

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 10, 1948



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 Moët & Chandon champagnes. Welk sent each New York disk jockey a bottle of that firm's wine with the announcement of his opening March 15. Border pix show some of the spinners receiving theirs. Center photo shows Welk with Nino Lo Savio, U. S. representative of the Moët & 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 orchestra's nightly Champagne Hour contests, conducted by Mignon Maclean'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!

SISTER ROSETTA THARPE
DECCA NO. 48071

DEACON UTLEY and
THE SMILE AWHILE QUARTET
COLUMBIA NO. 38088

RED FOLEY and
THE LOG CABIN QUARTET
DECCA NO. 46115

PILGRIM TRAVELERS
SPECIALTY NO. 306

CLARENCE MELTON and
THE ALL-AMERICAN QUARTET
VULCAN RECORD

WALLY FOWLER and
THE OAK RIDGE QUARTET
MERCURY NO. 6077

GOLDEN WEST QUARTET
VICTOR NO. 20-2727

LEE ROY ABERNATHY and THE
HOMELAND HARMONY QUARTET
WHITE CHURCH NO. 1084

CUMBERLAND GOSPEL SINGERS
BIBLETONE NO. 8001

WORDS AND MUSIC
WRITTEN BY

LEE ROY ABERNATHY

R. C. HALL

CLAUDE W. HALL

JACK H. HALL

Hall Brothers Sales Company

Jasper, Alabama

PHONE 760

1917 6th 4VC

Wally Fowler
Nashville, Tennessee
c/o NBC

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

The World's Foremost Amusement Weekly

TV-NITERY ANSCHLUSS ROLLS

Cauliflowers, on Vine, for N. Y. TV

NEW YORK, April 3.—Newest center of fisticuffs to become available to television is the famed Stillman's Gym, where upcoming fighters train for bouts and ex-pugs polish their rounded and slightly wobbly heels. Tele rights to daily training goings-on at Stillman's have been affirmed by Jules Ziegler, agent. The deal provides for telecasts from one to seven afternoons weekly, as would be required. It's figured to be an especially good buy for a tele station wanting to fill afternoons when baseball and other outside sports are rained out.

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

Harem Bringing Ritzes to N. Y.

NEW YORK, April 3.—The Ritz Brothers have signed and will open at the Harem May 6 on a four-week-and-options deal. Date was set Monday (29). Prelim talks started months ago.

The three lads, in for \$12,500, haven't played a New York cafe in 11 years; their last Stem job was the Capitol Theater. The brothers are expected in 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 Beatrice Kaye. The plan is to have all the local disk jockeys and their families as guests of the club opening night. The idea behind (See *THREE RITZES* on page 42)

Jock Gimmick Aids Theaters All Over U. S.

Package Idea Catches On

NEW YORK, April 3.—The disk jockey gimmick developed for theaters by Al Borde and Mills Ingalls is probably the first package idea to 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 3-5 in Milwaukee. The idea which had its preem at the Chicago State-Lake has apparently done so well that it's already pacted to play the house again July 25.

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

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 Arturo Toscanini Saturday, March 27, is that Hart Schaffner & Marx, clothing manufacturers, are eager to buy the maestro and symph ork next fall.

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

Tele To Pay Own Way Despite High Operation Costs

CHICAGO, April 3.—Figures concerning high costs of operating a television station were revealed here this week by Walter J. Damm, head of WTMJ, WTMJ-FM and WHMJ-TV, Milwaukee, before the Chicago Radio Management Club. Despite high cost, Damm said, television would definitely pay its own way because of its power as an advertising medium and predicted that some day, at night, video would supplant radio. He said that nighttime video viewers were 90 per cent lost to radio.

Damm said that he had spent \$318,- (See *Tele To Pay* on page 14)

Majestic To Appeal 600G Verdict for Automatic Products

NEW YORK, April 3.—An appeal from a 600G verdict by Federal Judge J. Foster Symes (*The Billboard*, February 14) will be heard in the New York Court of Appeals next week. Defendants in the original law suit, who include Eugene A. Tracey, chairman of the board of 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.

Robert P. Patterson, former secretary of war, will argue the case for the defendants against Abe Marcus, of the law firm of Zizzu and Marcus, who represented the complaining stockholders in original triple-derivative suit.

Tele Moving Studios Right Into the Clubs

Palumbo in All-Out Pitch

PHILADELPHIA, April 3.—The night club-television anschluss is booming, with clubs using video as a promotional medium and video benefiting thru use of program material available in the bistros. Latest exponent of this mutually co-operative arrangement is Frank Palumbo, radio-wise operator of the Click and other clubs here, who is now working out plans with WCAU-TV, the Columbia Broadcasting System (CBS) affiliate; WPTZ, Philco video outlet, and WFIL-TV, American Broadcasting Company (ABC) station. Palumbo has already aired some of his Click shows over Philly video outlets, but he is blueprinting a rapid expansion of activity. A coaxial line now being installed in the Click will soon enable WCAU to telecast a number of the shows right from the nitery. WCAU, now constructing two new studios, will be able to use the Click room as a third base of operations and is expected to bring down two cameras for this purpose. Click's cable facilities will also make feasible pick-ups by all Philly outlets.

Cable Ready in Week

Installation of the coaxial line at the Click is expected to be completed within one week. Palumbo's programming plans, however, include use of all his clubs, including Ciro's, the 20th Century and Palumbo's, as a (See *TV Anschluss* on page 14)

N. Y. Boxing's Punch at Tele

Mgrs. 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 Boxing Managers' Guild began applying pressure to win the same percentage of radio and tele receipts for their fighters that they get of gate receipts. Park Arena, whose Tuesday matches are televised by DuMont, was slated to yield to these demands over the week-end, but the other promoters, including the 20th Century Sporting Club, continued to oppose the guild. An official of 20th Century said he was uncertain whether the Friday (9) card at St.

Sugar - Cured Joe

NEW YORK, April 3.—Four trade paper editors mumble-stumbled their way thru a quiz contest which was part of the preem program of Lanny Ross' *Swift Television Show* on WNBT Thursday night (1). Joe Carlton, *The Billboard's* music editor, copped the loot—a Swift ham. The ham weighed 220—hold it! Rather, Carlton scaled in at 220 pounds. The eatin' ham weighed 13 pounds, 10 ounces. The latter looked handsome on the screen.

Nicholas Arena, would go thru as skedded, stating he feared "an epidemic of bad hands, cut eyes and injured backs" causing withdrawal of boxers handled by managers who are guild members.

Should mass withdrawals threaten New York fight cards, substitute talent probably would be sought from non-guild managers or from out of (See *N. Y. Boxing's Punch*, page 14)

U. S. Charges Tic Monopoly, Price Gouges

Showbiz Held Victimized

WASHINGTON, April 3.—The Federal Trade Commission (FTC) today issued a complaint against 37 manufacturers and six trade associations charging operation as an unlawful combination to fix prices and eliminate competition in the manufacture and sale of amusement tickets and checks "used by all types of amusement enterprises," such as theaters, fairs, carnivals, races, bath-houses and swimming pools.

The complaint alleges that collusive practices of the respondents have "a dangerous tendency to create a monopoly" and have empowered them to "control the market and enhance (See *U. S. Makes Charges*, page 16)

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 Fineshriber, Columbia Broadcasting System (CBS) program exec, who returned this week from Paris, where he made a study of French broadcasting and TV techniques. Fineshriber said image definition on French tele was better than in the U. S., the reason being that the French use 850 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 TV stations possible.

Some of the French TV equipment is also excellent, including stereopticon type cameras. Current plans call for additional TV equipment, including overhead dollies, telescopic lenses on cameras and other advanced facilities.

There are only 2,000 receivers in France, many of these owned by government officials. The paucity of sets makes possible greater experimentation.

France Wants Yank 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, provided clearances can be obtained from sponsors, the American Federation of Musicians (AFM), the American Federation of Radio Artists (AFRA) and script writers. French radio execs requested this of the American radio reps who have just concluded a 12-day study of French radio.

The American broadcasters, who made the study at the behest of Radio France, which seeks to improve co-operation and cultural relations between American and French broadcasters, included A. D. (Jess) Willard, vice-president of the National Association of Broadcasters (NAB); Bob Swezy, vice-president and general manager of the Mutual Broadcasting System (MBS); Bill Fineshriber, program executive representing the Columbia Broadcasting System (CBS); Tommy Velotta, American Broadcasting Company (ABC) news chief; Fred Bate, of the National Broadcasting Company (NBC) international division, and John Hayes, of WINX, Washington, representing independent stations.

NBC, CBS May Accede

American reps made no commitments on immediate exchange of network programs. Reasons for this are the ban on recordings in effect at NBC and CBS, and the present inadequacy of the short-wave signal for entertainment programs. If conditions change, however, NBC and

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Insure Your Vote

Each year for the past four years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Fifth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

The Billboard,
Donaldson Awards Committee,
1564 Broadway,
New York 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 an entertainment exchange. All web execs indicated, however, that they would promote exchange of disks between their individual affiliates and Radio France.

Conferences resulted in closer co-operation on the matter of studios and facilities for network correspondents, and this is expected to result in more numerous pick-ups of special events from abroad, and special events beamed 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 yet. Broadcasts include full-length concerts, plays and operas from concert halls, theaters and operas—this technique involving no adaptation whatsoever.

MPPA Reports No New, No Old SPA Agreement

NEW YORK, April 3.—The Music Publishers' 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 Douglas explained that while the negotiations for a new agreement (which have been going on for about a year and a half) 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.

Tho some pubbers feel that there should be little difficulty in completing terms of the new contract, it is believed in some circles that the lapse in pact may be a move 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 NOW IS THE HOUR*
- No. 1 *Most Played on Disk Jockey Shows MANANA by Peggy Lee, Capitol 15022*
- No. 1 *Disk Via Dealer Sales MANANA by Peggy Lee, Capitol 15022*
- No. 1 *Disk in the Nation's Juke Boxes MANANA by Peggy Lee, Capitol 15022*
- No. 1 *Folk Disk in the Nation's Juke Boxes ANYTIME by Eddy Arnold and His Tennessee Plowboys, Victor 20-2700*
- No. 1 *Race Disk in the Nation's Juke Boxes KING SIZE PAPA by Julia Lee and Her Boy Friends, Capitol Americana 40082*
- No. 1 *Sheet Music Seller in England A TREE IN THE MEADOW*

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 26 to 37 in Music Section.

Le Directoire, New York

(Friday, April 2)

Capacity, 375. Price policy, \$5 minimum. Operators, Herbert Jacoby and Max Gordon. Booking policy, non-exclusive. Publicity, Ed Weiner, Dorothy King. Estimated budget this show, \$8,500.

If Kay Thompson and the Williams Brothers had belly drops worrying how they'd do in New York, they can now rest easy. They were the same smash here they were on the Coast, Miami and Chicago.

They came on to an ovation on a drawbridge stage, which was a production in itself, and staggered off—dead beat—to a bigger ovation. The group has loads of show savvy. It works with the precision of a Jack Cole and the drive of the Vagabonds, when those boys really give it out. The Williams Brothers, dressed in quiet blue suits, white shirts and blue ties, make an excellent drop for Miss Thompson in silver sequin slacks topped by a high-necked blouse and blond hair drawn back severely into a tight top-knot. The effect is exotic and dramatic.

But it isn't their smart appearance alone. It was their literate and adult routine that made them the standout act they are. This reviewer has caught them in Miami; so they weren't a complete surprise. But their one-two-three-four rhythm continues infectious no matter how many times they're caught.

Basically their routine calls for the gal to do the vocals while the boys go thru series of manual gyrations behind her. As the chorus comes up the gal joins them on the hand and leg work, and the boys chime in on the vocals. The effect is that the rhythmic bounce is almost electrifying. It brought actual cheers from an audience which has probably seen all kinds of acts.

Thompson's Beg-Offs

The team opened with *Jubilee Time*, finishing with its widely publicized *Caribbean Cruise*. In between they showed one new routine (new to this reviewer), an English version of an American hep cat. The latter registered mainly because of cup and saucer props and a smart milking beg-off chatter intro by Miss Thompson. Incidentally, the gal's showmanship is exemplified by her milking. Her little bows and exits pull hands beautifully.

The idea of the boys working in precision with a gal isn't new. Bob Alton did it in *Panama Hattie*. He's basically responsible for the Kay Thompson package. But the material that goes with the production is what makes it the great package that it is.

The new room (ex-Cafe Society Uptown) is almost made to order for the act. The stage, thought up by Herbert Jacoby and William Pahlman, was dramatic enough to get a hand. Its slow descent might have been a lull, but during those few minutes Ted Straeter's ork, which incidentally did a fine show job, filled it up so well it looked like part of a production, actually getting a hand.

The Remodeling

The room, also remodeled by Pahlman, is in regency, with black walls and lighting of the Empire period. The bar has been glass enclosed, and the balcony has been extended. All together it makes an attractive spot calculated to attract the carriage trade.

Music comes from two stands, one on each side of the stage. Ted Straeter's ork does the society music and the show. Gao's Latin outfit makes with the rumbas.

Bill Smith.

KIERAN MR. AND MRS.

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

RWG PLANS AGENCY 'DROUGHT'

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

NEW YORK, April 3.—The first situation involving a sponsor coming into contact with the National Broadcasting Company's (NBC) recently promulgated dictum barring crime shows before 9:30 p.m. appears to have been won by the network. The account involved is Lever Bros. The advertiser notified NBC some weeks ago that it wanted to use *Calling the Police*, a crime show, as a summer replacement for *Amos 'n' Andy*, airing at 9 p.m. Tuesday nights. The show was on last year for the same account at the same time. In turn, NBC notified Lever Bros. that in view of the new NBC policy—designed to forfend criticism of radio as aiding delinquency—it was no dice.

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 co-ordinate policy among the three military branches on information considered confidential.

At the present, according to defense department officials, information regarded as top secret by one branch of the armed services is occasionally unclassified by another branch and so given out freely. Forrestal is also known to be trying to prevent news leaks to favored reporters, with a crackdown in store for any brass 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." Justin Miller, president of the National Association of Broadcasters (NAB), served on the advisory committee.

