranged a tour by two young Brooklyn bubble gum chewers to various cities to disprove the claim. The father of the two children, he states, is a dentist.

“However, this business of popping bubble gum in schools and churches must stop,” Wilder added. “American children will have to be taught bubble gum etiquette.” To accomplish this, the trade is setting up clubs in larger cities to teach the young steel-knife gum manufacturers. Members will be given rings, badges and lapel buttons in exchange “for solemn vows not to chew gum in the wrong places,” according to Wilder.

Form New Food Vender Concern

COVINGTON, Ky., April 3—John G. Cox, executive director of the Coglington-Kenton Chamber of Commerce, this week announced that the Automatic Specialty Company, manufacturers of food vending machines, plans to begin operations here soon. Arthur O. Osgood will take over the former Rose Manufacturing plant and will employ approximately 100 people.

Frank Gastright, president of Automatic Specialty, reported the first machine to be built by the new firm here will be a popcorn vender.

American Tobacco Appoints Brasher to Hill Jr. Post

NEW YORK, April 3—American Tobacco Company’s board of directors announced this week the election of Douglas W. Brasher, a director of the firm, to fill the vacancy caused by the resignation of George W. Hill Jr., announced last week. Brasher is vice-president and director of American Suppliers, Inc. Since 1945 he has been general manager of the stemmiers of American Tobacco and American Suppliers. He has been in the employ of American Tobacco since 1908.

Pepsi-Cola Will Test Low-Priced Hupp Cup Mach.

NEW YORK, April 3—Test by the Pepsi-Cola Company of a new type cup vending machine, designed for moderate traffic locations, which can be produced to sell for less than $500, may point the road to solving the problem of operators who want cup vending equipment but find the initial cost prohibitive. The machine, on test here and in Miami Beach, Fla., are hand-made models made by the Hupp Manufacturing Company and are similar to Fountainettes in appearance, allho coin-operated.

With a capacity of 85 nine-ounce cups, the new machine stands 32 inches high, is 32 inches wide and 27 inches deep. The cabinet is topped by an oval shell which contains the drink dispensing mechanism and a supply of sirup. A plastic window in the oval shell is pushed aside by the customer desiring a drink, after he takes a paper cup from a receptacle in the lower cabinet. At the window there is no lock on the plastic window, a drink cannot be drawn until a nickel is inserted and the cup pressed against a release lever, indicating that the cup is in proper position.

By-passing thermostatic maintenance of correct water temperature, the machine makes use of an unusual mechanical control. A lever in the central water cabinet shuts off the refrigeration mechanism once a predetermined amount of ice has formed. Water, which goes to make up the drink, is kept at the proper temperature by circulating thru coils positioned in the cooling tank.

No separate tank is required for syrup storage. A standard gallon can of Pepsi-Cola sirup is placed in the upper shell. Pierced by a stainless steel knife in the act of positioning, the can of sirup drains into a plastic reservoir which maintains the sirup at the proper operating level. The gallon-size can, around which the dispensing mechanism is built, is the factor limiting the vender’s capacity to 85 cups.

An operating feature of the machine is the built-in counter which records the number of drinks dispensed. The counter may be read thru a window in the oval shell. Slug rejection is incorporated in the coin mechanism.

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TOP-FIGHT bowling team, sponsored by John S. Stevens, president of U-Select-I Candy Service, Inc., Wichita, Kan., Stevens, pictured holding the bowling ball, is widely known for his civic achievements throughout the nation. He was a stellar athlete at the University of Utah during his collegiate days.

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Top-Flight Bowling Team, sponsored by John S. Stevens, president of U-Select-I Candy Service, Inc., Wichita, Kan. Stevens, pictured holding the bowling ball, is widely known for his civic achievements throughout the nation. He was a stellar athlete at the University of Utah during his collegiate days.
Survey Indicates Coin Super Markets On Way

CHICAGO, April 3.—In a steadily increasing trend that might conceivably presage widespread acceptance of coin-operated grocery machines, a recent survey by the National Association of Coin-Operated Grocery and the Saturday Evening Post revealed that 78.8 percent of the independent retail grocery stores here are entirely self-service in operation, or have some features of self-service. This is an increase of 25.8 percent over the figures revealed in a similar survey conducted in 1944 when the total reached 53 percent.

According to the more recent study, in which 1,959 independent grocers participated, widespread acceptance of pre-packaged food has been a major factor in the trend towards self-service. The fact that everything from appetizer to dessert can now be attractively packaged and displayed has done away with the need for clerks in many of the independently-owned stores.

The survey further revealed that, as of now, only 21.2 percent are all-clerk operated; 22.6 percent are all self-service, and 55.6 percent are semi-self-service. In 1944 the clerks-operated outlets totaled 47 percent, while only 14 percent of the stores were entirely self-service. This does not include the volume of clerk and self-service done by the major grocery store chains throughout the country.

Clive C. Day Elected Prexy of Lamont Corllis

NEW YORK, April 3.—Clive C. Day was elected president of Lamont Corllis & Company at a recent board of directors meeting, according to a statement Wednesday. Day succeeds K. Wallbridge, who was named chairman of the board.

During the same meeting, Gordon Lamont was appointed firm's director of sales, Lamont succeeds E. L. King, company's retiring vice-president, who will continue in a consulting capacity.

Day is also president of the chocolate manufacturing subsidiary, Peter Kohler Swiss Chocolates Company, Inc., and holds a like office with the Association of Cocoa and Chocolates Manufacturers of the United States. He also recently became chairman of the American Cocoa Research Institute.

Prepare Output On Crown Corp. Bottle Vender

CHICAGO, April 3.—Crown Farm Implement Corporation here, which last week acquired the manufacturing and sales rights from the Auto Vend Company, Kansas City, Mo., on that firm's Big 4 bottle vender, will begin production on the machine in about 30 days, E. J. Novak, Crown president, announced this week.

Novak stated that the vender, which has been redesigned and engineered, will be manufactured either in the firm's Chicago plant or faciliites. Nature of the vender may also be changed.

As produced by Auto Vend Company, the machine would be a single, four-flavor vender, holding 200 bottles in its dispensing unit and 100 bottles in its bottle. Changes from 6 to 12 ounces may be used.

Set NCA Sanitation Meet for Chi April 15

CHICAGO, April 3.—Sanitation department of the National Confectioners' Association (NCA) is sponsoring a sanitation dining meeting to be held Thursday (15) at the Furniture Center here. Division will center around methods of maintaining highest sanitary practices in self-service dining plan.

Windt, E. J. Brach & Sons, and a member of the NCA's Advisory committee, will act as chairman.


Doolin To Speak

NCA director of sanitation, Gerald S. Doolin, will speak on "Sanitary Practices in Candy Plants." He will, for the first time, utilize a series of slide films which he has gathered from various sources. These will graphically illustrate his discussion of current practices.

Other speakers on the program include:

Charles F. Scully, Williamson Candy Co., Chicago, sanitation advisory committee chairman; M. R. Stephens, chief of the Chicago state division of food and drug administration; Zeen Gassman, superintendent of division of foods and dairies, State of Illinois; Dr. Timothy King, Chicago Board of Health, and Dr. Gail Dack, director of food research institute and professor of bacteriology, University of Chicago.

Session will conclude with a question-and-answer period.
Ice Cream's Profit Pinch: Ops Must Hold 5c Price

(Continued from page 102)

A similar price condition exists in the Chicago market. Chicago ice cream producers are selling 5ounce cups, with sirup on top, to industrial caterers at approximately 90 cents per dozen.

To come out on their investment, ice cream operators figure that they need an average 40 per cent mark-up, and a few operators say they should have a 50 per cent mark-up because of the investment and added servicing acquired on an ice cream route.

Ice cream vender manufacturers, distributors and operators estimate there are more than 5,000 ice cream merchandising machines on location throughout the country. Producers and venders who have been in the business for a long time, say the war, has been held back first by varying shortages and secondly by the very high price situation in this cream market.

Only one firm, Revo, of Deerfield, Mich., has produced ice cream venders in quantity. Revo, in the business for some years, hit an all-time production high in 1941 when it built between 1,500 and 2,000 machines.

Company officials say Revo is producing two models—single and double-flavor units, but even Revo's production is limited by the indefinite price picture in supplies. Both the single and double flavor Revo models are equipped with changers which return change from dimes and quarter insertions but do not cater to cents. Automatic merchandising of ice cream is essentially a nickel business, even the strong operators realize that the nickel line cannot always be held under present conditions.

Two newer entries in the ice cream vending manufacturing field are Vendi-Freeze and Berco-Freeze, Inc., both of Chicago. Vendi-Freeze, with headquarters in San Diego, Calif., has already announced its production of single flavor units on contract with the American Fitting Company and has already delivered units to the Powell Pressed Steel Company, Hubbard, O.

The unit is a single-flavor machine vends 120 bars at a nickel.

Distributors for Vendi-Freeze have complained that operators are not putting in their machines and, they look to the new contract with Powell to enable them to deliver. Meanwhile distributors are being held in the machine venders.

For many operators, the new contract with Powell will mean in effect a delivery of bars by Powell. Contracts call for delivery within 120 days or return of deposit.

Under this arrangement, the S. G. Jolly plant says that operators are putting up deposits of $125 on each machine. Fee of the machine, originally announced at $375, has been increased to $485 because of higher material and production costs.

The contract Vendi-Freeze originally signed with American Fitting Company, according to the S. G. Jolly Bank, is still in force and that firm will continue producing the same machine Powell will make. American Fitting production facilities, however, are reported limited.

The second newcomer, Berco Manufacturing, Chicago, expects to start delivering ice cream machines in a month or so. Henry Hildebrand, president of Berco, told The Billboard this week that the company has production plans definitely set, but that his firm has not yet selected a national selling organization to distribute the machines.

The Berco vender holds 100 bars, will list at $845.

Once these two firms, and others who have already announced their intention of building ice cream vending machines, get into full production, automatic merchandising of ice cream products may take on new life. Much depends on the number of these venders which find their way into profitable locations during the coming year.

At the present time, few cities have ice cream operations large and prosperous enough to call for special price deals from ice cream producers, but once sufficient numbers of the machines are on location operators feel they will be in better position to bargain with producers.

To have a profitable business, says operators of existing single-flavor equipment, an ice cream vender must do 300 sales per week. This means that only high traffic locations can support ice cream machines at present price levels. But the high traffic locations, operators quickly point out, are far from saturated.

Ice cream operators have already effected adjustments in commissions paid locations. A cross-section survey of operators shows commission payments paid on ice cream routes now vary from 5 to 10 per cent. Majority operators are putting on this new effort toward the 5 per cent figure in an effort to bring their costs in line.

Philby Ball Gun Ops Seek Clarification

PHILADELPHIA, April 3—Local operators of ball gun venders are seeking to have a confused situation cleared up that has already confused at least 15 gun venders here by the police. Of the 15 machines confiscated thus far, 11 were on location in stores.

In removing the vendors from locations, police have pointed to various complaints that some of the vendors have been putting too many pennies in the venders in order to win chocolate bar premiums given to those who receive a certain colored gum ball after inserting their pennies. In other cases, the police say, the youngsters were inserting pennies in gum venders that is played like a baseball game. The police report five boys to a mechanical in one instance and depositing a quarter to make score hits receive one or more sticks of gum as prizes. The police action was started, it is claimed, after parents complained that their children were putting all their pennies in the vender.

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P. K. SALES CO.

507-509 WHEELER AVE. 
CAMBRIDGE, OHIO

Phones: 3-2941
Vender Credited In Aiding Growth Of Soft Drink Biz

GLEBURN, Tex., April 3.—Two of the most important factors in the post-war soft drink merchandising picture are the quantity unit purchases by consumers and the "greater and more successful effort," according to a recent statement of W. T. George, manager of the Coca-Cola bottling plant here and in Weatherford, Texas.

George stated that venders are a prime factor in increasing consumption, George described the installation of a machine in a local grocery establishment. He said: "We place a fairly large order every week for stock. The cart is delivered to our local store, and the operator is left to care as well as the single bottles."