In accepting the report, Forrestal told the committee he would meet frequently with a new radio-press-movie advisory council to discuss ways of guarding security without 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 Biow Company this week auditioned him as a possible comedy show for Philip Morris. The reported slot is the Friday night Dinah Shore time on CBS. Miss Shore is slated to switch to the National Broadcasting Company (NBC) to take over the Tuesday night Milton Berle spot. Biow recently canceled Berle, explaining he did not appeal to the audience segment in which Philip Morris was interested.

Milton Biow, head of the agency, said today that he also is considering an audience participation show and a dramatic seg, should nothing come of the Baker deal.

That Lever Bros. had acceded to NBC's rule was indicated this week when it asked the agency on the Rinso account, Ruthrauff & Ryan, to do a new non-crime dramatic show for the *Amos 'n' Andy* summer spot. The agency is now working on the project. Lever Bros.' Pepsodent division bankrolls Bob Hope on NBC, as well.

NBC's 9:30 rule was enunciated before the web's convention in Atlantic City last fall.

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

CHICAGO, April 3.—Speculation concerning the airing of Toni Hair Wave Company's *Nora Drake* show on NBC and CBS finally ceased this week as a result of a decision between the network, company and agency execs at the office of Foote, Cone & Belding, agency on the account.

Final outcome: Show will be aired under Toni sponsorship concurrently on NBC and CBS. Show will continue on NBC at 11 a.m. (EST) Monday thru Friday. Starting April 12 same scripts will be aired on CBS at 2:30 p.m. (EST) Monday thru Friday. From April 12 until May 10, however, show will be aired sustaining 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.

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 possibility that after a six-month period, if duo arrangement does not work out to the maximum benefit, one net will be dropped.

Barry Gray Does a Suntan Kaltenborn

MIAMI, April 3.—Barry Gray, whose air show is heard nightly from the Copacabana Lounge, started a 15-minute political commentary program over WKAT Sunday (4) at 7:15 p.m. Sponsor is Pichiolo's Restaurant, at Miami Beach. Gray stated that the contract is for 52 weeks.

His *Copa* program, which originally ran from midnight until 4 a.m., moved Friday (2) to start at 11 p.m. and will sign off at 3 a.m. The *Copa* show is also heard over WKAT.

Petrillo barb

NEW YORK, April 3.—The annual dinner of the Radio Pioneers' Club Thursday (1) at the Waldorf-Astoria here will be remembered for a long time by those who attended, primarily because of a half-hour ad lib talk made by James F. Petrillo, president of the American Federation of Musicians (AFM). Given a terrific introduction by Mark Woods, Pioneers' outgoing president and president of American Broadcasting Company (ABC), Petrillo fractured the crowd with a devastating take-off of H. V. Kaltenborn. 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 and had to weigh both in negotiating contracts. He also noted: "Broadcasters hollered for music on FM, but now that they've got it—they don't use it. I give it to 'em—and it's dead. I don't give it to 'em—and I'm holding it back. I have given them a television scale and they accepted it. Yeah—they accepted any music they can get for nothing."

Commenting on the "election" of Edgar Kobak, Mutual Broadcasting System (MBS) president, as the new Pioneers president via a voice vote without any call for contrary votes, Petrillo declared: "I've been investigated more years than anybody in the U. S. but if I pulled an election like that, I'd be investigated for 20 years."

The club also heard a notable ad lib talk by David Sarnoff, board chairman of the Radio Corporation of American and National Broadcasting Company (NBC), who whammed the diners with his comments on social responsibilities of broadcasters. Noting that Petrillo insisted on calling him "Zarnoff," the RCA exec said it's because every time he (Petrillo) was called the music czar, he cracked, "How about the 'Czarnoff' of radio?"

Fall Strike To Stop Agencies' Script Supply

All Groups in Wage Fuss

NEW YORK, April 3.—Present plans of the Radio Writers' Guild (RWG) call for a strike against the advertising agencies some time in the fall, backed up by a move whereby virtually no scripts by any members of the Guild, its parent organization, the Authors' League, or any of the League's other adjuncts, will be available to the agencies. Besides this support, the League, which has as its affiliates the Screen Writers Guild and the Dramatists Guild, is expected to lend financial support, should it become necessary.

The RWG council was authorized a year ago to strike against either the networks or the agencies if no new minimum basic agreement could be worked out, as has been done with the webs. The present stalemate stems from the refusal by the ad agencies to agree to National Labor Relations Board (NLRB) certification and an assurance by the agencies of working conditions and writer-definitions as proposed by the Guild. Originally, the union had refused to go to the NLRB for certification under any circumstances.

Postponement Theories

Altho the Guild could strike now, insiders say that strategy dictates postponing such a move until fall. A principal reason is that the radio season is now winding up and the big shows would not be affected by the writers going on the lam.

Guild meetings, to report on negotiations, will be held in New York, Chicago and Hollywood Wednesday (7). Guild membership is now said to include writers of virtually every top show on the air.

Summer Fill-In For Tex, Jinx

NEW YORK, April 3.—It's virtually certain that Tex McCrary and his wife, Jinx Falkenburg, will be the summer replacement for Ed Gardner's *Duffy's Tavern*. Tex and Jinx did the fill-in last year, sponsored by Bristol-Myers.

Contracts haven't been signed yet, but are expected to be sealed momentarily. The agency is Young & Rubicam.

New KMBC Promotion Head

KANSAS CITY, Mo., April 3.—John S. McDermott, director of special events at KMBC-KFRM since January, 1947, has been named promotion director. He succeeds Tom Rucker, who resigned to accept the position of secretary-manager of the Oklahoma Press Association. McDermott, prior to coming to KMBC-KFRM, was publicity director of the Kansas City Chamber of Commerce.

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 slot Fridays at 8-8:30 p.m. Price was reported as \$5,000 weekly.

General Foods, thru Young & Rubicam, recently bought Meredith Willson (see story in this issue of *The Billboard*). The agency has also been holding an option on a new Jack Paar show. The option, however, expires Monday (5).

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

NAB CODE'S NEW OBSTACLES

Dark Picture Not Aided by Economic Pic

Indies Opposition 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 setting up of separate day and night commercial time schedules. Non-network spokesmen are insisting, as they did before, that this arrangement strongly favors networks at expense of non-networks 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 creating different 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 and practice can be put into operation universally even if a version is finally drafted at Los Angeles.

Inside word here in trade circles is that the code could hardly be proposed at a more inopportune economic period. With price wars spreading in commercial spot programming among small hard-hit stations in various parts of the nation, indications are that a big segment of broadcasters will be in no 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 gimmick here this week when he opened bank accounts for 1,500 top radio execs thruout the country, giving them thereby a "stake in WOW-land." It was tied in with WOW's 25th (silver) anniversary, April 2. The idea, originated by Bill Wiseman, WOW's promotion manager, had each exec getting a bank book, opened by the station, with one silver dollar deposited 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.



KLZ's Night News Editor

William "Bill" Parker

Bill Parker is typical of KLZ news personnel chosen for superior news know-how. He has had long experience as radio news commentator; was formerly Reuters correspondent in Europe and Asia.

KLZ, DENVER

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

By Sam Chase

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 account. 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 Jersey City bar. Chronology of l'affaire BBDO opened the morning Emerson Foote, of Foote, Cone & 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 Riggio, prexy of the tobacco firm. In five terse sentences Duffy explained that altho he was not in New York, he would like a short appointment to talk about his agency. When Riggio agreed, Duffy flew north.

Willson BR'd For ABC, Wed.

NEW YORK, April 3.—Meredith Willson has been bought by General Foods (which had him under option) for a Wednesday night slot on the American Broadcasting Company web. Young & Rubicam is the agency.

The solicitation proved just as simple. At 11 a.m., Duffy, who had never met, seen or talked with Riggio before, walked into the Lucky Strike chief's office. They sat alone 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 agency's departments. The material was not arranged in usual presentation style at all. At 1 p.m. the men emerged and went to lunch, with a signed letter of agreement reposing in Duffy's pocket.

When the BBDO topper returned to the agency after lunch, he found an office jumping with jubilation. Employees had painted a huge "congratulations" sign and hung it behind Duffy's desk, which was banked high with flowers with one terrific orchid placed in the middle.

Instead of tossing a victory celebration, however, Duffy and his assistant, Jack Denovy, went out to New Jersey to attend the wake of Frank Lawrence, veteran secretary of BBDO, who for years was Duffy's boss. At 11 p.m., exactly 12 hours after Duffy entered Riggio's office, they left the wake. That was when Duffy finally celebrated—with two beers at Jojo's Tavern in Jersey.

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 revision of by-laws. This followed the rejection by the NAB board of a move to appoint a standing NAB indie committee (*The Billboard*, April 3).

Approximately 100 signatures, it is claimed, 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 indies as such. Proponents of the revision measure aim at having two non-network 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, 565 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 who are members of NAB, and

WHEREAS the problems of independent stations are frequently unlike those of network affiliates, and

WHEREAS such problems are unknown to network affiliates, and

WHEREAS said independent stations frequently operate in the same city and to a limited extent in competition with network affiliates, and since NAB accepts dues from independent stations and presumes to represent their interests, and since there is not at this time a director representing independent stations (except, or unless, Director Lane may be so considered), and since the 500 independent stations feel their interests could be better protected if at least two of the Board of

Directors were owners or employees of independent stations.

NOW, THEREFORE, WE, the undersigned, members of NAB, respectfully petition your Honorable Body to do any and all things necessary to amend (or cause 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, two from medium stations, two from small stations. In the event that the station represented becomes affiliated during the tenure of service on the board, 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 NBC.
Four are affiliated with ABC.
Four are affiliated with MBS.
One represents WJJD, Chicago (but also three other stations which are network).

Station, City and Wattage _____

Signature of Station Official _____

Title _____

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 to start today.

Some 50 witnesses already have been set to appear. The Clear Channel Broadcasting Service (CCBS) will lead the opposition, while the Regional Broadcasting Committee (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.

Coming in May → ANNOUNCEMENT OF WINNERS IN THE BILLBOARD'S 1st ANNUAL LOCAL PROGRAM COMPETITION

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 witnesses told 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 monetary commitments to prove the auto union was financially qualified to run a Detroit station.

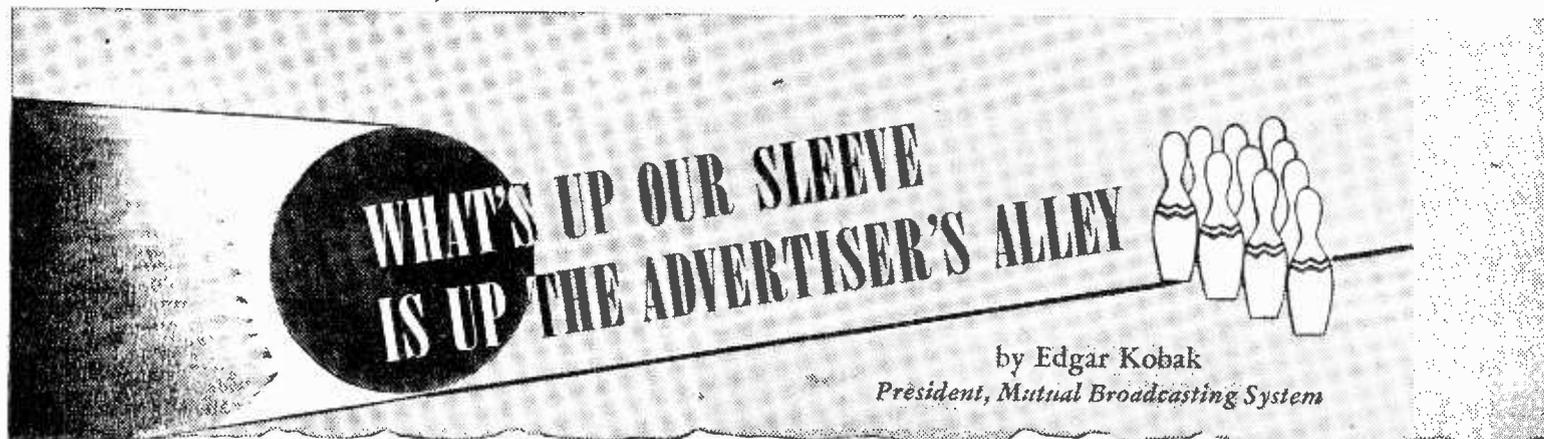
The UAW promised the commission that no Communist or Canadian would be permitted to obtain a voice in the station if the union got the nod over WCAR's bid to move from Pontiac.

W. Va. Casters Elect Phillips for President

CHARLESTON, W. Va., April 3.—The meeting of the West Virginia Broadcasters' Association March 27 elected as its president John S. Phillips, general manager of WGKV here, and adopted a resolution calling upon the National Association of Broadcasters (NAB) to present its revised

Code of Practices for mailed vote by individual stations prior to the convention.

Retiring president, Howard L. Chernoff, managing director of WCHS, automatically became a member of the association's executive board. Other officers elected for the first time were Allen Haid, of WMMN, Fairmont, vice-president, and John Gelder, WKNA, Charleston, secretary and treasurer.



"BLAZING new trails" is one way of putting it, another is "setting new standards." Somehow, we prefer to think of ourselves as the *network with its sleeves rolled up*—working, 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 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 (proved by countless surveys) that a station which is the only one in its market, dominates that market—with 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 listeners a chance to express their thoughts. *Twenty Questions* took a parlor-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 unfold about the impact of our two recent series—"War Babies" and "Influence of Radio, Movies and Comics 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 "big 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 permits. 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 benefiting 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*.

MUTUAL BROADCASTING SYSTEM • WORLD'S LARGEST NETWORK

E.T. To Hunt Possibilities Of Legal Fight Against AFM

NEW YORK, April 3.—Transcription companies meeting in New York this week in connection with the ban on recordings imposed by the American Federation of Musicians (AFM) have decided to explore fully the possibility of legal action. Altho it is felt that there are several avenues down which such legal steps could travel, there remains considerable confusion as to which is most appropriate. Accordingly, lawyers for the waxeries are researching the entire problem.