NCA Pres. Explains Reason for Change In Candy Marketing

NEW YORK, April 3—Philip P. Gott, National Confectioners' Association (NCA) president, in a talk before the Candy Executives and Associated Industries here recently, quoted two reasons for the current "softening" of the candy market. Reasons given were overproduction, and the quantity of new products which have been introduced.

Gott said his observations were the result of conditions seen first-hand on a trip during which he studied the candy trade. All he introduction of new products is a good thing, he stated, "an avalanche of new products coming with an overproduction of the candy can be seen at a time when competition is returning with gusto has made the situation difficult."

One way to retain present gains, and to further increase candy sales, Gott said, is thorough research, especially that type that would enable the industry to develop new types of products, Gott said.

Survey Reveals Home Candy Bar Use Rises

NEW YORK, April 3.—In a survey recently conducted by the Dell Publishing Company here, it was found that nationwide home use of candy bars increased 6.6 per cent, or from 79.2 per cent in 1939 to 86.8 per cent in 1946. However, the data in the survey showed that the Mars bars, which chalked up 6.8 per cent of the total for 1946, as compared with 15.1 per cent in 1939.

Dell readers placed the Clark bar in the No. 2 slot, with a 6.5 per cent rating, and as compared with its 4.6 per cent rating in 1939. Peter Paul Mounds placed third with 4.6 per cent: Oh Henry, fourth, with 4.2 per cent; Baby Ruth, fifth, with 3.1 per cent, compared with its 1939 rating of 12.9 per cent; Five Avenue, which did not rate in 1939, was in sixth place in 1946, with 3.9 per cent. All other individual bars totaled 6.8 per cent, while 14.9 per cent of the brands were not specified.

One of the conditions in the survey was the fact that in 1946 90.2 per cent of candy bar usage was found to be in cities with populations ranging from 2,500 to 24,999. The lowest consumption figure was noted in cities of over 500,000 population, where the rating reached 87.9 per cent.

Kwik Kafe Expands Route; Adds Biscuits

NEW YORK, April 3.—In a move to expand and diversify its vending machine business, Metropolitan Kwik Kafe this week purchased the Statler Discount Machine franchise for Hudson County, New Jersey, according to Larry Ash, Metropolitan's president. More than 100 Statler venders, already on location, are involved in the transfer. The franchise formerly known as property of Sunshine Distributors of New Jersey, now dissolved.

Ash, whose operation here has been built around the Kwik Kafe coffee machine, indicated that he may add cup venders to the Kwik Kafe biscuits in the near future. Many of these locations are in manufacturing plants in the highly industrialized areas around Passaic and Paterson, N. J.

Cig Ops Assn. Holds Meeting In Pittsburgh

PITTSBURGH, April 3.—A discussion on proposed and newly enacted tax ordinances highlighted the meeting of the Cigarette Merchandisers' Association, Inc., at the Webster Hall Hotel here last week.

During the one-day meet, the members heard the results in a suit brought by the Pennsylvania Association of Tobacco Distributors emphasizing the importance of orders of cigarette venders knowing their representatives are in the State Legislature, and also knowing their views relative to taxes which would affect the industry. Another important message read to the operators concerned the fact that they should keep records of sales, make a direct sale to the location.

Other high points in the operators' meet included a discussion on the ad visibility of member operators exchanging information relative to display of employees or equipment, and voluntarily left the employ of member operators. One operator stated that an exchange of information or dishonest employees could prove beneficial to the trade as well as the consumer.

One of the most important accomplishments of the cigarette operators meeting was the qaurterly meeting of the membership that a letter should be sent to venders throughout Pennsylvania advising them that the Cigarette Merchandisers' Association believes there are certain laws recently passed that pertain to the cigarette vending business are unconstitutional, along with a recommendation to the National Confectioners Association or the National Automatic Merchandising Association that they be contacted before any payment on these particular taxes are made. It was decided that Ray Vonesh, NAMA legal counsel, be invited to the next meeting of the Cigarette Merchandisers Association.

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Grant Patents On Merchandise

Bottle Vendors

WASHINGTON, April 3.—Marcus L. Hall, Lookout Mountain, Ga., has been granted patents covering a total of 27 claims on two vending machines, and has assigned one-half interest in both to John D. Brock, Adairsville, Ga.

Patent No. 2,438,562, covering 13 claims, was originally applied for October 5, 1941. The machine, a bottle vendor, includes the routine of means for guiding and maintaining the alignment of two stacks of bottles, and engagement of the sides of the bottles, spacing means located between the bottles of adjacent stacks, the bottles in the two stacks being offset vertically from each other, and engaging means for the lowermost bottle in one or the other, depending upon the position of the support, a coin-controlled means for controlling the position of the support, whereby the support may be engaged to move laterally to a position to hold the lowermost bottle in one stack while releasing the bottom bottle in the other stack.

Merchandise Unit

The second machine to be patented, No. 2,438,560, included 14 claims and was originally filed May 3, 1946, covering an article vending machine. The official description of the vending machine includes the combination comprising guide defining engageably disposed diagrams through which the articles to be vended normally gravitate from top to bottom, each of the sections being of a width to hold a plurality of laterally displaced rows of articles of like character, the variable elements in each section for retaining the articles of the various rows. Glued related relationships, and another, laterally shiftable means for some of the sections for normally retaining the articles in the sections by engagement with the lowermost one of the articles in the section, power driven means for laterally shifting the laterally shiftable means in sequence to the lowermost article of the bottle section articles, means for energizing the power driven means, and control means dependent upon the release of one of the articles for deenergizing the power driven means.

Diamond Match Plant

Model at NADT Meet

NEW YORK, April 3.—A scale model of the 40-acre grounds of the Diamond Match Company, Clio, Mich., will feature the exhibit of the Diamond's B-F-D division at the National Association of Tobacconists' District meeting in Chicago's Palmer House, April 12-17.

E. D. Howard, B-F-D's sales manager, disclosed that the model would be a replica of the match factory which produces the 3000 B-F-D brands under the Diamond's B-F-D division at the National Association of Tobacconists District meeting in Chicago's Palmer House, April 12-17.
Chicago, April 3.—Numerous vending machine locations will be offered to buyers at this convention, when the new Douglas airport begins scheduled commercial flights. Installations will not only be possible in field's terminal building, but also in repair and office facilities of various airline concerns.

In the absence of such a building at the present time, the U. S. Air Force has agreed to transfer to the city 400,000 square feet of space in its huge building at the airport. Later, in turn, will be leased to airlines as terminal space.

The agreement indicates that customer potential for vendors will be an ultimate 22,400,000 plane passengers per year.

Assign Patent For Dispenser

Washington, April 3.—A patent, No. 2,586,529, covering 6 claims on a dispenser unit, has been granted to Frederick De Cesaris, Johnston, R. I., who has assigned it to the James Manufacturing Company, Inc., Providence. A preliminary publication for the patent was filed September 12, 1947.

The description of the unit covers a dispenser in a slender article comprising a base, a guide rod extending upwardly from the base, an article magazine received at its upper end, mounted on the guide rod for reciprocating movement therethrough, a fixed article supporting platform within the magazine, a cover member fixed to the guide rod member of the guide rod, and a spring tensioned to normally maintain the open upper end of the magazine in contact with the cover.

Arch Patton To Talk At NCWA Convention

Washington, April 3.—Arch A. Patton, vice-president of Wilbur-Simpson Sales Company, will be one of the key speakers at the June 11-16 convention of the National Candy Wholesalers Association (NCWA), it was announced this week.

With over 1,000 candy men having reserved hotel space, NCWA is hoping for the largest turnout in its history. NCWA says interest is also mounting in the all-confectionary exhibition to run concurrently with the convention.

Three-fourths of the available exhibit space has been reserved, NCWA announced.

Meanwhile, NCWA has completed arrangements for a joint meeting of its education and research committees in Washington April 10-11. The meeting will set up plans for research and training projects to be carried out during the remainder of the year.

Estimate 48 Peanut Crop Will Be Lower

Washington, April 3.—The 1948 peanut crop is expected to be slightly below that of last year, Agriculture Department officials said this week, after survey of peanut acreage.

According to the survey, 3,263,000 acres have been planted this year, while the 1947 figure was 3,578,000. This is the same ratio as the average increase. Georgia is expected to furnish about one-third of the entire crop, while Texas and Alabama appear certain to follow in that order.

New Jersey's Gig Tax to Governor: Includes $5 Fee

(Continued from page 102)
JUKE BOX SATURDAY NIGHT

Alfred Sales Wurlitzer's Buffalo Dist.

Succeeds Redd in New York

BUFFALO, April 3—Alfred Berg- man, head of Alfred Sales, Inc., here, Thursday (1) signed a franchise with the Rudolph Wurlitzer Company to become exclusive distributor for Western New York, Northern Penn sylvania and part of Central New York effective immediately. Bergman had been Aircon distributor for New York State, except New York City, and North Carolina.

Under the new franchise, Alfred Sales will take over the territory which had been held by the Red Distributing Company for more than two years, and prior to that, had been handled by the Mayflower Distributing Company.

Bergman reported that he will con tinue servicing Aireon ops in this area until that firm can appoint a successor. While several deals are now hanging fire, in his regard, no definite appointment had been made.

The contract between Bergman and Wurlitzer was signed at the manu facturer's headquarters in North Tonawanda, N. Y., at a party given to celebrate the 24th anniversary of the Mike Hammerguson's association with the firm.

While there was no statement forthcoming from Redd executives regarding the sudden switch in dis tribution, Redd officials have kept this week to wind up the firm's affairs. Redd's franchise as Wurlitzer distributor for the territory in question is not to be affected by the switch here. It is quite likely, however, that what plans had been made regarding future activities of the firm in this area, were to move the $100,000 building which is owned by the distributor in Buffalo.

Ohio State Ops To Hold Annual Meet April 14

CLEVELAND, April 3.—Ohio State Phonograph Owners' Association (OSPOA) held its ninth annual convention here April 14, with head quarters at the Hollenden Hotel. With a heavy turnout of operators and manufacturers expected, the associ ation held its annual meeting at the Hollenden, starting promptly at noon.

Aireon Appoints New Distributor

NEW YORK, April 3—Aireon has just appointed distributor for Aireon music equipment in the New York area, according to Eastern regional sales manager of the manufacturing firm, announced here this week. Hub, placed at 32 South Charles Street, Baltimore, previously carried another jukebox line, and was to be operated by a new special distributorship. Hub will now handle sales of Aireon music equipment.

SELECT-O-MATIC FIRST SHOW

In S.F.; Other Cities Follow

CHICAGO, April 3—The J. P. Seeburg Corporation this week, thru its distributors, introduced its new non-coin operated industrial-con commercial model, Electro-Matic, in 37 cities, and plans were completed to follow up with showings in other cities during the factory week.

Initial show was held in San Francisco at the Hotel Sir Francis Drake. A similar show was held in Oakland.

Results of the showings held this week in the 37 cities (The Billboard, March 27) were generally held to be favorably received. Plans were on the way to get coverage of some of the shows held in the Far West, Midwest and East.

SAN FRANCISCO, April 3—Prem iere public showing of the Seeburg Select-O-Matic was held in the Francis Drake Room of the Sir Francis Drake Hotel for five days, beginning Wednesday (1). Press for the following attended a party Tuesday (30) as a preliminary to the showing.

Here for the event were a number of officials of the J. P. Seeburg Corporation, Chicago, headed by C. M. McMurdie, general manager and director of sales for the Jones company. The showing drew the atten tion of a great number of music and coin trade members.

INDIANAPOLIS, April 2.—The Southern Automatic Music Company (See Select-O-Matic on page 112)

Tradio Begins Production on New Coin Radio

ASBURY PARK, N. J., April 3—Production is now under way on a new low-priced, coin-operated radio and coin-operated radio set for hotel use at the Tradio, Inc., plan here, George Trad, vice-president, announced this week. The new Tradio, priced to sell at $44.55, features a slide-rule dial, loop antenna, con tinuous and a control unit mounted on the outside of the set.

In an interview with the Tradio, Trad stated: "From every conceivable angle the new set, plus the lowered price, creates an added lift for Tradio operators. A number of pro duction factors have enabled us to come out with this vastly improved Tradio at a considerably lower price.

Gloomy Sunday Is Usually Aftermath of Peak Period

Ofts find Saturday income increases are due mainly to adult customers who go out less but spend more—no television is a contributing factor.

(Continued from page 101)

Ofts find Saturday income increases are due mainly to adult customers who go out less but spend more—no television is a contributing factor.

(Continued from page 101)

One of the factors that have affected the growth of jukebox business is the fact that many of the jukebox patrons have gone to restaurants and other entertainment centers. This has led to a decrease in the number of jukebox customers, but it has also led to an increase in the amount of money spent by each customer.

Another factor that has been contributing to the growth of jukebox business is the fact that many jukebox customers are now using the jukebox as a way to unwind after a long day at work. This has led to an increase in the number of jukebox customers who are using the jukebox for entertainment purposes, and it has also led to an increase in the amount of money spent by each customer.

In conclusion, the jukebox industry is doing well, and it is expected to continue to do well in the future. The industry is expected to continue to grow, and it is expected to continue to be a popular form of entertainment for people of all ages.
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ADVANCE RECORD RELEASES

FOLK

(Continued from page 36)

Deck of Cards
Rainbow Four (Round Mant) Rainbow 60001

Egg-a-Bread
Two Dollar (Percy Hill) Capitol American

40106

Gravy Train
Oklahoma & Hoot and His Blue Bonnet

(The Devil) Coast 280

I Wasn't Born Yesterday
T. Hill (It Makes) Mercury 4004

I'll Be Late for Cover House
J. Lawton (It's Just) Columbia 38166

I'm Walking for Your Cure
R. Seuter (We-Ho Kiss) Black & White 41003

I'm Walking With a Broken Heart
P. Williams Restelt (Bouncing With)

Savoy 661

Boogie Bugle
J. Morris Orch (San-Sam-A-Low)

Savoy 7128

Bouncing With Benson
P. Williams Restelt (Boogie Bugle)

Savoy 661

Butch
J. McPhee Door Openers (Two Times)

Black & White 6742

Candy Girl (Bart, H. Brown)
S. Letcher (She Sen's) Capitol 25541

Don't Ever Trust a Woman
Dungo Williams Orch (Blues Ain't) Coast 370

Dusty Road
Baby Face Lewis (Grandma and Savoy)

2547

First Fifteen Stiffs
Brownie McGhee (McCabe) Savoy 5548

Grandma and Grando
Baby Face Lewis (Dusty Road Savoy)

2547

He Scuds Me
N. Lutcher (Come and) Capitol 25541

Honey Chile
J. Cope Four Blues (It Takes) Apollo 398

I Want a Little Girl
T. Bone Walker (T-Bone Jumps) Black & White 1425

LATIN-AMERICAN

A Yoda Mere
The Brooklyn Pallais (Son Mini Pin- put) Pan 065

Balladitos
Bolivianos (Lengua) Coast 7027

Boga, Boga
Grande Capital (Major) Coast 7015

Clavel Nelvar

Clavel Nelvar (Ojos Taponado) Peerless 2539

Co, Mi, O'h-Ma
Martin y Malena (La Embarracion)

2711

Curtis De Miguel Abumos

Curtis De Miguel Abumos (Pley Chapa) Peerless 2504

Cristita

P. Indaleo (Por Ultiima) Peerless 2762

Dark Eyes (Ojos Negros)
E. Morales Orch (Estr. Dentro) Peerless 2573

Estravionanes Mi Beba
B. Enginca (Que Digen) Peerless 2606

Easy Does It
E. Morales Orch (Dark Eyes) Peerless 2573

El Amanecer
La Panchita (El Bebe) Peerless 2573

El Cabeza
J. Flores (El Quijotito) Peerless 2563

El Corazon
V. Valdez (A赉ez Miguel) Peerless 2704

El Cuervo
V. Valdez (Por Poquito) Peerless 2667

El Dormido
R. Camacho

E. Murrieta Orch (Lamentos Gold Seal 3033

El® Descansa Del Pie
C. Granado (El Sun) Coast 7227

El Gaucho
J. Flores (El Barro) Peerless 2563

El Gaucho
La Panchita (El Bebe) Peerless 2573

El Mafecha
J. Flores (El Quijotito) Peerless 2563

El Vampiro
V. Valdez (Por Miguel) Peerless 2704

En Uno
C. Granado (El Dedo Coast 7022

Grandeza
J. Flores (Te La Palma) Coast 7013

La Brujita
Y. Romero (Mi Pier) Peerless 2771

La Embarracion
Martha y Malena (Can Mi) Peerless 2711

La Malena
P. Indaleo (Quito Gusto) Peerless 2511

q

MUSICAL MACHINES

The Billboard

April 10, 1948

S/SHAFER GUARANTEED

USE PHONOGRAPH

CABINET

MACHINES READY TO REFINISHED

GASKETS, DECALS, AND BUILDUP

WITH WORN PARTS

REPLACED AND TESTED

("WALL BOX SPECIALS")

SEEBURG WS-25 St. W. O. M. $28.50

SEEBURG WB-12 St. 10-25c BAROMATIC 34.50

SEEBURG 3-WIRE Sc W. O. M. 14.50

TERMS: 50% CASH | CHECK, BALANCE 30. D. O.

SHAFER MUSIC CO.

WRITE ABOUT SEEBURG 146-W

SHAFER MUSIC CO.

606 S. HIGH ST., COLUMBUS 15, OH.
Mississippi Would Hike Radio Levy Under New Code

Warncke New AMI Distrib for Houston

J. R. Moore Co. Sets 2 Portland Execs

everybody likes to make records— and COIN RECORDIO makes records so easily! the microphone looks and works like a telephone. the customer talks or sings into the mouth-piece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker.

so simple! so profitable!

just "pick up the phone" and make a record!

Everybody likes to make records—and COIN RECORDIO makes records so easily! The microphone looks and works like a telephone. The customer talks or sings into the mouth-piece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker.

Coin Recordio by Wilcox-Gay

Self-Operating

Makes "talking letters" at the drop of a coin!

COIN RECORDIO requires no attendance. Inserting a quarter makes a record, plays it back, and delivers it—automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 2½" high, 2½" wide, 28½" deep—no operating without base) COIN RECORDIO takes little space, but makes BIG profit.

Makes Money in All Locations

COIN RECORDIO fiber discs are lightweight; ideal for mailing or souvenirs. COIN RECORDIO is good for ALL locations. Here are just a few:

- THEATERS
- HOTELS
- MUSEUMS
- DEPARTMENTS
- TOURIST CAMPS

Install Now!

Get your locations set now for spring and summer business. Write or wire for full information on COIN RECORDIO—manufactured and guaranteed by the makers of world famous RECORDIO, the recording radio-phonograph.

Coin Recordio

There's Profit in it! Write or wire...

Wilcox-Gay Corporation • Charlotte, Michigan
Select-o-Matic First Show In S. F.; Other Cities Follow

(Continued from page 109)

here, distributor for the J. P. Seeburg Corporation, took over the Galley Room of the Antlers Hotel for four days, starting Thursday (1) to show the new Select-o-Matic non-coin operated industrial-commercial music system.

Drawing heavy crowds throng the showing period, special interest was displayed by industrial representatives from all over the State who had their first look at the equipment which is designed for industrial use (The Billboard, April 3). The full sales staff of Southern Automatic Music Company was on hand to demonstrate the units. Wall and ceiling speakers were also in operation during the entire period.

Distributor reported heavy inquiries from prospective users of the industrial-commercial music system during the first three days of the show, and anticipated an extra-large turnout tomorrow (4) when out-of-towners were expected to converge on the Antlers Hotel.

DETOUR, April 3.—Major Detroit industrialists as well as the press were invited to the new Select-o-Matic library Thursday (1). The units were put on display by the Atlas Music Company in the Bagley Room of the Hotel Statler.

A special morning cocktail party followed by a buffet luncheon was then held with practically all local newspapers and radio stations represented, accompanied by several staff members. Forrest Heath, of the Atlas company, acted as master of ceremonies to demonstrate the new equipment. Gunnar Gabrielson, Seeburg district manager, was with Barney Greenberg, head of Atlas, on hand as official host, assisted by R. E. Scherf, engineer; H. D. Silver, and Glenn Payne, of his staff.

Thursday afternoon, representatives of major automotive companies were present at special invitation, as were the libraries, to consider the possibilities for industrial installations in their own plants. Among the companies contracted were Kaiser-Frazer, Packard, Ford, Chevrolet, Plymouth, and Desoto, etc.

The showing was open to the public on Friday thru Sunday, with advertising and a widespread public pamphlet distributed. Numerous announcement cards from Thursday afternoon on in magazines and ads brought it directly to the attention of leading Detroit business men in every field, attending the luncheon clubs and other events at the hotel.

MINNEAPOLIS, April 3.—Teeing off Wednesday (31) with a press showing and running thru Saturday (3) for the industry and public, the Hy-G Music Company here held a showing of the new Seeburg Select-o-Matic at the Dyckman Hotel. Hy-G, of the switching distributing firm, reported attendance ranged from 200 to 300 persons daily, and that interest displayed by the trade as well as by industrial representatives, was beyond original expectations.

Al Liebman, general sales manager for the Hy-G Seeburg industrial-commercial music division, was in charge of the showing. The event was carried out with extensive newspaper advertising in the local newspapers and a heavy pre-showing public relations campaign.

CHICAGO, April 3.—Taking over the main ballroom at the Statler Hotel here, Atlas Music Company, distributor for the J. P. Seeburg Corporation here, held a preview showing of the new Seeburg industrial-commercial music system, Select-o-Matic, Friday (2), and followed up with a trade and public showing Saturday which was scheduled to run thru Tuesday (6).

Two metal cabinet and two wood cabinet models on the floor, the show also featured a display of Seeburg single players; 8 and 16 inch speakers for plastic housing, 8 and 16 inch speakers in wood housing, recessed wall and ceiling speakers, an industrial-commercial remote control unit, paging amplifier circuit with a desk microphone, and a revised phone switch. To cap it all out the display was a chassis of the Select-o-Matic which enabled visitors to see the arrangement of the various units, suitable for indoor and outdoor use for the entire world, including the new electric mechanism, which puts the records on the turntable, plays them, then returns them to their track.

Columbus, Ga., April 2.—Juke boxes figure prominently in the growing number of teen-age clubs which are being opened throughout the country. According to a recent edition of TeenTalk, 321 W. Main St., Danville, Ill., installed a complete soda fountain and purchased a juice box and piano for the machine. The coffee shop has a place for an after-school hangout for teen-agers of high school and college age. Club is sponsored jointly by YMCA and the YWCA.

In other youth groups also broke into the club colbration with the acquisition of juice boxes. They are the Teen Age Club, Carlisle, Wash., which meets in the basement of a church parish house, and the Anglo Youth Center, Monroe, Wis., supported by the city council.

of Atlas which will handle the new Seeburg equipment. Harold Schwartz, Joe Kline and Al Klemann were among other Atlas officials to welcome visitors to show. Phil Moss, who heads Atlas's branch office in Des Moines, was also on hand.

Arranged throughout the ballroom were displays of units from the hundreds of interested spectators here this week.

The four-day showing, held in the Grand Ballroom of the Savoy Plaza Hotel, closes Sunday (4).

Drawn by advance publicity in the trade press and a two-page story in Life, representatives of radio, wired music firms, phonograph dealers and industrial music distributors, as well as the general public, watched the Seeburg and Atlas executives demonstrate the machine's operation. Special interest was shown in the vertical, double-needle tone arm designed for industrial music systems, and which Select-o-Matic's long-playing feature is built.

In other branches of the main display area, Atlantic showed Seeburg and Packard, and the Bally record changer for home phonographs. These will be ready for distribution soon.

Atlantic National Corporation executives on hand included Bill Lane, Harry Rosen, Meyer Parkoff and Harry Schneider.