While the recourse to court action is still exploratory, the recording companies agreed on two definite proposals. One was that the Industry Music Committee (IMC), the intra-trade body set up to deal with AFM problems, be continued as an entity, even tho broadcasters have settled the basic questions involving AM, FM and television. The other was that the IMC public relations set-up similarly be continued, but possibly along different lines.

E.t. operators took the position that the present public relations campaign was based 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, formerly assistant to the vice-president in charge of the Mutual Broadcasting System's Chicago office, this week was named business manager of the operation here following the resignation of DeWitt Mower and Bob White. Mower, former MBS sales manager here, and White, MBS salesman, 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 MBS sales here under Ade Hult, local v.-p. New salesmen to replace men who resigned have not yet been hired.

Dumb Like Fox

DENVER, April 3.—When *It Pays To Be Ignorant* became available for co-op sale, by the Columbia Broadcasting System (CBS), KLZ on the first sustaining show made a direct pitch to local advertisers and snared a sponsor. Announcer Ed Scott gave an initial blurb telling the whys and wherefores of low-cost, co-op sponsorship. At the next break he asked: "And how much do you think it will cost?"

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

Scott: "You're too high. Much too high."

Petre: "Then I'd say about \$350."

Scott: "Still too high."

Petre: "Well, how about \$200?"

Scott: ". . . Actually, the entire cost is many dollars less . . . so, Mr. Advertiser, here's your chance. . . ."

Immediately J. Clint Bowman, president of Merchants Biscuit Company, took an option, and he closed the deal next day with Manager Hugh B. Terry.

that a more direct form of press agency is needed. IMC's press work now is handled by Verne Burnett.

Transcription companies feel that, legally, they could act to get an injunction against the AFM, sue on a restraint of trade charge or sue on an alleged secondary boycott charge. Any such action would be brought by individual companies, not thru IMC or the platteries as a group. Which firm or firms would sue has not been specified.

Ind. U Students Favor Nat'l FM Educational Net

CHICAGO, April 3.—Possibility 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 radio for the University of Indiana. The study was compiled by George Willeford, of the University, under Skornia's direction.

Of those surveyed, 14 said they would be in favor of a national educational net. One was in favor of a transcription network and one was undecided. Two did not answer. Skornia said there already was talk of such a network among the educational broadcasters, with increase of number of educational stations making a relay possible.

Skornia also stated that universities and civil school systems were giving more support to educational broadcasting, including in many cases monetary support, as revealed by fact that three educational broadcasters are thinking of getting into television, and also by the fact that budgets for operations, personnel, etc., had increased at practically all stations since a similar survey was taken about a year ago. In some cases educational broadcasters' budgets had been increased three-fold.

Educators hope to establish a network which would not be in direct competition to present commercial webs. It is their plan to present shows for those people who seldom listen because of dissatisfaction with general programing. Possibility of this move, Skornia stated, was indicated by increase in membership of National Association of Educational Broadcasters, which less than a year ago was about 20, to about 70.

Storer Sinks Radio Profits In Newspapers

DETROIT, April 3.—Reversal of the usual took place here Wednesday when Fort Industry Corporation, which owns seven radio stations, turned the tables on the publishing industry and bought into two newspapers—*The Miami Beach Morning Star* and *The Miami Evening Sun*, 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 the past 28 years, this is probably the first time that substantial radio interests have deliberately gone out and

TALK OF THE TRADE

Station Relations

ITHACA (N. Y.) newspaper publishers John S. Knight and Eugene Meyer, CBS newsmen Ed Murrow, and attorney Morris L. Ernest have accepted invitations to judge WHCU'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 chore—baby sitting. The couple getting Morey's services will be chosen as a result of a letter contest on the station, titled *Why I Think Morey Amsterdam Would Make a Good Baby Sitter*. . . . A 53-station airing in 20 States was contracted this week by the Brown Shoe Company, St. Louis, for Fred Ziv's *Barry Wood Show*. Leo Burnett Company, Inc., Chicago, handled the deal.

Lee Fondren, national sales manager of KLZ, Denver, will lecture at the first annual career conference held by the University of Denver Collegiate Chamber of Commerce, April 8-9. . . . KLZ farm reporter Lowell Watts is father of a son. Bary. . . . Ruth Lyons, emcee of *Morning Matinee* and *Fifty Club*, over WLW, Cincinnati, back on the air after a three-week illness of her young daughter. . . . Joe Besch, of Skouras Theaters, has moved over to WINS, New York, as promotion director.

Norton H. Jonathan, writer, has joined the staff of WJJD, Chi, as salesman. . . . Miller Brewing Company and Gimbel's Department store have signed to sponsor Milwaukee Brewers' baseball games on WEMP and WEMP-FM, Milwaukee. . . . Donald A. Getz, formerly in research department of WGN, Chi, has been named sales promotion manager of the station.

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

Network Operations

ROBERT MANN, manager of program sales for the Columbia Broadcasting System (CBS), marries actress Ann Summers late this month. . . . Corliss Archer, dropped from CBS March 28 by Campbell's Soup, will be kept on the web as a sustainer. . . . 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 customers directly for processing of masters and the manufacture of pressings from masters recorded for clients by the NBC radio recording division. In addition, this division will do processing and pressing service for e.t.'s, slide film and phonograph records. NBC radio recording division will continue to handle programing and marketing of NBC Thesaurus.

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

Agencies and Clients

A HEAVY week of agency travel found Samuel Northcross, radio veepee for Gallup's Audience Research, entraining for Chicago; Roger Carlin, video chief of Music Corporation of America, in and out of Cleveland from New York; Bill Maloney, public relations head of Batten, Barton, Durstine & Osborn, up to New England for a few days, and John P. Cohane, of Sullivan, Stauffer, Colwell & Bayles, back from the Coast. . . . Kenyon & Eckhardt has set two spots a day for Richard Hudnut over FM Station WGYN, New York.

Three assistant executive secretaries of the American Association of Advertising Agencies have been named vice-presidents: Herald Beckjordan, Richard L. Scheidker and Richard Turnbull. . . . Edward G. Doody & Company, market research firm of St. Louis, and William A. Yoell, market consultant of New York, combined their firms with New York headquarters, and will merge their radio and advertising survey techniques. . . . Foote, Cone & Belding has been appointed agency for Glass Container Manufacturers' Institute. . . . Branham Company has been named station rep for Scripps-Howard video outlet, WEWS, Cleveland. . . . Arnold C. Graham Jr., appointed assistant to Philip Liebmann, advertising veepee of Liebmann Breweries, Brooklyn. . . . Hugh Feltis, president of Broadcast Measurement Bureau, told the Alabama Broadcasters' Association last week to "use your BMB data in soliciting local and regional business as well as to promote national advertising."

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

gobbled up newspapers.

Fort Industry, headed by George B. Storer, operates seven AM stations, including WGBS in Miami, and is ranked as the largest independent station operator in the country. It has engaged in a marked policy of expansion since moving headquarters here from Toledo a year and a half ago and acquiring WJBK a few months later.

Storer, incidentally, is reversing the role of John S. Knight, publisher of *The Detroit Free Press*, who has bought up radio stations in Akron and Miami after buying the paper here. Storer actually is buying a half interest in the company and will be chairman of the board, with John D. Montgomery, the other half owner, remaining as president and publisher of the newspapers.

Coming in May ➔ ANNOUNCEMENT OF WINNERS IN THE BILLBOARD'S 1st ANNUAL LOCAL PROGRAM COMPETITION



the Smiley Burnette SHOW

(TRANSCRIBED)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
* 5 MINUTES	15 MINUTES COWBOY DAY				



Transcribed (open end)
to appeal to JUST FOLKS

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 ADDITIONS 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.

ONLY \$10.⁰⁰ PER WEEK
13 WEEK
MINIMUM

WIRE OR WRITE

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



Network and Local Program Reviews

Crime Photographer

Reviewed April 1

TONI, INC.

Howard Bloomquist, Adv. Mgr.,
Don Nathanson, Dir. of Radio

Thru Foote, Cone & Belding

Leo Rosenberg, Acct. Exec.

Via CBS

Thursdays, 9:30-10 p.m.

Estimated Talent Cost: \$3,000; producer-director, John Dietz; writer, Alonzo Deen Cole; music, Archie Bleyer's Orchestra, Herman Chittison, pianist. Cast: Staats Cotsworth (Casey), Jan Miner (Ann Williams), John Gibson (Eitelbert), Bernard Lenrow (Capt. Logan), Mercer McLoud (Arnold Beudray), Ruth McDevitt (Beudray's sister), Ted Osborne (Calhoun); announcer, Bill Cullen.

Current Hooperating of the program...11.5
Average Hooperating of shows of this type (dramatic).....11.4
Current Hooperating of show preceding ("Dick Haymes").....8.1
Current Hooperating of show following ("Readers' Digest").....11.4

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS
ABC & MBS: SustainingNone
NBC: "Carson With Arden"14.0

Toni Home Permanent Wave Company, now the leading account of the Foote, Cone & Belding Agency, made its nighttime debut as a web bankroller as sponsor of *Crime Photographer*, which recently was dropped by Anchor-Hocking. In an obvious attempt to make the whodunit palatable to the female trade to which it caters, the premiere show under Toni's banner had a distinctly feminine plot angle. The yarn concerned two man-hating females who took out their neuroses on all unsuspecting males within reach, in retaliation for the bossing around one of them took from her brother. As a result, the maltreated sister kept her own husband prisoner for 25 years, committed murder when a suspicious man got too nosy and was preparing to do in Casey and his reporter girl friend, Ann Williams, who had learned the dread secret. But the husband, long since declared legally dead, finally smashed some furniture around and asserted his masculinity in time to free our heroes. It was all rather futile.

Presumably this sort of plot is calculated to make the distaff listener dash out to her nearest pharmacy and order a slew of Toni. But it's not much improvement over the material which apparently didn't help Anchor-Hocking much. Toni reportedly sought far and wide for an original show capable of representing it during the evening hours, and finally settled on *Crime Photog* for lack of anything better. While the show does not compare badly with the average mystery ailer, injection of the few female hormones into the plot produced hardly any noticeable touch which would render it more attractive to the weaker sex.

Cotsworth Slick

Staats Cotsworth turned in a rather slick job as Casey, with the rest of the cast doing what they

Musical Documentary

Reviewed April 1

Sustaining Via WNEW, New York

Thursdays, 10-10:30 p.m.

Producer, Steve White; music director, George Sebastian. Cast: Emma Schaver.

An innovation in documentary programming. WNEW's new *Musical Documentary*, intends to let the story come from the music rather than the narration. The initial production, *I Believe*, concerned itself with the tragedy of displaced persons. Voices of the narrators are live, the musical parts were recorded. Further, the music was sung in Yiddish, so the gist of the meaning necessarily came from the narration, which was the weakest element of the show. Tho it was forceful, even simple, the delivery was at a peak level of intensity almost thruout, and however gripping the script and punchy the delivery, 30 minutes of such sustained tension was too much.

This tension was omnipresent despite the diversity of moods represented in the numbers sung by operatic soprano Emma Schaver, with support from an orchestra and chorus directed by George Sebastian. Six numbers were preceded by the narrated material, but the music, as intended, carried the greatest weight. The songs threatened revenge, bitterly described the burning of Warsaw, greived over the dead in Ravel's haunting and tragic *Kaddish*, and breathed hope and defiance in the hymn of the partisan.

The technique employed, with refinements which certainly will grow out of future productions, to be given fortnightly, should make the shows to come even more effective. A few shades of contrast would be of considerable help. No fault can be found with the music chosen, which certainly put across the sentiments far better than any words could. Which was just WNEW's point.

Sam Chase.

could with the material at hand. A musical jingle at the show's beginning was the first plug for Toni. The middle commercial was typically Toni, with announcer Bill Cullen "selecting at random" a hausfrau from the audience who testified how much she liked Toni and how she came to use it. These extemporaneous remarks should be written more carefully, as the poor gal had trouble splicing about "avoiding that beauty parlor frizziness." The final commercial compared the \$2 Toni wave with the \$15 store-bought variety.

Archie Bleyer's band had little to do. Herman Chittison did nice things with a piano background and ought to have a greater opportunity to show his stuff. Sam Chase.

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, Lucian Davis; writers, Frederick Hazlitt Brennan and Richard Carroll; script supervisor, John Dunkel; music director, Cy Feuer; announcer, Bob Le Mond. Cast: Mickey Rooney (Shorty Bell), Joe Yule Sr. (Mr. Squidger), John Hoyt (Robard), Bert Holland (Reb), Gil Stratton (Emmet), Lou Krugman (taxi driver), Parley Baer (cop), Phil Conrad (Travis), Florence Halop (waitress), Cara Williams (Lois), Frank Lovejoy (Ben).

Current Hooperating of the program (Sustaining) None
Current Hooperating of show preceding ("Corliss Archer")..... 7.8
Current Hooperating of show following (Sustaining) None

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

ABC: "Theater Guild of the Air"..... 12.6
MBS: "Jim Backus Show"..... 2.9
NBC: "Album of Music"..... 10.7

Shorty Bell the much-touted CBS package which debuted Sunday night with Mickey Rooney in the lead, may not appeal to those critical listeners who have come to expect a measure of art in the web's house-built programs. It has none of the arresting quality of *CBS Is There*, and it perhaps lacks other literary and suspenseful qualities present in such house-built programs as *Suspense* and *Tell It Again*. But *Shorty Bell* is pretty good Mickey Rooney—and to this reviewer it would seem that the followers of Rooney on the screen, those who have come to regard him as a symbol of the typical, aggressive American youngster, would find the radio Rooney a not unpalatable item.

With this point in mind, and remembering that Rooney on the air will immediately conjure up in the minds of his listeners the Rooney of pix, it would seem logical to conclude that *Shorty Bell* has at least a fair chance of attaining commercial success. The determining factor might be script structure of the program, which is called a "continuing novel." This continuous aspect of the script, of course, means that writers Frederick Hazlitt Brennan and Richard Carroll will attempt to achieve relatively complete character delineation—something which is practically impossible to attain in half-hour scripts which tell complete stories. Seeking such full-dimensional characterizations is commendable, but the carry-over of the story line from week to week may call for too much patience on the part of the listener. The carry-over technique, of course, has proven amazingly efficient on across-the-board programs, but *Shorty Bell* goes on the air only once a week. It may make a difference.