BUFFALO, April 3.—Davis Distributing Corporation, Seeburg distributors for Buffalo, Rochester, Syracuse, Utica and Albany, this week were showing the new Select-o-Matic music equipment in all four cities. Beginning Monday (1) a show was held at the Seeburg one-way speakers for industrial and home units. First two days' showing was devoted to Seeburg and Atlantic music operators, radio and newspaper representatives and industrial personnel, but public was invited thereafter. Louis Wertheimer, Davis's Buffalo manager, was host. Arranged for a special appointment was the sales manager for Seeburg Industrial Commercial Music, was held.

Hal Slick, Davis's Rochester manager, said that the showing at his branch drew a good rate of publicity in the local newspapers.
Gloomy Sunday Aftermath
Of Juke Box $aturday Night

(Continued from page 109)
situations, said Angelo Dominic, an operator in Prince Georges County, Maryland, nevertheless agrees with Nyland and Duenisch on Saturday night.

"Quarter play here used to average between $25 and $30 a week," reported Johnson, "but now has dropped to less than half of that figure. Much of our quarter play came from locations where consoles were also on hand. However, we have noted a definite increase in dime play, so much so, in fact, that some weeks our dime play surpasses the peak quarter plays.

"We find Saturdays are about $3 1/3 per cent ahead of our average nights, and will triple the take of our worst night, which is usually Sunday. However, Monday thru Friday nights are almost the same in take. This is due, in our case, to the fact that many of our locations are situated on or near, major highways, and we catch a number of inter-State truck, bus and private car travel."

Telephone Situation

Cities like New York, Chicago and Los Angeles, where Friday night is usually fight night, have found that the advent of television has had a profound effect on what used to be the second best Juke box play night of the week.

Sol Tabb, Hysol Music Company, Brooklyn, had the following to report on the effect of television on Jukebox play:

"Friday and Saturday nights were always our biggest nights. But now, with the fights being televised most Friday nights, we get our biggest take Saturdays. One sure way we can tell is that we have to make most of our service calls Saturday night and, more service calls mean more Juke box play. Maybe it's because people have less money to spend on amusement now than they had years back. Where they would go out several times a week before, they save their amusement budget for the one Saturday night ring."

Floyd Pedone, of the Little Amusement Company in Chicago, while rating Saturday as the top night of the week, placed Thursday in the No. 2 position over Friday. Rating a good location at $30 a week, Pedone said that the average take Saturday night would be approximately $10, while the Thursday income would be between $5 and $6. Thus, between the two days, accounting for one-half or more of the weekly receipts. In a spot where the weekly take is lower, the Saturday night income will range between $5 and $6, while the Thursday figure will fall about $4. Sunday is the worst day of the week.

"I rate Thursday night second because, with most of our locations situated in areas here (Chicago) where shops are open on that night. As a result, we catch a lot of men and women who have been going thru the stores, and stop off for refreshments before going home. They want to rest for a while, and many of them will play the Juke box while they sit," said Pedone.

"We are finding that nickel and dime play has been increasing recently, but that quarter play has fallen off. On the average collection day we used to wrap up with $15 in quarters. Now we average about $9."

Angelo Dominic, an operator in the Oklahoma City and that area, said that Juke box play on other nights than Saturday nights are the best Juke box play nights in the week.

"We cater to a number of people who come into town Saturday to do their shopping for the week, and who remain in the country during the balance of the week," said Dominic. "These people enjoy themselves on their one night out, and, I believe, the fact that they can select their own music has a lot to do with their Juke patronage."

Dominic placed Friday night as his second best play period, and said Wednesday and Thursday were about the same, but slightly below the Friday figure. Sunday is practically nil, while Monday and Tuesday show only slight gains over the Sabbath figures.

While the number of smaller taverns and bars in this area which feature live entertainment are diminishing, the effect of this type of entertainment has been noticeable on Juke box play in those locations on week-ends. Operators here estimated that the number of locations so affected will continue to drop off, and that live entertainment will be practically non-existent in this type of location.

Bob Gnarro, of the ABC Music Service in Chicago, has several locations where live entertainment is featured over the week-ends, and says that as a result the Saturday, and sometimes Friday, receipts are below those of other nights.

"However," said Gnarro, "generally speaking, Saturday is our best night. In the locations where there is no live competition, our receipts range from 15 to 30 per cent above Friday, which is the second best night. Wednesday is third. Friday, I think, would be higher, but many people work a half-day Saturday, and that's where we are going to spend their money."

The Public Prefers a better radio

"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

The Public Prefers...
A container of Wurlitzer 1942 Victor 24 for 99.50, Wurlitzer, Rock Seeburg Regal, and many other models. New styles and models are getting popular.


The Trailblazers from Cincinnati, drawing to the Philadelphia Market, will be represented by Potts & Maguire. The Trailblazers are professional Entertainers and provide a variety of music and entertainment.

The dates of April 3rd and 4th are booked for the Grand Ole Opry. Eddy Arnold, Bob Wills, and the Wurlitzer Orchestra have been booked for these dates.

Emerson Declares Dividend

Emerson Radio and Phonograph Corporation, suppliers of the television and phonograph, declared a quarterly dividend of 12½ cents per share payable April 15, 1948. Stockholders record April 1.

Since the dividend is payable on 800,000 shares now outstanding, it is equivalent to 40 cents per share on 400,000 shares (the recent 100 per cent stock dividend). The prior quarterly dividend was 25 cents per share.
Record Reviews
(Continued from page 35)

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<td>OLD KAYE CUTTING WITH TOMMY RYAN-THE PIONEERS (Three Kaydes)</td>
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New York:
Low Jaffa is no longer associated with Eastern Electric Vendor Management. Low was recently transferred from Detroit to New York, where he is handling the coin and token drive in connection with the C-Eight Laboratories. Low was transferred to Detroit this week as Cliff Blake, Eastern’s Western representative. . . .

Bob Sennett, new Eastern salesman, is sporting a tan acquired during his Florida vacation. Sennett returned last week from a one-month trip in the South.

Bill Bobkin, International Microscope Corporation proxy, reports that the Photomicroscopy and Voice-O-Graff on loan to the Casablanca and Industry during the recent run of the Photomicroscopy show in New York proved as popular as they will be retained as permanent installations at the museum.

Ben Linn, of Regal Music, passing outside double-size cigars to his friends last week. On Saturday (2) his wife, Claire, gave birth to twin boys.

Hamilton Igoe, president of United States Television, reports that experiments that are almost complete on the firm’s new larger Negro selling juke machine (Correston at 119th St.) are being handed over by Mr. Buck for testing in the field.

Two of these sets will be announced soon, one which will be marketed by Mr. [illegible] by another 9 by 12 feet. . . . A recent addition to Broadway’s Park Place Club is a new jukebox and 12-inch record player.

Matty Forbes, managing director of the Cigarette Merchandisers’ Association of New York, was back in the city after a week’s stay in the South. Bernie (Red) Weizner kept things running smoothly in his absence. Mr. Forbes is a field office during Matty’s absence. . . . Al Neyens, O. D. Jennings Company, is back and old friends on coin run to New York.

When Paul Perkins was hired as a salesman by Emery Distributing, Inc., a few weeks ago, he would be the direct cause of a motor company boom not only in Emery’s territory, but probably in all the chain’s operations. But when the March 27 issue of The Pittsburgh Courier, promised to be one of their best of the year, arrived, it contained a full page of photos on Young Distributing, Inc., the firm which replaced Emery this year, and a story praising the company for employing Negroes and Negro selling juke boxes in this area. Don King, Young’s partner, and Jim Healy, office manager, and virtually every Negro in the accompanying feature-length story.

Barney Sugerman, of Runyon Sales Company, reports that the Recordograph Corporation’s sales force is recently proving top quarter grabbers. . . . Mr. Sugerman sells for Gay machines in various New Jersey spots. . . . Ed Barnett and Fred Pergold, of the same firm, are also handling customers in their remodeled 218th Street store.

Murial Wulster, secretary to Eddie Condon, of the Palisades Amusement Company, and Robert Paulson, assistant office manager of Palisades Amusement Park, were recently married. The Paulsons reside in Cliffside Park, N. J. . . .

The Times (New York) reports that the coin-operated combination juke box that Mr. Condon is planning to introduce is the tallest in the industry. It is 24 inches in height.

At Simon is keeping busy this week overseeing the move of his office and store from 30th Street to his new and larger quarters at 501 West 95th St. . . .

Eastern sales agent for the Chicago Mercantile Corporation, and Robert Paulson, assistant office manager of Palisades Amusement Park, were recently married. The Paulsons reside in Cliffside Park, N. J. . . .

The Times (New York) reports that the coin-operated combination juke box being planned by Mr. Condon is the tallest in the industry. It is 24 inches in height.

Attending the Premiere Western showing of the Seeburg Select-o-Matic here last week were Mr. Z. T. Fogg, vice-president and director of sales for J. P. Seeburg Corporation, Chicago, and Dan Donahue, district manager for Seeburg in the 11 Western States. . . . Irving Goldblatt, owner of Hirshfeld Sales Company, was in Portland last week visiting with relatives.

Cleveland
Cleveland Phonograph Merchants’ Association (CPMA) has been active in raising money in behalf of the current American Red Cross drive for funds to be used to buy supplies for the association’s last week turned over a check for $140 to Sol Osher, secretary, one of the Red Cross volunteers in this area.

Ohio State Phonograph Owners’ Association (OSPOA) will be held at the Holland Hotel here April 14 and the annual banquet held then. Proceeds from the sales of banquet tickets will be turned over to the association.

Myron Ehr, formerly with Triangle Distributing Company: Barney Wurtz, former operator, and John Helman, who was a service manager with Triangle Distributing, have formed the Ehr-Wurtz-Helman company to handle Aireen Jukeboxes in Ohio.

Chicago:
Paul Bleck, of General Music & Novelty Company, Fond du Lac, Wis., was in Chicago Thursday (7). Paul is an AMI distributor who was formerly service manager for the Pacific Coast, and was recently appointed national advertising director, with responsibility of the firm’s advertising department.

He was back from a tour of Jack R. Moore Company showings on the West Coast last week. . . . Bill Kane, Portland and San Francisco, was appointed distributor of AMI products for Oregon.

D. A. Willich, salesman for Marvel Manufacturing, is back on the road after a brief visit to the Eastern distributors. He reports that several coinmen are very high on the new coin-operated jukebox, while others think the play appeal potential very promising. . . .

Spring weather was a welcome visitor here last week, and local operators quickly to report increased play as a result. The break in weather was also a tonic for operators with results showing up on their orfices in the outskirts of the city. With the roads so good, many of those who drive have been staying close to home, which meant that those towns saw were not getting theplay.

Cigarette and cigar operators from all over the country are looking forward with interest to the annual meeting of Tobacco Dealers’ annual convention which will be held here April 12. Thus far five of the largest cigarette machine manufacturers have contracted for booth space at the convention.

Genco is getting ready to debut a new vending machine. The device is built in cooperation with S. B. Chance, and manufacturers are anticipating a good season again this year, but are being cautious in their reports. . . . The railroad and air travel shipments are clari- fied to busier than usual. They claim that this is the busy season and some of the regular buyers are staying away until they see which way the weather breaks. Last week traveling showed a good deal of activity here, but it was thought that during the cool season no special trains would be moving.

Monarch Coin Machine Company’s business at 629 East 52nd bells, Carl Huppert reports. However, the nickel, dime and quarter trade is reported as fairly good, with plenty of attention, Carl adds. . . .

Vendco is currently seeking to build up the sales of their latest model, which had anticipated first group turned out last month, but is not yet cleared out this stock early. Mon- arch’s Roy Bazel is still vacationing in Florida.

A. D. Dubin, Vendin Freeze Sales is sporting additional lettering on his office door these days. New and improved outer package: “The Perfect Frozen Food Manager of the new midwest coin automobile, Keller, is an old resident of the area. . . . Paul Hildebrand, head of Benco, firm turn- out the new Benco ice cream bar van and visits here this week. . . .”

Victor Vending Machine Company, maker of a line of bulk vending, is producing at a good rate in its modern new factory. The main factory, which is the subject of much talk locally, was recently com- pleted in a series of modern and strong new facili- ties. . . .

Central Stamp & Manufacturing Company, states that the firm’s multiple line of automatic machines is being turned out at a continuous pace, but due to continuing raw material conditions, the company is unable to meet all of the demand.

Coca-Cola Bottling Company, 480-490’s on the floor last week to show operators. The scheduled unveiling for the Coca-Cola Freezer last was held without the physical presence of the machine, which has been held in a freight wreck. But those, who saw pictures of the machine at the show, converted water and the headquarters Thursday (1) to see the Coronet on display and in working order.
turing Company's Arthur Eichhorn says that the two well-known vendors are just getting under way.

Nate Gottlieb, of D. Gottlieb & Company, left last week for a three-week trip to Florida, where he and his vendors will spend all of next week.
COINMEN YOU KNOW

Twin Cities:
(Continued from page 116)

Oscar Schaffer, sales manager of Midwest Coin Machines Corporation, St. Paul, reports that Bill Davis and Andy (Cap) Lentich, both well-known coinmen, have joined the Midwest staff. Lentich will contact operators in Minnesota, while Davis will cover North and South Dakota. Both men are on the road selling Filben phonographs for the St. Paul firm.

The play-in the Twin Cities area was enjoyed in a good pre-Easter spirit, but the snow storm Easter Saturday ran things down for a couple of days. However, Fritz Eichinger, St. Paul operator, says that the current good weather has brought out the nickel fans again. Fritz was in no condition to be running around in a car himself, as he only recently returned from a trip to Mexico.

Jim Karusis, of JAK Sales Company, and Hy Greenstein, of Hy-G Music Company, Minneapolis, are teaming up with a new Seeburg Symbol, which will be displayed in the lobby of the RKO-Orpheum here for several weeks. Bob Whelan, theater manager, wants the juke box on hand to help plug his current movie as well as keep wanted customers entertained. It’s reported that Al Plotnick, Minneapolis coinman, will be passing out cigars some time in June when an addition is expected at his Keeney’s.

Harry Lerner, of H & L Sales Company, now is sole owner of the North Side Appliance Center after buying out the interests of his partner, Harry Plotnick. Incidentally, Lerner started a television broadcast in his establishment the other night and drew a full house to witness KSTP-TV, which is in training. Charles Swan of Apex Amusement Company, Minneapolis, is busy installing new phonos in a number of his locations. Bill Battlefield, who left the cole machine industry two years ago when elected mayor of Cottage Grove, Minn., is returning, now that his family politics is above water. He was in the Twin Cities this week shopping for equipment. Harry Kenney of Capitol Records Company in Minneapolis, is proudly sporting a new car.

D. K. Carter, Minneapolis operator, is back from his two-week vacation in the South. Also back from vacations are Phil Mosse, of Phillips Sales Company, Minneapolis, and Mike Crakes, both Minneapolis operators. Leo Landsberger, Mill City coinman, is renowned in this music route. Paul Aikin, former Twin Cities operator, now resides in Miami, where he is in the home building business. Among recent visitors to the Twin City market were G. H. Hanlon, of St. Peter, Minn.; Phil Stang, of Jordan, Minn.; John McMahon, of Eau Claire, Wis.; Claire and John Nettterberg, of Castlewood, S. D.; Jonas Besler, former Wurlitzer man, and Hy-G Music Company as an executive until his retirement January 1, is back from a winter in Florida. He plans to go to California.

Lyse Coughey, operator of the Bemidji Candy Company, wholesale firm at Bemidji, Minn., is a happy man these days for two reasons: First, he was re-elected mayor of his town; second, the Bemidji High School basketball team won the state championship in Minneapolis 10 days ago. Coughey is one of the top jobbers to fill the candy-toy needs of most of Minnesota’s vacationed areas going north from Bemidji. From Helen, Mont., comes word that Henry F. Sheehan, president of H. F. Sheehan & Bros., Company, large candy-toy jobbers, died there recently at the age of 81.

Irving Elton, of Standard Cigar & Tobacco Company, Twin City wholesalers, will be married in April, Cecil Tattelleman and John H. Standard salesmen, will go to the NATD convention in Chicago this month, all expenses paid, as a result of winning a company contest. Determination to push the jobbing end of his business had made him a winner. Scott, who recently acquired sole interest in Perfection Sales Company, candy-toy wholesalers, Sachs, who also operates Sachs Nut & Shelling Company, returned from Europe where he lined up a number of new lines to assure his retail trade complete coverage. Capitol Records branch office here is planning quite a hoopla for Stan Kenton and his orchestra when the unit comes to Minneapolis later this month for a week’s engagement at the Radio City Theater.

Matt Engler, of Paster Distributing Company, reports that his phonos are moving extremely well.

NOW—The Only Really New Console!

Keeney’s WILD BELL
TWIN CONSOLE
PLAY APPEAL CALORE
in any 2-coin combination
SENSATIONAL EARNINGS!

PRICE $800.00

DISTRIBUTING CORPORATION
736 ERIE BLVD. EAST SYRACUSE, NEW YORK

TERMS: 1/2 DEPOSIT, BALANCE C. O. D.

WORLD-WIDE DISTRIBUTION
2330 N. WESTERN AVE. CHICAGO 47, ILL.

TERM BOXES:
Seeburg 5-12 $13.50 Rock-Ola 3-10 $14.50
5-25 $25.00 Rock-Ola Dial-a-Tune $15.00
Wurlitzer 120, $35.00 Rock-Ola Dial-a-Tune, $2.50.

TERMS: 1/2 DEPOSIT, BALANCE C. O. D.
New York:

(Continued from page 116)

Newspaper and comic strip handling

Al Bloom, president of Speedway Products, claims excellent results with a tele-juke he has had on test location in a 40th Street theater. He has begun delivering the combination television-juke box to operators, now that his production line is rolling.

Zenith Radio Corporation, manufacturer of the former Cubs, has moved to the Zenith Tone Arm for phonographs, is capitalizing on the experience of Wurlitzer, which uses the Zenith tone arm in its latest juke box model, the 1100. In a current series of newspaper ads, Zenith points to the claim by Wurlitzer that, with the Zenith, records return 95 per cent of their original fidelity after 2,000 plays.

Ben Balsanott, Alcove's Eastern regional sales manager, returned last week from a selling trip in Pennsylvania and Maryland. He says public showings of Alcove's $45 juke box, already

It has been redesigned from the chassis out to conform to YOUR suggestions and criticisms.

The new TRADIO also comes in hospital and beauty parlor models with monoset attachments, or on pay-as-you-play plan.

ORDER NOW FOR immediate delivery!
WRITE Dept. A-4

TRADIO, America's pioneer coin radio, has been priced at a new low of $49.95 to give you the fastest possible return on your investment.

Games on R. R. Recreation

Cars Get Travelers' Okay

NEW YORK, April 3.—The possibility that a previously untapped market for coin-operated games may soon open up was foreseen with the disclosure this week that amusement games installed on steam trains on the Pennsylvania Railroad were meeting with enthusiastic traveler ac

The games, Gottlieb Bowling Alleys, have been placed in the new recreation cars just put in service as part of the Jeffersonian, all-coach streamlined railroad opera

To Be Standard

First installed two weeks ago on a test basis, the games' reception has led to their use as standard equipment in the recreation cars, a rail

The cars, built by the American Car & Foundry Company and decorated

Air-conditioned through, the cars are built of low-alloy, high tensile steel and are equipped with specially designed features contributing to smooth riding, safety and comfort. Thermostatic controls automatically regulate the temperature.

Louisville Ops Are Warned on Coin Licenses

LOUISVILLE, April 3.—Urging coin machine operators to apply for their city licenses on coin-operated equipment immediately, David A McCandless, Louisville safety director, warned them last week that the drive on unlicensed amusement and amusement machines will continue. All are licensed or confiscated. Thus far the license check has resulted in confiscation of 65 coin machines and more than $3,750 for the license fund.

Because the move by the safety director had been given wide publicity in the local press, owners of 267 machines asked the city under a police warning that machine owners would be arrested if they failed to obtain the necessary licenses. The money was due November 1, 1947, when $15 per machine was supposed to have been paid, which would have licensed the machine for a year.

Tax officers assessed an extra charge of $10 for owners whose machines were seized by police in order to pay for hauling and storing of confiscated equipment.
Industry Taxation Threats Temporarily at Standstill

(Continued from page 101) keep coin radios and coin television from paying the State licenses on coin equipment turned out to be a boomerang when the bill was amended to read not only coin radio and video but to double the existing tax rates on pinball games.

In testimony before the Senate committee, operators are striving to secure passage of a measure which would bring fees based on the rates established by the Legislature in 1944. Whether the bill would get thru committees and to the floor of the Senate before adjournment was anybody's guess this week.

Meanwhile, the Mississippi solons were looking over House Bill 1041—a bill designed to place a per machine tax on vending machines. The measure was described as a bill “to fix the privilege tax to be levied upon vending machines dispensing soft drinks and alcoholic beverages in bottles or other containers.”

On the surface, vending machine operators were certain only one thing: The measure had been inspired by someone who would like to see soft drink bottle vending machines put out of business. Proposed annual rate per machine: $100.

Bottlers, who have heavy investments in bottle vending equipment and are ready to fight the tax, but reports from Mississippi indicated group of bottlers—who did not own soft drink venders—were pushing the measure.

The same bill would place a $2 and $2.50 tax on other types of machine vending machines. The measure was being considered by the Ways and Means committee the following its introduction Monday (29).

In Massachusetts, it appeared that the Senate might fix a maximum tax rate on cigarette vending machines slightly less than had been reported. The Legislature, instead of reporting on the bill unfavorably—probably would have been to carry over debate on the matter until the next legislative session. Operators were original means toward the measure have cooled no
to the Senate. There were no indications that they would push for consideration of the bill once the Legislature reconvenes.

As they had in Virginia earlier this year, the automatic machine owners won a victory in the closing days of the South Carolina legislative session, as the State Senate passed a bill repealing all food venders from provisions of the State’s general coin machine tax.

Arguing against the law because of its per-machine provisions, the automatic machine owners succeeded in having the act amended.

Plan Graduation For 2d NAAMO Mechanics Class

ATLANTIC CITY, April 3.—P. McKim Smith, president of the National Association of Automatic Machine Owners (NAAMO), this week announced that the second class of the association-sponsored coin machine mechanics course, now in progress, will be conducted at the Manhattan Trades Center, New York, would graduate April 16.

Ceremonies, which marked the completion of the first course, will be eliminated, it was stated by Smith. The association has decided against holding a formal graduation and dinner and will not make special awards to members of the graduation class, as had been planned previously. Instead, members of the class will move directly to jobs which are now available, Smith said.

NAAMO starting salaries for the graduates will be set in accordance with the abilities, starting at $1 per hour.

Smith pointed out to potential employers that best results are obtained by having the veterans first work with experienced coin machine mechanics for a short on-the-job training period before they are allowed to go out on their own.

Lancaster Proposes $20 Annual Levy

LANCASTER, Pa., April 3.—A city tax of $20 a year on juke box pinball machines and vending machines has been started thru city commission for Pennsylvania regulation, law which permits municipalities to levy such taxes.

Such a tax if approved by the legislature provides that the levy “shall be payable by the person operating or subject to such tax, unless such tax shall first be paid by the person owning or leasing such device.”

A tax stamp, to be affixed to the machine, is in conjunction with the levy, and under this system machines can be moved from one 20-cent machine without paying additional taxes.

MUST HAVE A QUANTITY of Bally Victory Derbys Bally Entries and 47 Jockey Clubs

CONSOLES

Mills 17 $3.75. New $37.50.
Mills 4 $5.50-$5.50 $5.50
Mills 3 Balls $15.
Keno Super, R. 2, 5, 15.
Comb. F. & P. $5.00.

ONE-BALL PAYOUTS

Turf Kings $5.00.
Jockey Clubs $5.00.
Kentucky $3.50.
Winning Tickets $2.50.

Strikes 'N' Spares

For 10 Games $3.99.

NEW

Pace—1946 Chrome Bells 5c. $16.50.
List Price

Solotone & Personal Music Machines

Priced to sell

ORDER TODAY! WRITE TODAY!

Bush DISTRIBUTING COMPANY

1325 15TH AVENUE N.E., MINNEAPOLIS 13, MINNESOTA

MUSIC

3-1015 Warlitter $48.00
Very clean with stopper.