Bill Robson's production Sunday presented recognizably the Rooney of the films. The actor played the part of an extrovert (natch) youngster employed as a newspaper-truck driver and harboring a great yen to become a reporter. Rounding out this pattern, of course, were a managing editor, depicted along traditional lines by John Hoyt, and the editor's buffer, done by Joe Yule, Rooney's father. The latter suffused his role with considerable color and this same capacity was evidenced by the characterizations of some of the supporting players. Writers Brennan and Carroll gave these minor characters rather believable lines, thereby adding much to over-all effectiveness.

Cy Feuer's 21-piece orchestra provided musical background for the drama. Paul Ackerman.

WNBC Segs Offer Free Dogs, Trips

NEW YORK, April 3.—WNBC, New York station of the National Broadcasting Company, is adding two new wrinkles to giveaway shows soon. One new show to start will give away dogs; the other is giving away free trips to virtually anywhere.

The pooch show, to be sponsored by Chrysler dealers of New York and Northern New Jersey, is *Animal World Court*, Monday thru Fridays starting April 12. One hound a day will be given away.

The travel show, to start April 23, is tagged *Magic Carpet* and will have an audience participation gimmick, with winners getting cuffola trips to spots previously selected. The show was originated by Don Short, travel editor of *The New York Journal American* and is packaged by Jules Alberti. Ed Herlihy will spiel.

S. Dakota Casters Form Association

VERMILLION, S. D., April 3.—Radio broadcasters of South Dakota have organized under the name of South Dakota Broadcasters' Association following an initial meeting held here. KUSD, the University of South Dakota station, was host.

A. A. (Tony) Fahy, general manager of KABR, Aberdeen, S. D., was elected president; Robert Tinchon, general manager of WNAX, Yankton, vice-president, and Irving R. Merrill, manager of KUSD, secretary-treasurer.

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 (CBS).

Adams, whose resignation is effective April 15, has been associated with the show for six and a half years. He will take a three or four-month vacation on the Coast, do some magazine writing and probably return to New York 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 announced. For those in star roles, Peter Finch collected the male award and Thelma Scott, the fem. (Finch won the same award for 1946.)

In supporting roles, Lloyd Lamble and Babe Scott were the winners.

5,000

OF THE BEST WATTS

In Central New England

WTAG

WORCESTER

VET SHOWS' BATTING AVERAGES

NBC 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, 280,000; *Amos 'n' Andy*, 250,375; *Fibber McGee*, 244,675; 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 local of the American Federation of Radio Artists and KSOO, Gene Piatt, union president, stated this week. Piatt has requested the assignment 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 Grandwood Broadcasting Company for \$847,000. Liberty backed out of a hearing after being refused a continuance.

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

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 Falhaber to a syndicate headed by E. M. McKellar for \$92,000 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 daytime stations have written to FCC protesting that the proposed rule will injure them.

TECHNICAL papers on all aspects 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 convention at Los Angeles May 17-21. Theme of the papers will lean to the practical rather than the academic side, according to NAB.

9 Hit Top 10 Half the Time In 21 Months

5 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 underlined in a special study made exclusively for *The Billboard's* Continuing Program Studies (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 airters took their hiatuses.

The five shows with perfect batting averages were Walter Winchell, *Radio Theater*, Fred Allen, Jack Benny and Edgar Bergen. Bob Hope missed the elite group just once, while *Fibber McGee*, *Mr. District Attorney* and Red Skelton all boasted better than .500 averages. During the 21 months (See 9 Shows Hit on page 16)

advertisers!

this call is for YOU!

EVERY MORNING at 11:15, housewives (hundreds of thousands) stick close to home, leave the upstairs beds unmade, hover around the telephone hoping for a call from WOR's "TELLO-TEST". Those who do, win cash for answering a question correctly.

That's all there is to WOR's "TELLO-TEST". That's all; just a formula so full of bite that it has piled up a 4.8 Hooper. Mighty good listening for a morning airters that you can buy for—pennies, practically.

YOUR COMMERCIAL Neatest part of "Tello-Test" from where you stand, is the way Bruce Eliot and Dan McCullough make the commercial part of the conversation. The whole show (commercial included) is like a friendly phone conversation between a couple of pals who grew up on the same block.

All right, gentlemen, we've called YOU. Why don't you give us a ring, NOW? About "TELLO-TEST"? Phone Longacre 4-8000 and ask for Sales.



heard by the most people
where the most people are

WOR mutual

Los Angeles Philharmonic Orchestra

Reviewed Thursday (1), 8:30-10:15 p.m. Style—Symphony ork. Remote from Los Angeles Philharmonic Auditorium. Sustaining over W6XAO (Don Lee), Hollywood. Produced by Carleton Winckler; assistant, Stuart Phelps. Technical director, Gilbert Wyland.

Don Lee video outlet snatched a juicy plum in airing the first video presentation of a longhair ork ever done west of Philadelphia. Event came off in top form, giving Coast tele programing a shot in the arm. It is interesting to note that first honors for televising symphony music went to W6XAO, the station which claims also to be the "nation's first television station" by virtue of its 16 years of continual operation.

Sparkplug of Don Lee's smooth production was the over-all excellence of its camera work and the simplicity of production devices. Using only two image orth cameras, each equipped with four lenses, cameramen were able to offer a variety of eight different shots. Cued to scoring beforehand, lenses were alert to pic potentiality, especially during solo passages and sectional spots, training cameras on ork sections featured. Pic composition was good, with enough lighting and variety to please most lookers.

Camera-wise, only two flaws marred an otherwise perfect offering. One was fuzziness and general ineffectiveness of over-all ork long shots. While such pix were well framed, lack of definition negated values. The other minus factor was the unfortunate lack of a third camera which could be trained on Conductor Alfred Wallenstein. Best lenses could do was a side shot showing a mere suggestion of leader's profile.

Guest artist Yehudi Menuhin was excellent tele material. Cameras captured the deft fingering of the violin virtuoso with a continual variety of good shots, especially chest-height close-ups. Here, the advantage went to set owners rather than paying customers.

Narration between selections was smoothly handled by Thomas Freebairn Smith, whose dignified, authoritative voice and informative program notes about composers and their works being aired were added spice. During intermissions Smith interviewed prominent localites who spoke briefly to plug this tele "first."

Alan Fischler.

Detroit Newsreel

Reviewed Wednesday (24), 7:20-7:30 p.m. Sustaining over WWJ-TV, Detroit. Cameraman, Arthur Mazur. Reporter, Gerald Weipert. Musical arranger, Walter Bastian. Producer, H. C. Kerbawy.

Semi-weekly newsreel of local interest is being presented twice for each edition by this station. Show has been running about 12 weeks and is well broken in.

Emphasis is strictly local, with attention gained by some good local tie-ins in the commentary, when the subject moves up-State—far beyond the adequate coverage of the local station. The current edition is devoted about one-half to a series of floods up-State and one-half to sports—college fencing, table tennis and swimming.

Result was a swift series of material, but the footage impressed as overboard on sports and over-all editorial balance was poor. Camera work was good, including both long-range shots and close-ups on the table tennis, but obscurity of close-ups, and some distortion were attributed by experienced observers to the film rather than to the receiver. There was considerable repetition, notably in the flood scenes. Background music to match the film subjects was well selected.

Haviland F. Reves.

The Swift Show

Reviewed Thursday (1), 8:30-9 p.m. Style, variety. Sponsored by Swift G Company, thru McCann-Erickson. Producer, Lee Cooley. Assistant director, John Franck. Director, Thomas Hutchinson. Writer, Elizabeth Evans. Technical director, Bill States. Cast: Lanny Ross, Sandra Gahle, Martha Logan, Lee Cooley.

Producer Lee Cooley and director Tom Hutchinson worked under considerable handicaps in putting the debut program together, yet they managed to present an eye-catching program, one which displayed unmistakable signs of program skill. First blow necessitating a change in plans was the inability to clear a satisfactory scale covering the use of live musicians. This necessitated a switch to recordings at the last minute—a factor which put vocalist Lanny Ross somewhat ill at ease in his warbling. Another disturbing factor was a switch in studios, brought about by an equipment failure in the studio originally intended for the show. Thirdly, the quiz portion of the program was emceed by Cooley himself, who was forced to take over when the man originally intended for the spot couldn't take the job.

Notwithstanding this sudden press of circumstance, *The Swift Show* held the eye and ear. Ross emceed and warbled, and in conjunction with some of his tunes, such as *Begin the Beguine*, an attractive silhouette effect showing the gyrations of two ballroom dancers was flashed on the screen. It was good to watch. But the best visual trick on the bill was a costume jewelry preview, with the gadgets displayed by models who ingeniously emerged from a jewel box. Sandra Gahle did the commentary anent the jewels and gals, but the latter, believe me, needed no chatter. The television lights, which are cruel and revealing, only enhanced this bevy of cuties.

Quiz portion of the show, titled *Armchair Derby*, emceed by Cooley, had four trade paper mugs competing for a 16-pound Swift ham. (See box on page 3, this issue.) The element of competition was heightened for the viewer by a horse racing set, with the nags being moved ahead in accordance with correct answers. The session moved fast.

Commercials on the show were well done. Martha Logan, cooking expert, took her place in the Swift test kitchen, and, while chatting with Lanny, prepared a batch of delectable edibles with Swift products. The procedure actually activated the salivary glands and made you want to sample a plateful of the stuff yourself. What more could Swift ask?

Paul Ackerman.

Unions Reach Truce at CBS

NEW YORK, April 3.—The International Alliance of Theatrical Stage Employees (IATSE) and the International Brotherhood of Electrical Workers (IBEW) have reached an agreement which will permit the Columbia Broadcasting System (CBS) to televise *Tonight on Broadway*, slated to debut Tuesday (6) over the CBS television network under the sponsorship of the American Tobacco Company. The jurisdictional conflict which threatened to stymie the show is the fact that IATSE has jurisdiction in legit theaters, whereas IBEW has a contract with CBS covering the web's camera men.

Top union chiefs agreed, however, that CBS-IBEW men would be allowed in theaters, where they would work side by side with IATSE personnel. This settlement was indicated last week in *The Billboard*.

First show slated is *Mister Roberts*, to be picked up from the Alvin Theater.

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 protests from telecasters are expected to be filed describing the rates of both carriers as exorbitant. If FCC gives quick approval of the rates, it is viewed certain that a major showdown between the two communications titans will develop at the national political conventions at Philadelphia in June and July, where both 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 \$3,905 as compared with WU's estimated charge of \$4,700. WU, however, claims that its service is better since it uses a transmission band width of 4.5 mc., while the cable uses a width of 2.7 mc. The wider band, says WU, gives better picture fidelity. WU also is emphasizing that its microwave channels are reversible, permitting a telecaster to shoot shows from either Philadelphia or New York by leasing one channel rather than two. According to WU, this makes its rates cheaper in the long run.

WU's Philly-Gotham rate is a flat \$4,700 monthly for eight hours a day, while AT&T is proposing a fee of \$35 per airline mile of distance between points on the New York-Washington cable. In addition, AT&T tacks on a station connection fee of \$500.

While waiting for FCC approval of the rates, AT&T is making plans to build terminal stations at Chicago and New York as the first step in setting

up a microwave relay system to link the two cities. FCC late this week gave the carrier permission to reinstate expired permits for the construction. FCC specified the completion date as January 15, 1950.

Agencies Unite To Solve Mutual Video Problems

NEW YORK, April 3.—Driven into joint action by the uncertain video 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 problems. The resulting unofficial organization, which is being sparked by Lee Cooley, of McCann-Erickson, may bring about swifter solutions to problems which have held back tele progress because these key agency execs have had to face them individually. An agency-united front, it is thought, may hasten industry action which would otherwise have to be obtained separately by each agency.

Known to have signified approval of the idea of such meetings are representatives of Young & Rubicam (Y&R) and Doherty, Clifford & Shenfield (DC&S), with other acceptances due momentarily. Representatives of the top talent agencies will be asked to sit in on some of the sessions, it has been learned, to present their side of the music picture and the general talent situation to the agency men.

While the current music tie-up is foremost in the minds of all video execs, plenty of thought is being given to other roadblocks as well. Some agency men, for example, believe the recently settled beef with the National Broadcasting Company (NBC) over agency directors handling shows could have been won in far shorter order had such a group as that projected been in existence.

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

CHICAGO, April 3.—Columbia Broadcasting System (CBS), by the end of 1949, plans to have video communication running from Boston to Richmond on the East Coast, and west to Chicago, Milwaukee and St. Louis, according to Joe Ream, executive vice-president of the web. Speaking Thursday (1) before the Chicago Federated Advertising Club, Ream stated that at a later date connecting links to Los Angeles and other Far Western cities would extend thru the Southern States embracing Charlotte, N. C.; Atlanta; Birmingham; Shreveport, La.; Dallas and Fort Worth. Another link, Ream said, would incorporate northern route cities such as Des Moines, Omaha, Kansas City, Denver, Salt Lake City and San Francisco.

Ream foresaw an audience of 65,000,000 within the next two years and an unprecedented increase in set ownership. Current production rate, he added, is about 35,000 monthly.

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

The CBS veepee listed drama as the top item on video's list of "unfinished business."

Irving Kane In 591G Suit Vs. Clear-Vue

NEW YORK, April 3.—Irving Kane, who recently severed his relationship with Clear-Vue Television Corporation, has filed suit in Supreme Court in Kings County here against Clear-Vue, the LaSalle Corporation and Thomas Stuart Harris. The suit contains four causes of action and asks for \$591,000. This is for alleged "conspiracy," which Kane, thru attorneys Morris and Peirez, claims was based on "a calculated plan on the part of Harris to take advantage of, gain the use of Kane's experience in television and alleged failure to keep promises made Kane."