1-950 Warlitter $165.00
Clean and overhauled.

CONSOLES-ONE BALLS

7-Kenney Bonus Bells, 5c $265.00
Perfect mechanically clean.

5-Del. Warlips $265.00
Perfect condition throughout.

5-Del. Warlips, red buttons $215.00
Reconditioned and good.

4-Victory Specials $159.50
Good appearance and running perfect.

2-Special Entries $339.50
Almost like new.

KAW SPECIALTY Co.

1137 Ontario Ave., Kansas City, Kans.

TRINIDAD — CARIBBEAN

Gold Mine
Banjo
Trade Winds
Triple Action
Leap Year
Call for Prices—Pedler 5-3299.

Lehigh Specialty Co.

1407 W. Montgomery Ave.

JACK DAVIS

Trick Cigarette Machines, Gag
Tricks—Jokes—Novelties—Souvenirs
Specials—Volume Purchasing—Trade
Trade Winds—Triple Action—Leap Year
Call for Prices—Pedlers 5-3299.

JACK DAVIS

2212 W. 33rd St., Kansas City, Mo.

JACK DAVIS

2212 W. 33rd St., Kansas City, Mo.

References: Mickey Randle, Bar Owner, 5th Ave., 6:30 to 11 p.m.
Trick Machines, Ph. Hines, 4th Ave., 10:30 to 11 p.m.
Jack Davis, 2413 Broadway, 7th Ave., 11 p.m.
Mr. Randle, what have you been doing.

R. B. 1

MILLER MUSIC COMPANY

120 COIN MACHINES

R. B.1

3123 W. MONTGOMERY AVE.

BURLINGTON, OHIO

MACHINE WANTED

Who can rent Phonograph, Pin Ball, Cables and Slot Machines, write, rent machine, good salary.

R. B. 1

MILLER MUSIC COMPANY

120 COIN MACHINES

BURLINGTON, OHIO

SLOT ROUTE FOR SALE

5 1944 Bullets 15, 15 $1.50 change.
4-Die Millionaire 15, 15 $1.50 change.
4-Die Millionaire 15, 15 $1.50 change.
3-Die Millionaire 15, 15 $1.50 change.
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Railroad Tilt

NEW YORK, April 3—Emphasizing the popularity of amusement games is Pennsylvania Railroad's new recreation car soon to go into service between this city and St. Louis. It features a pinball game, set for free operation, for the entertainment of passengers. In addition to the pinball game, car includes a new grey leather, a game and reading room and buffet lounge.

Nashville Ops
Take Plastic to City Council

Discuss Coin Ordinance

NASHVILLE, April 3—Meeting in a special but unofficial session with the council, the board here this week local coin machine operators charged that the proposed $2 per machine tax would place a hardship on small operators. Last week the ordinance to regulate coin equipment and vending machines passed a first reading of the city council and was recommended to a seven-man committee (The Billboard, April 3).

Operators taking part in the meeting directed a plea to the council committee asking it not to follow the lead of Memphis in enacting legislation which might force operators out of business.

Too Strong

During the meet Wayne Queen, acting as spokesman for the operators, told the committee that the ordinance would be virtually as stringent as the Memphis regulations which supposedly have driven all but seven pinball and machine operators out of business. Others taking part in the discussion included Councilmen Walter Morgan and William Ayers and James A. Newman, attorney for the operators and a former State senator. Morgan stated that he did not believe the ordinance would create the same kind of opposition in Nashville that allegedly exists in Memphis. Newman expressed the view that the proposed ordinance would amount to a double taxation on coin machines.

Ayers, who is chairman of the committee, said the council would try to arrange another public meeting with operators before the next regular council meeting.

Universal-Schutter
Repset NATD Confab

ST. LOUIS, April 3—Universal Match Corporation and its Schutter Candy division will bring the largest coin vending delegation in its history to the forthcoming National Association of Vending Distributors at the Palmer House, Chicago, April 12-17. S. M. Rosenberg, Universal's vice-president and director of sales, stated that this action will be taken so that the firm's district managers and home office officials can hold counsel with as many of Universal's dealers as possible.

The business will prove to be the firm's first consideration during the week and a proper showing of products. Universal will hold its Corn Beef Open House, an event that has become one of the company's leading social events each year. This party will take place in the Red Lacquer Room of the Palmer House, April 14.

Coin Machine
Tax Bobs Up
In Pa. Towns

Pinballs, Jukes Affected

PHILADELPHIA, April 3—On the heels of municipalities in Eastern Pennsylvania levying an amusement tax on admissions to theatres, moving houses and other events, a number of towns have added for the first time a tax on coin-operated machines.

In York, where an amusement tax of 10 per cent becomes effective April 1, the ordinance also includes a levy of $5 on every music machine in operation. The New Philadelphia borough, near Reading, in addition to a 10 per cent tax on theater and sports admissions, adds a license fee on all pinball machines and music machines.

At Oxford the borough council tabled tax proposals on bowling alleys and music machines as well as on amusement admissions. Instead the city fathers passed an ordinance providing for a mercantile tax levying one mill on each dollar of gross business.

The ordinance placing a amusement tax of 1 cent on each 10 cents of the admission charge to theaters in California, also places taxes on the proposed ordinance in Conshohocken, in addition to a 10 per cent tax on tickets to all theatrical entertainment, also imposes a $10 annual license fee on pinball machines and music boxes.

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Will Pay $30
Write for Shipping Instructions

Begin Delivery
Of New 5 Ball
By Chicago Coin

CHICAGO, April 3—Chicago Coin Machine Company has started deliveries on its newly developed five-ball game, Trinidad, Sam, Sam and Sam, Genoa, 1140 N. Western Ave., Chicago, has announced this week.

The new amusement game features a multiple of pinball appeal attractions that have been designed to keep player interest at a peak until the last ball has dropped out of play, Trinidad's manufacturers report.

Among them are special play lanes, two flipper-type bumpers, single and double bonus sequences, kick-out pocket, and a 50,000-point bonus hole. The flipper-type bumpers are actuated by two player-controlled buttons located on either side of the game's cabinet. Since the player must depress the left hand button to make the left hand flipper bumper move, and must depress the right hand button to actuate the right hand flipper bumper, constant player skill serve to keep player-interest at a high level when playing the game.

Philip Morris Divide

NEW YORK, April 3—Philip Morris & Company, Ltd., Inc., last week made a regular quarterly dividend of $1 per share on the cumulative 8 per cent preferred and 90c a share on the cumulative 3 40 per cent preferred stocks. Both dividends are payable May 1 to stockholders of record April 18.
Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of The Billboard.

New Equipment

A-P Cigarette Vender, Adams Fairfax Corporation, 5721 West Jefferson Boulevard, Detroit, Mich., has been purchased by new interests headed by Seymour Golden.

Coin Machine Implement Company, 333 North Michigan Avenue, Chicago, has purchased manufacturing and sales rights to the Big 4 vender by Auto Vend Company, 3619 Broadway, Kansas City, Mo.

DuGrenier Company has been purchased by Francis C. DuGrenier and Blanchard Bouchard, original owners. Hagan Candy Company, 7218 S. Pulaski Road, Chicago, Ill., has purchased the John W. Whitt Candy & Tobacco Company, Chicago, Ill.

Personal Notices

Charles M. Dooley has been appointed manager of the merchandising and consumer research division of the Owens Illinois Glass Company, Toledo.

B. R. Halcomb, vice-president of the William Wrigley Jr. Company, has been elected a director of the firm.

Robert Peterson and Joseph Stella, formerly with Mills Machine Company, have joined United States Vending Corporation. Stella will head the service department; Peterson will be in charge of production control.

Royal B. Banda, Boardman, O., is a new member of the CMI.

Samuel J. Rose has resigned his position as manager of the Detroit office of the King Pin Equipment Company, Kalamazoo, Mich. Hazel Reichlin succeeds him.

Distributor Appointments

R. J. Enterprises, New Orleans, has been appointed distributor for Apollo Records.

H. J. Jones Distributing Company, San Francisco, has been appointed distributor for Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Boulder Distributors, Hartford, Conn., has been appointed distributor for Apollo Records.

Union Company, La Crosse, Wis., has been appointed distributor in Wisconsin, Minnesota and Iowa by Shipman Manufacturing Company, Houst- ont.

Branch Offices

E. E. Harvey Company, Inc. (locally operated), 254 Walker Street, Cincinnati.

Jones Distributing Company, 1263 Mission Street, San Francisco.

Coin Operated Automatic Sales Boards

Deals of all kinds
Write for particulars

R. C. Walters MFG. CO.
4201 NORTFOLK
ST. LOUIS 10, MO.

Perfect—Late Models

HARLEY-DAVIDSON

NEVADA

STRAIGHT A'S

VICTORY SPECIALS

SPECIAL ORDERS
1/3 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

Our Fourth Great Season

Coin-Operated Automatic Sales Boards

READ IN MUSIC ITS SEEBOURG
BETWEEN SCIENTIFIC SOUND DISTRIBUTION THE EXCLUSIVELY DISTRIBUTED BY LINES

ATLANTIC NEW YORK CORP.
540-550 W. 26th St., NEW YORK 11, N.Y.
PHONE: COLUMBUS 5-4584

FOR SALE!

ABT RIFLE RANGE

USED ONE SEASON

18 FT. TARGETS
10 RIFLES
1 LARGE COMPRESSOR
5,000 CARTRIDGES
20,000 PELLETS

ORIGINAL COST, $4500.00

$2000.00 COMPLETE

AL MEYERS
ROCKAWAY PARK, N. Y.
Phone: Belle Harbor 5-7949

ACCEPT ANY REASONABLE OFFER

Children permitted. Small deposit received. $550.00 cash. Terms: Full facilities with sale.

P. K. SALES CO.
807-608 Whirling Ave.
Cedarville, Ohio

B. & M.

 thirteen --- September 4, 1940}
Bell-o-Matic Will Handle Coin Changer

Chicagol. April 3—Globe Distributing Company here has appointed the Bell-o-Matic Corporation, also Chicago, as national distributor for its newly developed six barrel coin changer. Jimmy Johnson, Globe head has announced.

Called the Lightning Changer, the new coin handler can combine any combination of coins from a penny to a quarter in its six tubes. Optional equipment for the new changer is a seventh tube that handles half-dollars, can be mounted on one end of the three-legged aluminum base which contains the coin tube. Other possible combinations concerning the Lightning Changer include the setting up of individual tubes to dispense from one to five coins; one to four coins on the quarter tube and one to two coins on the 5-cent coin tube.

According to Johnson, his firm is also set up to make individual made-to-order coin changers. Thus, in place of the conventional changer line-up of one nickel, dime, quarter and half-dollar tube per unit, the Lightning Changer may contain two or more tubes handling pennies, nickels or other unit coins in demand at a particular location, with remaining tubes devoted to coins in less demand. Interchangeability is possible through use of sectional coin tubes which hook and lock on each other before being placed in the base. Another feature of the new changer is that it may be returned to Globe for different combinations of coin tubes should the need arise.

MINT POP
16 Byl. See 1st Flr. at $52.60 each.
Trade Full Resistance with only.
P. K. SALES CO.
607-609 Whiting Ave.

MINIT POP
"AS IS" SALE
AMT Hi Boys, 40-Record $75.50
Singling Tower ........ 90.00
Wurlitzer 61, C.M. ........ 50.00
Wurlitzer 27, C.M. ........ 60.00
Wurlitzer 616 ........ 35.00
Wurlitzer 850 ........ 15.00
Wurlitzer 950 ........ 175.00
Wurlitzer Twin 12 ........ 45.00
Wurlitzer 800 ........ 175.00
Wurlitzer 950 ........ 175.00
Wurlitzer 25-Record ........ 30.00
Seeburg Corn ........ 75.00
Seeburg Regal ........ 75.00
Seeburg 12-Record ........ 125.00
Seeburg 12-Record ........ 30.00
Rock-Ola Boxes .......... 3.00
Rock-Ola Bar Boxes .... 5.00
Pickard Boxes .......... 22.50

WRITE, WIRE, PHONE TODAY!