According to Kane attorneys, Clear-Vue, thru Harris, promised Kane a one-year contract as an officer of the company at \$25,000; 8 1/3 per cent of the net sales of the company's sets as commission, and 32 per cent of the company's authorized capital stock. None of these promises, according to Kane and his attorneys, was fulfilled. Kane and his attorneys claim that the company, thru Kane, sold \$1,000,000 worth of receivers from September thru December, the period of Kane's employment with the firm.

Harris's attorneys are Gifford, Woody, Carter & Hays, and the Kane suit is in the form of a countersuit to one filed several months ago by Harris against Kane.

Harris's suit attempts to collect from Kane \$20,000 which Harris alleges was loaned to Kane to pay off creditors of the Viewtone Television Corporation, of which Kane was 70 per cent owner and president.

**Miss America '46
Does a Mr. Anthony**

NEW YORK, April 3.—A new television package aimed at young adults has been prepared by the William Morris Office, featuring Marilyn Buford, Miss America of 1946, as moderator. Titled *The Twenty-Thirty Club*, each show will dramatize problems common to marriage, business or some other aspect of modern living, with noted guests from the arts, politics or professions discussing the problem.

The show will be offered to ad agencies shortly.

**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 (31) were primed on the current status of video and told by Frank Stanton, web president, that CBS is "driving under full power to the top." According to station managers present at the sessions, held at the Waldorf, several essential points remain unanswered. These included the matter of station compensation and cost of lines. The web did suggest to the affiliates that the same hours which are now network option time in AM 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 the CBS TV clinic they were apprehensive as to how much emphasis CBS might put on video to the detriment of AM broadcasting. They were reassured on this point, however—small market operators stating that CBS realized that AM would continue to be the bread and butter of the grass-roots operator 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 tele and that large additional annual sums would have to be expended to maintain operation and production.

TV Expenditures

The web's analysis of "the facts," according to one station affiliate, did not attempt to gloss 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 station man stated, ranged 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 TV stations on the air by the end of 1949; 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 content of programs; George Moscovics, WCBS-TV commercial manager; Herbert V. Akerberg, vice-president in charge of station relations; Lawrence W. Lowman, vice-president in charge of television, and William C. Gittinger, vice-president in charge of network sales.

AFM's 13-Week Deal For Tele

Here's What TV Stations Cost

NEW YORK, April 3.—Station men attending the television clinic held here this week at the Waldorf-Astoria by the Columbia Broadcasting System (CBS), were presented with a set of television station costs, a detail breakdown with regard to four types of stations suitable for different types of operation in various parts of the country. Here are the highlights:

Type A station: A 500-watt video, 500 or 250-watt audio transmitter, network outlet, telecasting 28 hours weekly network plus a limited amount of test pattern broadcasts. Capital costs, \$96,800, of which \$73,150 is attributable to equipment and \$23,150 to construction. Estimated annual operating cost, \$16,950.

Type B station: A 500-watt video, 500 or 250-watt audio transmitter, operated with network and local film (16mm.) program material. Two alternative estimates of operating costs are based on (a) 28 hours weekly, 50 per cent network, 50 per cent local, and (b) 28 hours weekly, 100 per cent local. Capital costs, \$126,500, of which \$101,750 is attributable to equipment and \$24,750 to construction. Annual operating cost on the basis of 50 per cent web and 50 per cent local amounts to \$30,500, and on the basis of 100 per cent local, \$39,500.

Type C station: A 5000-watt video or 2500-watt audio transmitter, with dual 16mm. film projectors, mobile unit and other equipment. Two alternating estimates of operating costs, based on (a) 28 hours weekly, 50 per cent network, 50 per cent local, and (b) 28 hours weekly, 100 per cent local. Capital costs, \$277,200, broken down into \$234,300 for equipment and \$42,900 for construction. Annual operating cost on basis of 28 hours, 50 per cent network, 50 per cent local, seven hours film and seven hours remote, \$116,720. On basis of 100 per cent local, operating cost is \$188,892.

Type D station: A 5000-watt video, 5000 or 2500-watt audio transmitter, with necessary equipment. Two alternative estimates of operating costs based on (a) 28 hours weekly, 50 per cent network, 50 per cent local, and (b) 100 per cent local. Capital costs, \$436,700, with \$377,300 attributable to equipment and \$59,400 to construction. Annual operating cost on basis of (a), \$259,700; on basis of (b), \$373,900.

**New Contract
4 Times a Yr.,
Pettrillo Idea**

Gives Webs 30 Days To Sell

NEW YORK, April 3.—Musicians' union chief, James C. Pettrillo, late this week was negotiating a deal with network television interests providing for the establishment of scales covering a three-month period. Late Thursday (1) Pettrillo announced: "We (the American Federation of Musicians) will give them (the webs) 30 days in which to sell 13 weeks." At the end of each 13-week period, the contract would presumably be renegotiated in order to give the musicians a fair break by keeping the wage scales in proper proportion to increased video circulation.

This turn in the negotiations was taken as another indication that Pettrillo, far from being defeated in the recent AFM-network negotiations, was resorting to very smart strategy from the musicians' point of view. Logic behind this lies in the fact that this type of deal—if concluded—will mean that the AFM will make no long-term commitments as to scale; and that even tho the initial video scales might be low, they could be increased very rapidly.

Maybe Not So Low

That the scales might not be very low—even initially—was indicated this week when personnel of the McCann-Erickson Agency attempted to get a price from the AFM covering the use of 14 musicians on the Lanny Ross program over the NBC television web. "We came away from the conference bloody," said one agency man. He added that the show, sponsored by Swift, was being done with (See AFM'S 13-WEEK on page 16)

**Frisco Seeks TV
By Nat. Election**

SAN FRANCISCO, April 3.—Prospect of television here by the time of the national elections this year is held out by Philip G. Lasky, vice-president of Associated Broadcasters, Inc., operators of KSFO and the two international short wave stations KWID and KWIX.

Lasky announces 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 its plans for a tele outlet in conjunction with KGO from a peak high in Sutro Forest, and The San Francisco Chronicle is developing arrangements for its station to be affiliated with the National Broadcasting Company.

**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 concluded this week by Hubert Brill, whose *Playroom* package airs Fridays over the DuMont web. Brill received special dispensation from the union to hire an AFM pianist for his show last night (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 ork 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.

**IA Pacts Howard,
Donovan & Koblbers**

NEW YORK, April 3.—Pacting of Willie Howard, the Korn Koblbers and Ward Donovan for television was set this week by Morrey Davidson, veepee of Stan Zucker's International Artists. Howard probably will be packaged in his classic French lesson routine.

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

By every measurement
WTIC
dominates the prosperous
Southern New England
Market

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC'S 50,000 watts represented nationally by Weed & Co.

WWJ Says NBC Must Grant Network Pact Concessions

DETROIT, April 3.—Reaction by WWJ-TV to the National Broadcasting Company (NBC) proposed contract to establish network affiliation in video is cool but friendly, with ultimate acceptance definitely desirable but contingent on improvement of proposed conditions. The parent station, WWJ, dating back to 1920, is one of NBC's oldest affiliates and it is highly unlikely that any other affiliation for video would be looked on with favor by either party. At present, tho, there are several things wrong with the contract, according to General Manager Harry Bannister, who admitted that he is "still studying it carefully."

Bannister said: "Some of the provisions which we regard most unhappily are:

"1. NBC apparently plans to operate its network without chain breaks. This will seriously impair our possibilities for revenue in the operation of a local station.

"2. NBC expects us to pay a portion of the coaxial cable cost which to me seems disproportionate.

"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 time which will make it practically impossible for us to carry local sports, such as baseball, football, fighting, wrestling, basketball and hockey. And it seems to me that the televising of such local events will do more to promote television in Detroit than anything we might get off the network lines. This will not be true in a few years, but it will definitely be true for several years to come."

Bannister proposed that the requirement of network time from 3 to 6 be practically eliminated, in order to allow carrying of baseball two or three days a week—as the station will do this year on home games—and to allow football on Saturday afternoons. In addition, he specifically proposed that the three-hour evening period starting at 7:30 be moved

TV Survey Orgs Disagree on Data

NEW YORK, April 3.—The conflict in television research claims was clearly demonstrated this week when middle and lower middle income families owning receivers were placed at 73 per cent by the Columbia Broadcasting System (CBS), and at "over 40 per cent" by The Pulse, Inc., research organization. Latter figures were released this week as part of The Pulse's third monthly tele survey, in which 3,500 families were interviewed in the 10-county New York and Northern New Jersey area. CBS figures were prepared by the web's research department in March and were based upon "several surveys, New York, 1947-48."

Another disparity between the two include the rate of increase in set ownership. CBS had 78 per cent of current receivers purchased in 1947, while The Pulse stated that ownership had increased 100 per cent since January, 1948. The Pulse survey also noted that 94.5 per cent of non-phone homes reported use of receivers the day before queried as against 80.6 per cent of telephone homes.

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

He's Enthusiastic, Tho

Bannister is eager to have NBC affiliation for video. "I believe firmly that we must have the network in order to exist, and I am equally sure that NBC will have the country's No. 1 network in television, just as it has always had in radio," he said. "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 contract sent out to NBC affiliates by Walter Damm, of WTMJ-TV, Milwaukee, and commented: "Substantially, he agrees with everything I've said. In fact, he goes much further."

N. Y. Boxing's Punch at Tele

(Continued from page 3)

town. Twentieth Century's bouts at St. Nick's and Madison Square Garden—the latter currently tenanted by the circus and not staging bouts—are televised by National Broadcasting Company (NBC). A guild official told *The Billboard* that its members are "100 per cent for television, and know that ultimately it will increase boxing attendance considerably—we just would like to get a slice of its receipts now."

Promoters argue that their current agreement with the guild, set over two years ago, took video into account. Further, they say they are bound by the standard contract of the New York State Boxing Commission, set in October, 1944, which gives them control of radio and tele rights. The guild says that this provision could be set aside upon petition of the promoters, and that percentage splits of video receipts were granted Joe Louis and Joe Walcott. The guild also says it is contemplating legal action against New York State and the commission, should the contract remain in force. An appointment with Commissioner Eddie Egan, sought since December 1, seems set for next week.

No demands are being made on wrestling promoters, the guild official said, because those behemoths receive a straight weekly stipend for six or seven appearances in various arenas. Primo Carnera, he said, now averages about \$3,000 weekly, far more than he made while heavyweight boxing champ. The guildsman added that tele has had a beneficial effect on wrestling attendance. A 20th Century exec noted that video was not cutting down boxing attendance either, and stated that a good card will draw a good crowd, just as always.

HARTFORD TV HEARINGS

HARTFORD, Conn., April 3.—Hearings on the two available television channels for Hartford will be held at the federal building, Hartford, Monday (19).

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

Short Scannings

JERRY FAIRBANKS this week delivered Zoomar lenses to two Chicago video stations, WBKB and WGN-TV. Others also were delivered to WPTZ, Philadelphia, and KTLA, Los Angeles. . . . Three veteran stage and screen thespians have been signed by Fairbanks for his *Public Prosecutor* film series: John Arthur, Bernadene Hays and Roy Gordon. . . . WDTV, third o-and-o DuMont outlet, will begin test pattern broadcasts in Pittsburgh by September 15.

Ted Estabrook, formerly studio director of Philly's WFIL-TV, now is program director of Baltimore's new WAAM. . . . Charles R. Abry has joined the WABD-DuMont time sales staff as account executive; he formerly was president of Audio-Video Company, New England educational film distributors. . . . Navy recruiting reported to WABD that 343 of the 351 applicants interviewed from February to March 10 had seen the spots aired over the video station. . . . Louis A. Sposa, of McCann-Erickson, will head the tele workshop courses at New York University. . . . A large crowd watched the recent hoisting of WPIX's 45-foot six-bay super turnstile antenna to the roof of the 36-story *Daily News* Building. . . . U. S. Television has named the Associated Distributing Company its Atlanta distributor.

Tele laugh riot of last week in Chi was April 1 party at WBKE in which burlesque of "death" of Bill Eddy, station head, was presented as mock television show commemorating April 5 beginning of operation by rival WGN-TV. . . . WGN-TV will have half-hour video charade program, *Telades* once a week starting April 7 at 9:15 p.m. Show was conceived and sold to station by Casey Ireland and Jim Cooke, local publicists. . . . WBKB, B&K and Chicago Cubs are installing video sets in park district field houses in effort to combat juvenile delinquency. . . . Spencer Allen, WGN announcer, has been named news head of WGN-TV.

Cincy Added, With Richmond, To NBC's Web

NEW YORK, April 3.—The National Broadcasting Company (NBC) made further gains in its television networking this week, signing affiliation contracts in Richmond, Va., and Cincinnati and getting commitments for two other cities. This means that NBC now has three firm affiliation pacts, having signed the first such deal in TV history recently with KSTP-TV, St. Paul.

Deals this week were with WTVR, tele outlet of the web's AM affiliate; WMBG, and WLWT, video adjunct of WLW, NBC's Cincinnati station. Jim Shouse, WLW president, also stated that contracts would be signed shortly in behalf of WLWC, Columbus, and WLWD, Dayton, O., which Avco, owner of all outlets, is now building.

Until direct network facilities are available, WLWT will be serviced with NBC tele features via kinescope film recordings, shows to be serviced including *Camel Newsreel*, *Kraft Theater*, *Sports Shorts* and *Author Meets the Critics*. Presumably, similar arrangements will be made for Columbus and Dayton.

TV Anschluss With Niteries In High Gear

(Continued from page 3)

testing ground for video productions. Shows, in other words, will be built and tried out in the lesser spots and, when ready, moved to the Click for airing over video. Palumbo intends to back this production splurge up with a heavy advertising campaign in local newspapers. He'll also install an additional battery of video receivers in his clubs. The Click, for instance, now has eight RCA receivers, but by May it's expected to have 16—so that night clubbers can see the show onstage and watch the video version on the screen. The DuMont studio at John Wanamaker's in New York has a similar arrangement.

Palumbo has made a fetish of new-type stage productions which are considered suitable video fare, and several are already set for airing over various Philly outlets. For instance, *The Click Tune Party*, a once-a-month Saturday morning party for teen-agers, with kids listening to and selecting top juke box recordings, is set for WCAU-TV. This show includes guests, such as Frank Sinatra, Vic Damone, et al., and features a milk bar for the youngsters. The station will sound-film this one.

Palumbo also runs a *Saturday Evening Cocktail Hour and Fashion Show*, in which different stores parade their wares weekly via models. This is also set for WCAU-TV.

Breakfast, Too

Another Palumbo show is *Breakfast at the Click*, a radio version of which is broadcast over WFIL Saturday morning. This will be televised by WFIL-TV. Another opus, *Party at Palumbo's*, from the niteries of the same name, started this week as an AM program over WFIL and in two months is expected to be added to the television schedules of WFIL-TV.

In addition to these, Palumbo is blueprinting plans for new audience participation shows, including a disk jock program. He's also pondering advisability and feasibility of air-casting some of his contest gimmicks. On St. Patrick's Day, for instance, patrons chose Miss Colleen of the Click; then each February Philly press photogs chose Miss Press Photographer at the Click, et al.

In New York the same type of niterie-TV deals are simmering. *The Billboard* last week pointed out one such cooking between *The Daily News*' station, WPIX, and the Versailles. If concluded, the station would take over the club one night a week for use as a studio, with Danton Walker emceeing a 30-minute program. WPIX, which is set to debut June 15, is also negotiating for a similar deal with the Latin Quarter.

TELE TO PAY

(Continued from page 3)

000 for capital investment in equipment. Altho on the air only a few hours a day, he has 23 people working full time on video and 40 working part time.

His cost of operation per commercial hour is \$589. In January and February, his cost of operations was about \$21,000 over income, which he said represented an operating loss of \$914 per day.

Coming in May → THE BILLBOARD'S 1st ANNUAL LOCAL PROGRAM COMPETITION

ANNOUNCEMENT OF WINNERS IN

WEBS LAY IT ON THE LINE

Alf Landon Finally Blooms In Denver, Tele's Desert

DENVER, April 3.—Television prospects for Denver brightened this week with announcement by 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, whose standard, station, KTLN, is expected to begin broadcasting May 1. A month ago a big department store, the Daniels & Fisher Company, let it be known it will apply if the stockholders approve at a meeting this week.

Until the Daniels & Fisher announcement, operators of the five standard commercial stations still were looking at the whole situation with a skeptical eye. Since the department store announcement they have been talking of little else, though with varying enthusiasm. It still appeared that if, for any reason, D. & F. did not enter the field, this area might be among the last in the country to get video. Then came the Landon announcement.

There was speculation—which met neither confirmation nor denial—that Landon planned an affiliation with the Scripps-Howard Rocky Mountain News. It also was reported that *The Denver Post*, which had contemplated

filing for a channel, had decided against it.

Landon's plans were announced by R. K. Prescott, of Dallas, attorney for the former governor. He said that approval of the application by the Federal Communications Commission (FCC) was expected in two to three months and that KTLN-TV would be on the air six to eight months thereafter. The application is the first to be entered for any one of the five channels allotted to Denver.

KOA, owned by National Broadcasting Company (NBC) will not apply for a license unless the web decides to test the FCC rule limiting one owner to five channels (*The Billboard*, April 3).

Meanwhile, KVOD (5,000 watts) and KMYR (250) are "very interested—but not yet." Gene O'Fallon, of KFEL, 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.—Altho WWJ-TV is ready to telecast practically all home games of the Detroit Tigers, 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 occasioned by the Tigers' fears of the effect of video on attendance.

Goebel Brewing Company will sponsor for 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 commentary, last week cancelled out on Mutual Broadcasting System (MBS) and switched over to the American Broadcasting Company (ABC). The show, which has been airing Wednesday at 7:30 p.m. over MBS, 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's package, *The Perfect Husband*, is set for an audition by the National Broadcasting Company (NBC). The program, which was cut this week, is a half-hour audience participation show in which single men are queried in an effort to ascertain their capacity for marriage. In other words, are they fit for the ball and chain? In the cast are Bert Parks, Betty Garde, Eloise McIlhorne and Charlotte Adams.

Ernie Ricca and Russ Beggs are director and writer respectively. NBC also is interested in *Triple B Ranch*, the Bob Smith show aired over WNBC, key New York station.

ABC Ads Branch Out To Include Blimp, Billboards

NEW YORK, April 3.—Enlarging upon its consumer-advertising and promotion campaign, the American Broadcasting Company (ABC), which alone of the four major webs utilizes general media regularly to advertise, this week branched out into new fields. A concerted drive for the use of billboards on a vast national scale in co-operation with affiliates has been started. The web also signed a contract with Douglas Leigh, outdoor ad specialist, for nightly blimp flights over New York and New England. An additional ABC campaign also is in the works.

The billboard campaign features Scotch-light boards, which light up with the reflection of auto headlights. With affiliates just beginning to respond to this drive, no accurate estimate is available as to number of communities to be covered. However, ABC officials say pledges of station co-operation are beginning to pile up.

The blimp deal will kick off Thursday (8) when a small party will make a test flight. Thereafter nightly blimp flights between 4 p.m. and midnight will be made over New York and selected communities in New Jersey, Connecticut and New York State. ABC's current consumer-advertising includes regular spreads in such magazines as *Life*, *Saturday Evening Post* and *Atlantic Monthly*.

New Video Firm Bows in Chicago

CHICAGO, April 3.—New video production firm, Hopwood, Laufman, Fomund & Cross, which will specialize in live and film packages, was opened this week in Chicago.

Heading production will be Milt Hopwood, former radio and newspaper promotion man, who had his own shows on WBKB here for years. Herbert S. Laufman, formerly with Weiss & Geller Agency, will be head of the creative department. Behind org is Timely Events, Inc., syndicators of news pix for promotion displays. William C. Cross, president of Timely, will be in charge of sales for the new firm, while Bernard Fomund, Timely v.-p., will be in charge of promotion.

Salt Lake's W6XIS Kicks Off April 19

SALT LAKE CITY, April 3.—KDYL's experimental tele station, W6XIS, will begin regular skedded operations Monday, April 19. S. S. Fox, prexy of the Inter-mountain Broadcasting Corporation, station owner, told *The Billboard* that three 45-minute programs per week will be skedded at the start, with telecasts running from 8 in the evening, Mondays, Wednesdays and Fridays.

Test patterns, music and commentary will be telecast informally daily from 2 until 4 p.m. beginning today. Purpose of these preliminary telecasts will be to enable servicemen 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 KDYL.

"Get Into TV Or Else" Is Attitude Now

NBC, CBS Look Afield

NEW YORK, April 3.—Increased competition among the networks for affiliates has resulted in a parallel increase in toughness 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 that, unless their own affiliates move quickly into applying for television channels, they will make TV affiliation arrangements, where necessary, with other stations, regardless of their AM affiliation status.

Actually, both networks already have moved in this direction, but it appears that further developments are inevitable. One reason is that some AM affiliates are balking at the terms of proposed TV contracts; the other has been an aloofness toward taking the expensive tele plunge.

NBC Tele Deals

NBC, for instance, has a working deal with WPTZ (Philco) in Philadelphia, altho its AM station is Westinghouse's KYW. This may be resolved, however, should a reported sale of WPTZ to Philco be consummated. NBC may also shop elsewhere in Detroit, with WWJ-TV objecting to the contract offered by the web. In other areas NBC may have to look elsewhere. This would pertain, for instance, to Denver unless NBC should decide to go ahead and test the present five-station limit imposed by the Federal Communications Commission (FCC). Under this law, KOA, NBC's own station in Denver, cannot apply for a channel.

CBS, in its affiliate tele clinic this week, warned its stations that a "play or get out of the pot" policy was necessitated by the dwindling number of available channels. This sentiment was voiced by CBS President Frank Stanton, who quoted FCC Chairman Wayne Coy's recent speech in which he forecast the exhaustion of available TV channels by the end of the year.

The situation in Baltimore illustrates CBS's attitude, a deal having been set last week for affiliation with WMAR-TV, altho WCAO is Columbia'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 grantee under the "multiple ownership" regulation, the Federal Communications Commission (FCC) ruled this week.

FCC stated that the parent organization, thru interlocking stock ownerships, controls a portion of the Minnesota Broadcasting Corporation, permittee of a St. Paul video station, and also has an interest in Northwest Broadcasting Company, which was recently granted a permit for Minneapolis. Grant for the latter is now contingent on the divorcing of one of the two interests.

Morris Prepares 5 New TV Packages

NEW YORK, April 3.—The William Morris office this week prepared five new tele packages for early presentation to the ad agencies. Three of the shows are the property of Harold Orenstein, licensing department official at Broadcast Music, Inc. (BMI). Regarded as the hottest of these is *Most for Your Money*, a public service consumer show prepared by Orenstein with Sidney Margolius, shopping expert and columnist. The other shows packaged by the BMI-er include a variety stanza and a ballet program.

Two other Morris-represented shows feature legit stars. Jose Ferrer has a 30-minute dramatic series which he will produce and direct as well as act in, and David Burns, comedy star of *Make Mine Manhattan*, is featured in *Here's How*, a situation comedy series.

Orsatti Agency Sets Package Deal

HOLLYWOOD, April 3.—First local television package deal to be set by a talent agency was closed this week by Marvin Salzman, tele head for Vic Orsatti agency. Deal was made with Bell International Pictures, Hollywood 16mm. flickery, calling for a series of 13 video features, 12½ minutes in length, using Orsatti agency clients exclusively. Production of first film begins April 5.

Series will feature flicker actress, June Preisser, and Gene Reynolds, with scripts by Lee Karson. Other Orsatti clients in package include Alan Harris and Johnny Hecker. Bell firm will retain distribution rights. Film deal marks first sale made by Orsatti agency since firm went into tele several months ago.

9 Shows Hit Top 10 Half the Time In 21 Months

(Continued from page 11)

covered, 20 programs crashed into the top 10 at least two times.

NBC Bonanza

Of the nine shows which gained the select circle better than half the time, seven were aired over National Broadcasting Company (NBC), and one each over American Broadcasting Company (ABC) and Columbia Broadcasting System (CBS). Of the 20 shows crashing the top 10 two or more times in the 21 months covered, 14 were NBC programs, while ABC and CBS had three each.

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 FBI*. At the climax of its "Miss Hush" and "Walking Man" contests, *Truth or 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 Aldrich Family*, *Red Skelton*, *Eddie Cantor*, *Duffy's Tavern*, *Screen Guild Players* and *Suspense*.

	No. Times Surveyed	No. Times Making "Top 10"	Bat. Avg.
Walter Winchell, ABC	21	21	1.000
Lux Theater, CBS	21	21	1.000
Fred Allen, NBC	21	21	1.000
Jack Benny, NBC	19	19	1.000
Edgar Bergen, NBC	19	19	1.000
Bob Hope, NBC	21	20	.954
Fibber McGee, NBC	21	17	.810
Mr. Dist. Attorney, NBC	21	16	.762
Red Skelton, NBC	21	12	.571
Amos 'n' Andy, NBC	15	5	.333
Bing Crosby, NBC	14	4	.286
Music Hall, NBC	21	6	.286
Screen Guild, CBS	21	6	.286
Suspense, CBS	21	5	.238
Aldrich Family, NBC	21	4	.190
Eddie Cantor, NBC	21	4	.190
Bandwagon, CBS	21	3	.143
Duffy's Tavern, NBC	21	3	.143
Truth or Consequences, NBC	21	2	.095
This Is Your FBI, ABC	21	2	.095

Textile Union Backs 15 Min. Seg on WBIG

GREENSBORO, N. C., April 3.—A contract was signed this week by the Textile Workers' Union of America (TWU-CIO) to sponsor a 15-minute public service labor news ainer over WBIG, Greensboro, for the next 52 weeks. Titled *Labor News and Views*, the stanza has been skedded for 12:45 p.m., Sundays.

George Baldanzi, executive veepee of TWU has been set as a guest speaker.

Det. Times Backs Chase's Disk Seg

DETROIT, April 3.—Marking the first time locally that a newspaper has sponsored a disk jockey program, *The Detroit Times* Monday (29) launched sponsorship of a segment of Eddie Chase's *Make Believe Ballroom* over CKLW with plenty of fanfare. *The Times* purchased the 2:45-3 p.m. Monday thru Friday segment of the Chase show to stimulate circulation and promote the paper generally. Deal was cooked up by CKLW's commercial manager, Dick Jones.

Chase's show is transcribed in Hollywood, and this organization enables Chase to obtain top names as guests on *The Times* portion because of the double-barreled publicity. The Hearst-owned *Times* promotes the show with front page boxes, daily pictures of Chase with his guest and stories.

AFM's 13-Week Deal for Tele

(Continued from page 13) recordings rather than live musicians as originally intended.

The McCann-Erickson producer stated he was willing to pay \$400, \$500 and even \$600 for 14 musicians and the arrangements—but that this was apparently not enough. He pointed out that this proposed rate was approximately one-half the AM rate—or fairly high in view of the limited TV circulation. "It's not a question of what is fair," he added, "but what is possible." He also said he would be willing to pay the above proposed rate for a period of say 26 weeks, and then renegotiate a scale to conform with prevailing conditions. Following the collapse of the negotiations on the Ross show, he said he would pay off the arrangers and forget about the musicians.

Duplication Scales Unset

As of late this week no arrangements had been worked out between webs and the AFM covering costs of musicians on duplicated shows. NBC now has at least three AM sponsors, perhaps four, who are ready to pick up the TV tab, provided the web can work out a satisfactory deal with Petrillo. These clients include Chesfield, Bell Telephone and Firestone.

The Columbia Broadcasting System, too, has had numerous agency queries. One of the hottest prospects for duplication is Coca-Cola, known to be interested in telecasting both the Percy Faith and Spike Jones programs.

U. S. MAKES CHARGES

(Continued from page 3) the prices" of their products "above the prices which would prevail under a condition of natural, normal and free competition."

Trade associations named in the complaint are Association of Coupon Book Manufacturers, Amusement Ticket Manufacturers' Association, Restaurant Check Manufacturers' Association, Clothing Ticket Manufacturers' Association, Traffic Ticket Manufacturers' Association and Licensed Railroad Ticket Manufacturers' Association, all of 369 Lexington Avenue, New York; Gooch & Company, of the same address, a co-partnership composed of Joseph Gooch Jr. and Edith A. Gooch, secretary and counsel of each of the associations. Thirty-three of the manufacturers are members of one or more of the associations, and the other four are alleged to have "co-operated" with the associations and their members.