WE CARRY THE LARGEST STOCK
OF USED EQUIPMENT IN THE NATION—
TYPICAL, MAKES AND MODELS.
WRITE TODAY FOR COMPLETE LIST.
1/2 Deposit With Order—Balance C. O. D.

Davrosen, Inc.
Exclusive AMT Distributor
855 N. Broad St., Philadelphia 23, Pa.
Stevenson 2-2906
500 Evergreen Ave., Baltimore 23, Md.
Edmonson 5322

ARCHADE MACHINES
Voice-O-Graph, like new $1,200.00
Voice-O-Graph ........ 900.00
Phonomatic ........ 500.00
Atomic Bomber ........ 200.00
Bally Undersea Raider .... 150.00
Ace Bombers ........ 150.00
Champion Hockey ........ 150.00
Hulkspace Punching Bags (2) .... 150.00
Night Bomber ........ 125.00
Kaney Submarine ........ 100.00
Chicot Hockey .......... 85.00
Hulkspace Sky Fighter .... 75.00
Lile League ........ 65.00
High Sticker ........ 50.00
Strike the Clock ........ 45.00

All of the New Pin Games—Television by Emerson, etc., Opedal—Douglas Johnson, Coin Counter and Coin Sorter—New Buckley Orta Coin Slot Machines and Traders—Contemporary Metal Restored-Renewed Safes—Walling, Johnson, Duke, King Merchandising Machines—Globe, etc.
Write for Circulars.
1/3 Division—Balance C. O. D.
PHONE, WIRE OR WRITE
INTERSTATE COIN MACHINE CO., INC.
1883 Columbus Ave., Springfiled, Mass.
Telephone 5-4094

CHICAGO METAL MFG. COMPANY
3774 South Rockwell Street
Chicago 2, Illinois
Tel: Lafayette 5754

SLOT MACHINES
HEADQUARTERS for all models of Mills Ball Machines
BOUGHT, SOLD AND EXCHANGED • SEE OUR FLOOR DISPLAY NOW!

MIDGET RACER $25.50
MISS AMERICA $50.00
SHOW GIRL $30.00
SMARTY $20.00
SMOKY $15.00
SPELLBOUND $35.00
STEP UP $35.00
SUPER LINER $57.50
SUPER SCORE $59.00
SUSPENSE $40.00
TORNAO $75.00

BANFF CARD $64.50
CAROUSEL $71.50
COVER GIRL $25.00
CYCLONE $45.00
HI RIDE $130.00

STGC OPERATORS’ INFORMATION ON REQUEST

BETTER MIXTURES, BETTER RETURNS

WE Appeal to our many friends to be patient with us
Deliveries from the factories have been slow and the demand has been great for Gottlieb CINDERELLA and Exhibit BANDIT. We are attempting to fill orders on the basis of first come, first served. Bear with us just a little longer; we are doing our utmost to satisfy everyone.

ATTENTION OPERATORS IN MISSOURI AND ILLINOIS, WE CAN NOW FINANCE YOUR PURCHASES ON EASY TERMS.

OLIVE NOVELTY CO.
3625 Lucas Ave. St. Louis 3, Mo.
Phone: Franklin 3262

F. & R. SALES CO.
613 College Ave. N. E. Grand Rapids 6, Mich.

CHICAGO METAL MFG. COMPANY
3774 South Rockwell Street
Chicago 2, Illinois
Tel: Lafayette 5754

1948 The Billboard COIN MACHINES 123

Permanent PROTECTION
DELUXE & UNIVERSAL SAFES AND STANDS

Nothing can compare with these super-safe protection units at the price. They are heavier, better constructed ... are equipped with better locking devices ... simplify servicing all machines ... are streamlined and finished in attractive colors that harmonize with the finest interiors.

Plan TODAY to safeguard your machines, your income, and your locations with Deluxc or Universal Protection Equipment.

Write at once for literature, prices, and name of nearest distributor.

PROMPT DELIVERY

(Trith Universal Stand)

Fitted with MAGIC JACK

Globe Coin Changer

HIDEAWAYS $50.00 EACH

This superb changer with Appliance, Sounding Gears with Appliance. Finished and NEW for Rock-Vey.

Bounce—57.50 Bartholomew, Sections 30-Win. Rock-Vey, etc.

Tom-Pin Alleys, unasked $35.00; unasked $30.00

Rapid Flip $30.00

Jumping Rod Tail, etc. $25.00

Bounce $20.00

Amplitude of Personal Music $15.00

Large Variety of New Units $15.00

Divider $15.00

Round Times $10.00

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F. & R. SALES CO.
613 College Ave. N. E. Grand Rapids 6, Mich.
New Kentucky Tax Law Takes Effect July 1

Covers Most Coin Devices

FRANKFORT, Ky., April 3.—A much-vaunted version of the bill to impose a 45c—a general tax law applying to most types of coin-operated equipment, approved by state legislators, has been signed by the governor to become law. Effective July 1, 1948. The bill was part of the administration's revenue raising efforts outside the jurisdiction of the state, particularly merchandise vending operators.

In its final form, the new tax law provides exemption for certain kinds of vendors, and provides that vending machines which come under the occupational license shall have the fee reduced by the amount of the occupational fee.

Despite these amendments, automatic merchandising firms contend the bill on the grounds that any vending tax is unfair and discriminatory.

Quote New Law

Covered under the new law are all "lawful coin or token-operated vending machines ... with no provision for the rejection of any coin or token issued by the state government." The machines in effect would be any machine dispensing cigarettes or any other merchandise for a coin or token.

Specifically exempted by the law are: Parking meters, pay phones, stamp vending machines, baggage lockers, coin-operated candy vend- ers, coin radios, popcorn vending machines and coin-operated facsimile machines.

Applications for licenses under the act must be made in writing to the Department of Revenue at Frankfort, and applications must be accompanied by a sworn statement that the machines be licensed do not violate any of the State's existing statutes.

Fee Scale

Fees provided are $10 per machine per year for any machine which requires a nickel at a machine cost of $10 per year for any machine which requires 10 cents or more in service.

Bill provides that for "machines vending commodities for the sale of which the occupation license is paid under KRS 137,050, the tax herein prescribed shall be reduced by the amount of such license tax paid to the State." Cigarette machines, for instance, are not under this validation tax, and the amount of the cigarette permit may be deducted from the amount of per-machine tax to be paid.

At the same time, the act provides that "every municipal corporation shall not be required to pay any additional tax in any form, but may levy a general tax which may be under the jurisdiction of this Chapter, that the city of Kenton shall provide for the issuance of such license tax paid to the State." Cigarette machines, for instance, are not under this validation tax, and the amount of the cigarette permit may be deducted from the amount of per-machine tax to be paid.

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SPRING HOUSE CLEANING SALE!
WE WANT FAST ACTION!

We'll check them for you mechanically and see that they're perfect—you clean them yourself and SAVE! We don't sell junk—those machines are RIGHT! Don't wait! All equipment subject to prior sale.

ROCK-OLA WURLITZER

12 Records $39.50
Masters 99.50
Super 119.50
Spectrovox 99.50
Counter Model 1200 $199.50
AIREON

We have large quantities of all Roll Downs in stock—write for our low prices.

F.O.B. NEWARK, N. J.

Seacoast Distributors, Inc.
415 Frelinghuysen Ave.
Bigelow 3-3524
Newark 5, N. J.

FIVE BALLS

AMBER $5.95
ARIZONA 5.95
BALLOON 5.95
BIG LEAGUE 4.95
SMALL 4.95
DYNAMITE 4.95
FAST BALL 4.95
SUNSET 4.95
Havana 7.95
HAYER 6.95
IONOS 6.95
MIDWAY 8.95
MAZARONA 6.95
RIO 6.95
SUGAR Special 8.95
SHOW GIRL 5.95
STATE FAIR 6.95
SUPER SCORE 4.95
SPINNING TOP 5.95
SUPERSPIN 8.95
Tornado 7.95
Tradewinds 12.95
TANKEE DOODLE 7.95

CONSOLES

Bortails $49.50
Blind Slew $49.50
Big Top $49.50
Jumbo Parades $49.50
Fack Reels $49.50
Face Chatooga (Comb) $49.50
Silver Moons $49.50
Hi Hands $49.50
Bally Deluxe Draw Balls $125.00
Ray Mill $125.00
Keeven Tenny Bonus $125.00

ROLL DOWNS

BOX SCORE $275.00
BING A ROLL $275.00
TIN PAN ALLEY $275.00

MISCELLANEOUS

Bally Big Inning (Used 1 Week) $395.00
Perpetual Play $395.00
Bally Defender Gun $395.00
Kine Astrology Scale (250) $395.00
Tickets $79.50
Rocky Locky Scale (100) $395.00
Mills Scale $395.00
Wurlitzer 1220 Phono, Wurlitzer 600 Phono $35.00
Whirl-A-Ball $35.00
Whirl-A-Ball $35.00
Bally Blue Grass $35.00

SLOTS

Write for Prices on All New Machines

OHIO SPECIALTY COMPANY, INC.
539 S. 2ND
LOUISVILLE 2, KY.

COIN MACHINE LOCKS

Send for Literature

Keyed Alike or Keyed Regular
1/8 to 1 1/8 in. sizes

7/8 INCH LOCK
55c Each
LOTS OF 100-1 EA. 49c

5/8 INCH LOCK
52c Each
LOTS OF 100-1 ea. 45c

GIVE TO THE DAMON RUNYON CANCER FUND
Cleveland Coin's Outstanding Values

$25.00

New Counter Games

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tr>
<td>Penny Vendor</td>
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Arcade Equipment

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<tr>
<td>Gold King</td>
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<tr>
<td>Bantam Tray Vendor</td>
<td>$35.00</td>
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<tr>
<td>Breeze Queen</td>
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Used Pin Games

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<td>Flipper</td>
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Brand New Vendors

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<td>$13.35</td>
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<tr>
<td>Breeze Queen</td>
<td>$13.35</td>
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Slots and Bells

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<th>Type</th>
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<td>Blue Bell, D.J.</td>
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<tr>
<td>Blue Bell, Inc.</td>
<td>$5.00</td>
</tr>
<tr>
<td>Blue Bell, Jr.</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

Put New Life to Your Earlier Exhibit Games with FLIPPERS

You can add these popular thrillers yourself. EXHIBIT makes this special offer in the interest of EXHIBIT operators to help them build up their location incomes.

Order from your EXHIBIT Distributor

Exhibit's new life FLIPPERS comes to you in a kit, consisting of two complete FLIPPERS with installation instructions.

Price $395

Now MERCURY Athletic Scales in 7 DIFFERENT MODELS

A MACHINE FOR ANY LOCATION

ORDER NOW!!

Model

| Standard, 15 Plays | $195.00 |
| Deluxe, 13 Plays  | $129.50 |
| Lift Grip on Stand| $20.00  |
| Twist Grip on Stand| $111.50 |
| Single Grip on Stand| $99.50  |
| Counter Grip      | $69.50  |
| Midget Counter Grip| $59.50  |

All models are Great Money Makers!

Terms: 1/2 paid with order, balance 30 days.

Mercury Steel Corporation

3830 Holbrook Ave.
Detroit, Michigan

Brand New Flapper Games

In Original Crates

$85.00 and up

Silver Strike
Bonanza
Starlight
Nudy Rolldown

Bally products Co.

2000 N. Oakley, Chicago, Ill.
GET IN THE MONEY
WITH THE NEW
BAKERS PACERS

The Aristocrat of Consoles
Café Horses • Flashing Odds • 5 Coin Play • Illuminated Track.
GUARANTEED! The Best Money
Maker Ever Built or Your Money Back!
SEE YOUR DISTRIBUTOR OR WRITE TODAY!
BAKER NOVELTY CO., Inc.
1700 W. Washington Blvd., Chicago 12, Ill.

READY FOR LOCATION:

Oscar West... $145
Small... $125
Superl... 65
Semi-S ... 175
Lucky Star... 105
Pony... 60
Mystery... 135
Super-S... 85
Maillot... 95
Dynamo... 75
Beau... 60
Gold Mine... Write

Write for list of pre-war games at $30 each or $4 for $100. F.O. E. Chicago.
Terms: 1/3 Down with order, bal. C.O.D.