New Obstacles In NAB Code

(Continued from page 6)

aware of this situation, which is described by some broadcasters as "a growingly serious one." As a result, it is deemed unlikely that NAB top-ranking brass will seek to apply pressure for adoption of the code if a serious controversy flares out at Los Angeles. It is generally agreed that efforts might be completely abandoned to put the new code into operation this year if the economic tension increased. Since a highly competitive struggle for advertising revenue in radio could easily toss the code into discard, NAB officials do not relish the idea of having a white elephant code on their hands. One prominent broadcaster pointed out: "An unpopular or inoperative code would be far worse than no code at all."

W. Va. Votes Referendum

NEW YORK, April 3.—The West Virginia Broadcasters' Association (WVBA) has moved to refer the proposed standards of practices for the broadcasting industry to a referendum, it was learned here this week. At a meeting held recently, the group passed a resolution urging the directors of the National Association of Broadcasters (NAB) to poll NAB members by mail as to their approval of the code.

3 Det. Outlets Vie For 2d Video Bow

DETROIT, April 3.—A three-cornered race to get a second Detroit television station on the air is speeding up, with the probability that WXYZ will get its affiliate in service by early fall. Two other principal contenders are WJR and WJBK, both of which have elaborate equipment and construction programs under way. WJBK is expected to be ready toward the end of the year. A fourth contender with a license application in, is United Detroit Theaters, while WWJ-TV is now on the air.

WXYZ, however, is starting active personnel education beamed at video operation. A series of monthly "bull sessions" to explain operation of other departments to all employees was started 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 video. In addition, all department heads and executives are taking vacations early, in order to be ready to have a full executive staff available to concentrate on television.

Nielsen States Conn. Indie Web Disbanded

HARTFORD, Conn., April 3.—Walter Nielsen, program director of WCCC, Hartford, told *The Billboard* last week that the Connecticut Independent Broadcasting System, the recently organized intra-State group of non-network affiliates, had been disbanded, following a meeting this week. No reasons were given for breaking up of the unit.

James Iodice, of WMMW, Meriden, Conn., had been elected president just a few weeks ago. The stations concerned are WCCC, Hartford; WAVZ, New Haven; WLCR, Torrington; WMMW, Meriden, and WNOC, Norwich.

Nielsen added that he and Peter Jamerson, of WAVZ, are mulling plans for several programs soon for WCCC-WAVZ presentation only.

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BOGUS PLATTERS ON MARKET

Columbia Strays From CBS; Inks Pact With WABF

NEW YORK, April 3.—Columbia Records, Inc., a subsidiary of the Columbia Broadcasting System (CBS), this week went afiel from the web's own facilities and signed a 52-week contract to sponsor six hours every Tuesday night over FM Station WABF, New York. The contract, which runs 52 weeks, is the fourth full-evening deal pacted by the station. Similar deals were set earlier with Philco, Stromberg Carlson and the combination of Admiral and Sachs Quality.

Columbia's programs, running from 6 p.m. till midnight, will feature long-hair records issued by the sponsor. The initial show this week (6) will spotlight Gian-Carlo Menotti's opera, *The Medium*, with the composer appearing on the show at 8 p.m. with Goddard Lieberman, Columbia veepee.

Patmar Pub To Start Eastern Operations

NEW YORK, April 3.—Warbler 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. Temporary quarters for Patmar will be located in Tommy Valando's Laurel Music office in the Brill Building.

Patmar, licensed thru Broadcast Music, Inc. (BMI), has been in existence for seven months, in the past 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 manufacturers—similar to the original committee of diskers which arose out of the Industry Music Committee's (IMC) formation—will meet here Thursday (8) to discuss their Petrillo problems anew and formulate future policy.

Also some major wax spokesmen held the impression that the confab, to be held in the offices of James W. Murray, RCA Victor vice-president in charge of the record division, was called exclusively at the behest of disk interests. Wires informing diskers of the meeting went out over the signature of Richard Doherty, director of employees-employer relations for the National Association of Broadcasters, original sponsors of IMC which itself embraces radio-video, record and transcription representatives. The transcription companies held their own meeting last week and recommended certain changes in IMC policy. (For full details see the Radio Department this issue.)

Scheduled to attend the disker huddle are reps of 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, claims to have a sleeper on its hands with its first release, *My Happiness* (featuring Jon and Sondra Steele), with reportedly over 100,000 disks sold in the last two months. The firm has made arrangements with RCA Victor to press *Happiness* for them in Camden and Indiana since its own Hollywood plant can't meet the growing demand.

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

Gale Inks Slack, Sets Concert Package Deal

NEW YORK, April 3.—Freddie Slack, the boogie woogie piano maestro, signed a long-term management pact with the Gale Agency this week after obtaining his release from an Associated Booking Corporation pact. Gale veepee, Billy Shaw, has set Slack for a concert, one-nighter and theater-jazz package which will be tabbed *Be Bop Vs. Boogie Woogie*. The package will include Slack leading a seven-piece unit with a girl singer and a five-piece crew led by bop altoist Charlie Parker and featuring trumpeter Miles Davis and drummer Max Roach. Initial dates on the package will be played in the early part of May.

Coast Waxers Plan Meet To Probe Source

FBI, Others Called In

HOLLYWOOD, April 3.—A counterfeit ring operating a large-scale traffic in bogus records and thought to be headquartered in its activities on the Coast is under investigation, *The Billboard* has learned. Since its operations are believed to be on an interstate scale, the matter has been brought to the attention of the Federal 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 investigation into the matter.

A meeting of reps of the four major diskeries has been called for Monday (5). Reps of Victor, Decca, Columbia and Capitol are skedded 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. In the meantime the matter was reported to Max Fink, Hollywood showbiz attorney and local rep for the Music Publishers' Protective Association (MPPA), who in turn will take it up with MPPA agent and trustee Harry Fox. If Fox okays an MPPA investigation, Fink told *The Billboard*, no time will be lost in starting the probe.

Counterfeit Major, Indie Labels

The ring is believed to be operating in the following manner: Hit disks (bearing the labels of indies and majors alike) are re-recorded with new masters made from the dubs. Original labels are photographed and reprinted, making the bogus copy a fairly accurate replica of the legitimate product. These counterfeit copies are sold to dealers and distributors for amounts ranging from less than 25 cents to the legitimate manufacturer's price, depending upon the individual dealer's demand for the records. Some retailers are believed to be unaware of the fact that the disks are counterfeits. Others who may realize their unsavory origin are still willing to pay the legitimate price for them since dealers who do not hold a franchise to a given major's hits welcome the opportunity to stock that label's hot items. Those who could acquire such disks thru legitimate channels are tempted by a cut-rate price and are lured by the chance of making an extra couple of bucks.

Counterfeiters stick only to the top hits on each label and so far have remained only in the race record field. According to present indications, ring has limited its peddling to those neighborhoods where such records would be in high demand.

local diskery, said that he intends to cut his first pair of platters April 10, when the Harmonicats return from a West Coast appearance.

Boldest recording move yet in the Midwest took place several weeks ago, it was learned, when a prominent jazz tooter took a pick-up band of 10 AFM men into a Midwest studio and cut a series of sides. In addition to the musickers, two vocalists were utilized on the date. Thus far, no waxing firm has picked up the masters.

Ban Side-Stepping Quickens

Capitol Cuts Four Tunes; Col Day Wax?

Another "Baby Face"

NEW YORK, April 3.—Capitol Records, following up on its early-week West Coast waxing date, further skirted the Petrillo ban with a cutting session here yesterday. The diskery waxed two sides with Jack Smith, the Clark Sisters, a 16-voice choral group and toy instruments including kazooos. The tunes cut were *Heartbreaker* and *Baby Face*. Both ditties are ban-produced items which have broken for the hit class. Capitol's waxing affords 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 plug. *A Tree in the Meadow*. The diskery may decide to bring over the English rendition by tenor Monte Rey

Side Tracking?

DENVER, April 3.—Ace Records, local indie diskery in operation about a month, has a unique problem. The company claims it has suddenly received orders for 3,700 diskings of *Teardrops in My Heart* backed up by *Ile of Capri*, both sides cut by warbler Smiley Macon. The diskery, in which songwriter Kermit Goell (co-cleffer of *Near You*) and S. William Davis are partners, vows it doesn't know which side of the disk is moving.

accompanied by Phil Green's ork 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.

HOLLYWOOD, April 3.—Capitol Records this week climbed on the post-ban recording by waxing two sides with the Sportsmen Quartet. Ditties were *Toolie Oolie Doolie* and *You Can't Be True, Dear*. Technique used was such that singing group actually accompanied themselves by first recording one set of four parts, then re-recording a second set onto the original track for a novel effect. Tunes mark Capitol's first diskings (*Side-Stepping Quickens*, page 23)

Tower, King Disking With Harmonicas

Choral Group Assists

CHICAGO, April 3.—First big-scale Midwest recording job since the Petrillo ban took place here last week, when Jack Owens cut a pair of sides for Tower, utilizing an eight-voice choir, two harmonicas and a ukulele as background. Owens, crooner on the ABC Don McNeill's *Breakfast Club*, visited Hawaii recently on a two-week vacation, coming back with a pair of tunes, *Hukilau* and *I'll Weave a Lei of Stars for You* that pulled such mail after two airings that Dick Bradley, of Tower, waxed them.

King, the Cincinnati plattery, waxed a pair of sides, two weeks ago, one of which was the rising *You Can't Be True, Dear*, by the Harmonic-Kings, a harmonica trio, and may cut more if the need arises. In addition, King has cut sides by Swans Silver-tone Singers, an a capella spiritual group, since the Petrillo stoppage. Bill Putnam, prexy 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 musicdrama as American as hot dogs, pop and popcorn . . . biggest thing since Casey struck 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 "counterpernt!"

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 will take place the most colossal disk jockey promotion ever staged!

THE TOMMY DORSEY SHOW (Transcribed—Coast to Coast)

THE PAUL WHITEMAN CLUB (Transcribed—Coast to Coast)

ALABAMA
Birmingham WBRC Bill Borthwick
Birmingham WSGN Jim Cleary
Birmingham WTNB Dick Hawley
Birmingham WTNB Evelyn P. Allen
Birmingham Mobile WTNB Al Baker
WMOB Dewey H. Long, Jr.
Montgomery WCOV Bill Steadman

ARIZONA
Phoenix Prescott KWOL Low Lowry
KYCA John E. Nagley
Tucson KCNA Ray Helgeson

ARKANSAS
Fayetteville KGRH Ralph H. Carrell
Hot Springs KTHS Harry Lockhart
Hot Springs Jonesboro KWFC Larry Trout
Little Rock KDRS Ted Harding
Paragard KDRS Harris Owen
W. Memphis KWEM Sam Babcock
W. Memphis KWEM Dick Covington

CALIFORNIA
Bakersfield KAFY Art Brock
Bakersfield KERO Bill Elliott
Berkeley KRE Jack Dunn
Berkeley KRE Burt Solitaire
Eureka KIEM Jack Sivert
Fresno KFRE "Music Box Program"

Long Beach KFOX Robert Cornthwaite
Oakland KROW Lex Boyd
Red Bluff KBLF John Hendrickson
Redding KVCV Lyle G. Mathys

San Francisco KFRG Leonard Levy
San Francisco KSBK Bill Burgess
San Francisco KSBK Wally King
San Francisco KSBK J. Roger Skelton

San Francisco KSBK Sid Ten Eyck
San Francisco KSFH Ken Langley
San Francisco KSFQ Bill Baldwin
San Francisco KYA Bill Mackintosh
San Francisco KYA Dorothy Thronson

San Jose KSJO & FM Norman Paul
Santa Rosa KSRO Jack Murphy

COLORADO
Colorado Springs KRDO Ed Lewis
Denver KFEL Ray Perkins
Pueblo KDZA Dee B. Crouch

CONNECTICUT
Bridgeport WNAB Harry Osborne
Hartford WONS Ev Seltzer
Hartford WHT Bob Maurer
Hartford WTIO "Morning Watch Program"

New Britain WKNB David Scott
New Haven WNBC Joe Francis
New Haven WNBC James Milne
New London WNLG Leslie Morson
Norwich WNOG James Duncan, Jr.
Waterbury WATR Wally King

DELAWARE
Wilmington WDEL John W. Cornwell
Wilmington WTUX Robert L. Wilcox

DISTRICT OF COLUMBIA
Washington WJNX Sam Brown
Washington WMLL Jim Gibbons
Washington WOL Mike Hunnigutt
Washington WOL Charles B. Keaton
Washington WTOP Eddie Gallaher
Washington WWDC Jackson Rowe
Washington WWDC Norman Reed

FLORIDA
Daytona Beach WDNB Clair E. Haas
Jacksonville WJHP Charlie Harris
Jacksonville WJHP Art LeDook
Jacksonville WJHP Claude Taylor
Jacksonville WJHP Earl Wood
Jacksonville WMBR Ted Chapeau
Jacksonville WPDQ Bernie Adams
Miami WGSB Tony Chastain
Miami Beach WKAT Gordon Waltz

Tallahassee WRHP Glenn Weber
Tampa WDAE Van Wilson
W. Palm Beach WIRK Rome Hartman

GEORGIA
Albany WALB D. K. Fulton
Athens WGAU "Skip" Bruckner
Atlanta WAGA Jon Farmer
Atlanta WBGE Ernie Harwell
Atlanta WGST Ken Wilson
Atlanta WSB Bob Van Camp
Augusta WBBO Bob Meskill
Augusta WBBO Bob Nelson
Augusta WGAC Hugh W. Allison

Augusta WRDW Joseph Hunt
Augusta WTNT Charles Smith
Augusta WTNT Sam Zurich
Augusta WDAK Ed Snyder
Columbus WRBL Geo. Davis, Jr.
Dublin WMIT Bob Smith
Gainesville WGGG James A. Hartley