MID-STATE CO.
2101 Milwaukee Ave., CHICAGO 47, ILL.
Phone: Dickens 3444

WANT TO BUY

BALLY
TRIPLE BELLS
D RAW BELLS, Deluxe
DRAW BELLS, Deluxe

VICTORY DERBY
VICTORY SPECIAL

ENTITIES

Phone for Quick Action or Send List.
EMPIRE COIN MACH. EXCH.
1012 Milwaukee Ave., CHICAGO, ILL.
Phone: Everybody 2600

EXCELLENT OPPORTUNITY
FOR TOP SALESMAN.
Must have sales and promotional experience in phonograph business; some operating background preferred. Write
Box D-271, c/o The Billboard, Cincinnati 22, Ohio; stating qualifications and references.

ATTENTION
ARCade FOR SALE

Going Awaas in city of 100,000. Excellent for district location, 24 games, old time machines. Box D-272

The Billboard, Cincinnati 22, O.
LONDON HIGH QUALITY
LOW PRICED
SPECIALS

CHICKED
RECONDITIONED
ROCK-OLA SUPER
ROCK-OLA MASTER

WE ARE EXCLUSIVE NATIONAL SALES AGENTS FOR
J. F. FRANTZ MFG. CO.

WE ARE DIRECT VENDORS
WE ARE DIRECT VENDORS

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WE ARE DIRECT VENDORS
WE ARE DIRECT VENDORS

NO QUESTIONS ASKED — YOUR MONEY BACK IF NOT COMPLETELY SATISFIED!

ATTENTION: Operators in our territory—Your Credit Is Good. Buy on our 1/3 Deposit Plan. Come in or write for Complete Details.

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

Want Two Mechanics

Herb Ross Playland Arcade
Jennings

Standard Chief
1e - 5c - 10c - 25c - 50c - $1.00 Play

Guaranteed Mills

Fiesta Crossfire Big
For Keeneys Twins, Keeneys

Badger's Bargains

"Often a few dollars less - seldom a penny more"

Guaranteed Reconditioned Consoles

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>New Mills Red Chief</td>
<td>Write</td>
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<tr>
<td>MILLS 1943 THREE BELLS</td>
<td>250</td>
<td>159.50</td>
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<tr>
<td>KEENEY 4-WAY SUPER BELLS</td>
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<td>MILLS JUMBO, LATE P.P.O.</td>
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Guaranteed Reconditioned Phonographs

<table>
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<tr>
<th>Model</th>
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<td>MILLS BLACK CHERRY, ORIG. 5c</td>
<td>10c</td>
<td>39.50</td>
</tr>
</tbody>
</table>

Reconditioned Slots and Stands

- Mills Black Cherry, Or. 5c - $19.50
- Mills Black Cherry, Or. 10c - $19.50
- Mills Black Cherry, Or. 50c - $50.00
- Mills Black Cherry, Or. 50c - $50.00

Jennings Twin Play

Challenger
5c - 10c - 25c - 50c - $1.00 Play

FREE!
Your copy of Jennings new 16-page booklet featuring these coin machines. Write Today!

O. D. JENNINGS AND COMPANY
4307 WEST LAKE STREET * CHICAGO 24, ILLINOIS

Save at Southern

Used Games

- SMARTY $39.50
- STEP UP 69.50
- SUPERMINT 39.50
- SUPER STAR 49.50
- SUSPENSE 39.50

Used Music

- SOUTHERN E. S. 8800 $209.50
- SOUTHERN R. C. 8800 $249.50

8200 Conversion $59.50
Wurlitzer 500 $100.00

Write for complete new list of other games, music, etc. New low prices - Extra Value!

Terms: 1/3 Deposit, Balance sight draft
"The House that Confidence Built"

Southern Automatic Music Company

SEE BURG DISTRIBUTORS IN
CINCINNATI-DAYTON-FT. WAYNE
INDIANAPOLIS-LEXINGTON

Delivering new games of all leading manufacturers
EXHIBIT’S GREAT !!!

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 (ESTABLISHED
1901)
4218-4230 W. LAKE STREET • CHICAGO 24, ILL.
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. Winner is indicated by the spinner and odds changer shows odds. 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 odds — 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 companion console for the TRACK ODDS.

Buckley Manufacturing Co.
4223 West Lake Street • • • Chicago 24, Illinois

Spring's the time to pep up your locations

Trimount is now delivering

Gottlieb's CINDERELLA
Williams' TENNESSEE
United's CARIBBEAN
Exhibit's BANJO
Genco's TRADE WINDS

The New
RCA COIN-OPERATED
RADIO
Built to stand up in all locations.

NEW POOL TABLES
5c or 10c
Coin Operated
Available in many sizes
Write today for information, terms and prices

TWO STEADY
MONEY MAKERS

TRIMOUNT
COIN MACHINE CO.
40 Waltham St., Boston 16, Mass. Phone: Lig. 9460

FAYETTEVILLE, NORTH CAROLINA
**EVANS’ WINTER BOOK**

World’s Finest Investment in Consoles!

The odds are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators found it the Console sensation throughout 1947 . . . you’ll call it your best bet in Consoles for 1948, thanks to features like these!

- **SENSATIONAL WINTER BOOK ODDS!**
  - Provide up to $25.00 HIGH JACKPOT ON 5¢ PLAY!
    - Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED! NO BUILD UP NECESSARY!
  - **EVANS’ NONPAREIL 7-COIN HEAD!**
    - Greatest Improvement in the History of the Industry!
    - 7-Coin Play! Not just 1 or 2 or 3, but as many as 7 coins every game!
    - Why be satisfied with less?
  - **EVANS FAMOUS PRECISION ENGINEERING**
  - **TROUBLE-FREE PERFORMANCE**
  - **BEAUTIFUL CUSTOM-BUILT CABINETS**
  - **AVAILABLE IN 5¢ OR 25¢ PLAY**

Ask the Man Who Operates One!

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

---

**MILLS LATEST MACHINES**

**EVANS’ FAMOUS PRECISION DISTRIBUTOR**

**IMMEDIATE DELIVERY**

**NEW VEST POCKET BELL**

The Vest Pocket is a complete Bell, operating on a 6¢ Mystery Patent ticket. Small patent cop is not necessary. Individually numbered, it is built so that the operating lever can also be instantly removed, assuring the complete absence of any coin tricks. Its FULL SALE at $27.50.

**JACK-RABBIT SPEED**

**It’s Accurate!**

**It’s Attractive!**

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machine con- struction . . . finished in HIGHLY POLISHED CHROME.

**STOP! LOOK! ORDER NOW!**

**YOUR CHOICE:**

- **$29.50**
- **LATE GAMES**

<table>
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<th>Game</th>
<th>Price</th>
<th>Laminated Game Price</th>
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<tr>
<td>Baseball</td>
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</tbody>
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**ATLAS AMUSEMENT CO., INC.**

1078 UNION AVENUE

MEMPHIS, TENNESSEE

PH. 36-2309
We've again hatched a profitable Bell-

The B·O·N·U·S

BELL·O·MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS
WILL BLOW GREATER PROFITS YOUR WAY

- Extra Special Adjustable Free Game Feature.
- More Ways To Advance Bonus Scores.
- Speedier Flipper Action to The Top of Board.
- The Player Action Is Exciting and Fast.
- SIX Original FRB Features.

ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco MANUFACTURING and SALES CO.
2621 NORTH ASHLAND AVE. · CHICAGO 14, ILL.
THE RUSH IS ON 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!

April 10, 1948

AUTOMATIC
COIN MACHINES

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

ACTIVE
AMUSEMENT MACHINES CO.

98 Clinton Ave. Newark 5, N. J.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS.

COIN MACHINES 135
Chicago Coin's
Quick Play! Super Fast Action!

TRINIDAD
5 BALL SENSATION
with Features Galore!

☆ SINGLE BONUS
☆ DOUBLE BONUS
☆ SUPER HIGH SCORE
☆ TWO FLIPPERS
☆ SUPER BONUS BUILD-UP POCKETS
☆ TWO SPECIAL PLAY LANES
☆ 50,000 BONUS BUMPER

SEE TRINIDAD
AT YOUR DISTRIBUTOR TODAY!

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS
April 10, 1948

The Billboard

COIN MACHINES 137

GO PLACES with

Cinderella

Ride along with CINDERELLA to get into the best spots in town!

The game with the Gottlieb Magic Touch opens all doors for dependably bigger earnings!

ORDER FROM YOUR DISTRIBUTOR TODAY!

The Original

FLIPPER BUMPERS

ROTATION SEQUENCE

HIGH SCORE • KICKER POCKETS

Plus DOUBLE BONUS

and BONUS BUILD-UP

There is no substitute for QUALITY!

D. Gottlieb & Co.

1140-50 N. Kosner Ave.

Chicago 51, Illinois
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

5737 NORTH BROADWAY

CHICAGO 40, ILLINOIS
The "JONES BOYS"
Take Great Pride in Announcing
Their Appointment as
Exclusive Distributors for
SEEBURG and BALLY
In Northern California

ES, we're mighty happy over the confidence expressed in our organization by these two great leaders in their respective fields.

We're pleased, too, that our acquaintanceship among operators is being widened to include Northern California.

NOW! THREE Great Offices to Serve You!

With the early completion of the remodelling of our new building at 1263 Mission St., in San Francisco, we will have the 3 most modern and complete service departments in the country. Thirty-five factory-trained service men assure dependable, fast service work.

R.F.
JONES DISTRIBUTING CO.
1263 Mission St., San Francisco 3, California

127 E. Second South, Salt Lake City 1, Utah

1454 Welton Denver 2, Colorado
Operators hail the new FAN FLASH as the strongest EXTRA NICKELS MAGNET ever built into a one-ball game. Players play up to 6, 8 or 10 coins per game. Get GOLD CUP and TROPHY on location and earn biggest one-ball profits in history.
4 reasons why you need

1. MUSIC AT CONVERSATION LEVEL

2. NO DEAD CORNERS

3. ALL SELECTIONS VISIBLE • NO KNOBS OR DIALS TO TURN

4. NO CROSSING THE ROOM TO MAKE SELECTIONS

SCIENTIFIC SOUND DISTRIBUTION AND REMOTE CONTROL

* IN EVERY LOCATION

"Tailor" the music system to the exact requirements of the location—that's modern music merchandising. Scientific Sound Distribution provides music at conversational level throughout. Remote Control places music within easy reach of every guest.

See your Seeburg Distributor for a demonstration.

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

Wireless and 3-Wire Wallomatics
Pre-Amplifier and Public Address System
Auxiliary Remote Control Amplifier
Dual Remote Volume Control
Recessed Speakers
Mirror and Tear Drop Speakers
PRODUCT LEADERSHIP begins with men—It is important for you to know the men behind the music equipment you buy today—for example, the Manhattan phonograph.

MUSIC PIONEERS—They are the same men who created the first commercial automatic electric phonograph more than fifteen years ago.

POLICY-MAKERS—They are the same men who sold and developed the idea into an industry and established its basic policies.

EXPERIENCE—Their experience is important to you because it provides you with equipment of unmatched play-appeal, operating efficiency and dependability—plus unrivalled creative design and modernity.

MANHATTAN BEST EXAMPLE—in a few short months their newest creation, the Manhattan phonograph, has become known as—"The finest, most luxurious, best-toned phonograph made."

GOODWILL BUILDER—Manhattan's outstanding popularity is winning choice locations, creating music patronage—and bettering 'split' and profits for Ops.

'DIRECT' SALES PLAN—A clear-cut example of industry policy-making is Packard's recently announced Direct-To-Operators Sales Plan.

PLAN BENEFITS YOU—By ordering direct from factory you receive the $1010 Manhattan phonograph for $625.50 cash, or $695 financed over 26 months.

YOUR SAVINGS—In round figures you save between $300 and $400 per phonograph. Your $2 does the work of $3. You establish your business and future securely.

NATION-WIDE APPROVAL—Music Operators, from coast to coast, express succinct approval of preferred Manhattan phonograph and preferred Packard Direct-To-Operators Sales Plan as—"Only Deal Today for an Operator!"