Rome WLAQ George W. Rice, Jr.
Rome WRGA Cecil Kerce
Savannah WCCP Al Jennings
Savannah WDRM Milt Bellan
Savannah WFRP Van Calligan
Savannah WFRP James M. Wilder

Thomasville WPAX Robert W. Oakman

IDAHO
Boise KGEM Don Bishop
Boise KGEM Earl E. Darr
Boise KGEM Bruce Vanderhoof
Boise KIDO Joe Maggio
Lewiston KRCL Byron Stephenson
Pocatello KEYV Tina Whitaker

ILLINOIS
Carthage WCAG Jay Gilles
Chicago WNTN Linn Burton
Chicago WAAF Paul Ruhle
Chicago WAIT Frann Weigle
Chicago WCFM Marty Hosan
Chicago WCFM Fred Niles
Chicago WENR Birk Courtney
Chicago WGES John Van WGN
Chicago WCFL Bill Evans
Chicago WGNB Al Harvey
Chicago WJDD Eddy Hubbard
Chicago WJDD Randy Blake
Chicago WJDD Rosemary Wayne
Chicago WJDD Ernie Simon
Chicago WMAQ Norman Ross
Chicago WSBC Jack L. Cooper
Chicago WSOY & FM Bernard Johnson
Chicago WEAW Al Harvey
Chicago WKAI Eugene F. Spry

Chicago WQVA Jack Davis
Chicago WMBD Glenn F. Kensingler
Chicago WMBD Gene Pierce
Chicago WMMJ Enterline
Chicago WXXL Miles Foland
Chicago WXXL Bob Mohr
Chicago WRWK Harry Caze
Chicago WCVS Ken Spengler

INDIANA
Anderson WCBO Sid Grieb
Bloomington WTCM George Willford
Elkhart WTRC Phil Haines
Evansville WEOA Bill Fahl
Evansville WGBF Del Greenwood
Fort Wayne WSTW Bill Jellison
Hammond WJOB HI Shumway
Indianapolis WFBM Paul Roberts
Indianapolis WIBC Easy Gwynn
Indianapolis WIRE Bob Pruett
Indianapolis WISH Bob Bruner
Indianapolis WKMO Clyde Caswell
Indianapolis WKMO Jack Rabb
Indianapolis WKWB Vaughn Story
Indianapolis WKWB Fred Duffy
Indianapolis WJVA Sue Tucker
Indianapolis WJVA Carroll Reynolds

South Bend WSBT Sanford Reese
Vincennes WAOV Glenn B. Webber
Vincennes WAOV Sam Dodd
Vincennes WAOV Vernon Paule
W. Lafayette WBAA Lewis Wood

IOWA
Davenport KSTT Gregg Dunn
Des Moines KCBC Ralph Zarnow
Des Moines KIDA Don D. Alt
Des Moines KRNT Gene Emerald
Iowa City WSUI Herm Cohen
Iowa City WSUI John P. Highlander

Mason City KGLF FM Bob Clausen
Mason City KGO FM Douglas F. Sherwin

Sloux City KSCJ FM Bernice Ewing
Waterloo KAYX Erling S. Jorgensen
Waterloo KAYX Ray Starr

KANSAS
Arkansas City KSOK Jack Fallon
Arkansas City KSOK Martin H. Thomas
Coffeyville KGGF Roger Stoner
Garden City KIUL Max Bicknell

Garden City KIUL Tony Jewell
Hutchinson KWBW & FM Peter Blashkiv
Hutchinson KWHK Bob Madison
Topeka WREN Fred L. Conger

Wichita KANS Paul A. Wilson

KENTUCKY
Bowling Green WKCT Joe Calloway
Frankfort WFKY Earl R. Davis
Harlan WHLN C. E. Whitehart
Henderson WSON Martin E. Schaeffer
Lexington WKLX Arty Kay
Lexington WLEX "Star Dust"
Louisville WGRG "Star Dust"
Louisville WBOX FM "Music Box"
Louisville WHAS Budd Abbott
Louisville WINN Claude Fraul
Louisville WINN Cliff Mercer
Louisville WRXW FM Bob Kay & Don Hill
Mayfield WNGO J. B. Fowler
Mayfield WKTM Motheral

Owensboro WJBO Norman Hall
Owensboro WJVS Charles Dooley
Paducah WKVB Pat Klein
Paducah WPAD Ray McField
Paducah WPAD Linn Wolff
Versailles WVLK Mimi Chandler

LOUISIANA
Alexandria KSYL Bob Dengler
Alexandria KPDR Vivian Clos
Baton Rouge WJBO Bill Corcoran
Baton Rouge WJBO Jack Powers
Lake Charles KWSL Helen Shea
New Orleans WDSU Johnny Murray
New Orleans WJBW Harry Niocia
New Orleans WNOE Ken Elliott
New Orleans WWL Charles Blaise
New Orleans WWL Henry Dupre
Shreveport KTBS Cecil Bland, Jr.
Shreveport KTBS David Kent

MAINE
Augusta WFAU Norman G. Gallant
Lewiston WCOU Gene Parker
Lewiston WCOU Nancy Jacobsen
Lewiston WLAM Bob Demers
Portland WGAN George Curtis
Portland WGAN Kenneth Long
Presque Isle WAGM Frank Cameron

MARYLAND
Annapolis WASL Dick Poston
Baltimore WCAO Ray Moffett
Baltimore WFBF Joseph LeVerne
Baltimore WFBF Ralph Powers
Baltimore WFBF Howard Rudolph
Baltimore WFBF Fred Walker
Bethesda WBCC Ed Hoffman
Bethesda WBCC Tommy Phillips
Hagerstown WJEJ Will Giroff
Hagerstown WJEJ FM William Paulsgrove

MASSACHUSETTS
Boston WBZ Charlotte Spinney
Boston WCOP Louis Goldberg
Boston WEEI Sherman Feller
Boston WHDH Bob Clayton
Boston WMEX Jay McMaster

Boston WNAC Verne Williams
Chicopee WACE FM Terry Colwell
Chicopee WACE FM Kris Martin
Fall River WSAF McWhir
Fall River WSAF Music Parade
Frammingham WSAR Holmes Wilson
Holyoke WKOX Lee Emmerich
Holyoke WHYN FM J. H. Vondell, Jr.
Lawrence WLAW James T. Mahoney
New Bedford WFMR George Gowen
New Bedford WNBH Jim Lanagan
North Adams WMBN Ben Hubley
Salem WESX Edmund Phealan
Worcester WESX Lenzie Powers
Worcester WAAB Leo McDevitt
Worcester WNEB John F. Morse

MICHIGAN
Ann Arbor WPAG Del Hester
Detroit CKLW Larry Gentile
Detroit WJBK Van Douglas
Detroit WJR Donald E. Large
Detroit WKMH Bob Seymour
Detroit WXYZ Johnny Slagle
Detroit WBBC Robert L. Belfour

Flint WEDE Ted Taylor
Flint WWOK Pat M. Chambers
Grand Rapids WJEF Nathan Bryant, Jr.
Grand Rapids WOOD Bob Smith
Kalamazoo WGGF Charles T. Lynch
Kalamazoo WKZO Mel Haavind
Lansing WILS Al Axelrod
Mt. Clemens WMLN Dillingham Clifford
Muskegon WKBZ Robert L. Quinn

Muskegon WMUS & FM Billy Bennett
Port Huron WHLS L. A. Patterson
Royal Oak WEXL Gordon Sparks
Saginaw WKNX Don Andrews
Saginaw WKNX Bob Maxwell
Saginaw WKNX George Reed
Saginaw WSAW Fred Krell
Traverse City WTCM Kenn Haven
Wyandotte WJWW Strauss Gantz

MINNESOTA
Mankato KYSM Bob Gardner
Mankato KYSM Maurice Piche
Minneapolis WCCO Clellan Card
Minneapolis WLOL Hazel McIntosh
Minneapolis WLOL Al Paulson
Minneapolis WTCN Jim Boyson
Minneapolis WTCN John Ford
Moorehead KVOX M. M. Marret
St. Cloud KFM Cliff Sakry
St. Paul WMIN Norman Page
Willmar KWLW Joe Martenson

MISSISSIPPI
Jackson WSLI Bill Lohrner
Meridian WMOX & FM Jerry Kerns
Meridian WMOX & FM Jim Shelton

MISSOURI
Clayton KXLW Blaine Cornwell
Hannibal KHMO Duke Bowman
Independence KIMO Harry L. Becker



THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR

CONCERTS BOIL MBOA

Ops See Hall Dates Threat To Dance Biz

Other Problems Aired

CHICAGO, April 3.—The ever-increasing movement by name orks into the concert field and the possibilities of the trend becoming a menace to ballroom biz were among key subjects aired this week at a meeting of the board of directors of the Midwest Ballroom Operators' Association (MBOA).

Reportedly numerous gripes were leveled at name bands for by-passing ballrooms—ops feel they helped to build top bands in past years—in favor of concert dates with higher admission prices. Concert bookings of names into local auditoriums frequently affect a ballroom's box office, especially if the terperity is located near the concert hall, some ops pointed out.

The MBOA board meeting was intended mainly to set the ball rolling on an intensified membership drive, but a portion of the confab was devoted to discussion of current booking practices, including current band prices, guarantees and the concert menace. Also discussed was the return of wedge booking. Board members were understood to have exchanged impressions that band booking agencies were resorting to wedge booking to keep orks working thru the current band biz lull. Agents were seen by the ops as increasing the habit of forcing "turkeys" on a promoter before the latter could get a solid name attraction.

It also was alleged that one-night bookers were selling their orks too close together in territories, especially on week-ends, resulting in damage for all the ops in those territories.

During the meeting it was suggested that at the next MBOA convention, which is slated for Chicago in September, a proposal to change the name of MBOA to the National Ballroom Operators' Association be made. While an MBOA spokesman said that the group is not now girding for a national terperity ops' association since it wishes first to strengthen the Midwest membership, there already are a number of ops from outside the confines of the Central States who are members. These members have suggested that their neighbors in the biz would probably join more readily if the org's monicker were changed.

It also was revealed that the first of a series of State or regional meetings of MBOA will be held within two months, with one of a group of ops, who currently are MBOA members, inviting non-members to the meeting. MBOA Prexy Larry Geer, of Fort Dodge, Ia., and Secretary Otto Weber, of Des Moines, will outline the MBOA program to the prospective members.

The board meeting passed lightly over the ballroom music licensing situation. This committee, which is headed by Des Moines ballroom chain op, Tom Archer, reported several undisclosed suggestions, but actual deliberation on these was withheld until the September convention. It also was decided to set up a program to instigate congressional action on a reduction of the present excise tax on ballroom admissions.

Gov't Alleges Nat Moss Ducked 70G Cabaret Tax

NEW YORK, April 3.—Nat Moss, one-time president and secretary of the now defunct 400 Restaurant, was indicted Thursday (1) by a federal grand jury which charged the 400 corporation with attempts to evade, and failure to pay, 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 \$15,379.14. During six months of 1946, from June to December but excluding July, it further charged, Moss, altho filing returns showing correct tax figures of slightly more than \$50,000, failed to pay the tax. The government alleged that Moss collected taxes from his patrons but converted them to his own use or to the use of the corporation. The federal tax referred to in the suit is the 20 per cent entertainment tax.

Moss now is in Miami Beach, Fla., but government spokesmen said they would take the necessary steps to bring him back to face arraignment. If found guilty he faces possible maximum imprisonment of 32 years and fines totaling \$120,000. In civil action the government can collect \$70,000 plus penalties and interest.

Prior to opening the 400, Moss was connected with the old Hollywood Restaurant at 1600 Broadway between 1929 and 1938. For a short time thereafter he was associated with the Famous Door Restaurant.

Gov't Ban Peace Role Ebbs; New Bill Stalled?

WASHINGTON, April 3.—Government and trade legalists here continue to see negotiations as offering the sole way to end the disk ban, despite the introduction of the Hartley bill this week to add an anti-monopoly clause to the Taft-Hartley Act. Tho the anti-monopoly amendment was introduced primarily to seek to force John L. Lewis to send his coal miners back to work, the same legislation could apply to President James C. Petrillo, of the American Federation of Musicians (AFM). Few informed insiders are taking the legislation seriously since it has little chance of getting thru Congress this election year.

Indicative of the renewed emphasis on efforts to negotiate a settlement between Petrillo and the diskeries, Rep. Carroll D. Kearns (R., Pa.) was reportedly in personal touch with AFM legalists in New York this week. Kearns, chairman of a House Education and Labor Subcommittee on Petrillo activities, has been pointedly deferring introduction of his long-heralded bill to impose copyright fees on commercial records. The introduction of his measure would be regarded as an empty gesture, since it would have no chance of passage even if it ever got out of committee. Kearns has found it impossible to satisfy both network interests and record manufacturers in devising his bill.

Chairman Fred A. Hartley (R.,

NLRB Test in Hartford On Charges That AFM "Featherbeds" in Theater

NLRB Counsel Charges Violation; Hearing Due

HARTFORD, Conn., April 3.—Counsel for the National Labor Relations Board—Boston regional office—this week accused the American Federation of Musicians' local in Hartford of violating the "featherbedding" section of the Taft-Hartley Act, in a follow-up to complaints filed by the State Theater of Hartford last year. The NLRB's regional office has announced that a team will be sent down to conduct a three-day hearing in the Hartford post office building, starting Monday, April 19. The complaint of unfair labor practices is directed against the Hartford Musicians' Protective Association, Local 400.

Mich., Ohio Indie Distribs Set Up Org

Disk Group Meets in Detroit

DETROIT, April 3.—A move to organize a local trade group of indie record distributors (following similar action in New York) was initiated this week at a luncheon meeting in the Tuller Hotel attended by indie-label distributors of Michigan and Ohio. John Kaplan, of the Pan American Records distributors, was elected temporary chairman. Unlike the Eastern org, the local group aspires to regional coverage over two States since several firms long have operated in both.

Key motive for the organization was expressed as improving retailer relationships. Establishment of a central credit clearing house was listed as No. 1 item on the agenda.

Systematizing of dealings with various independent record manufacturers also is an important objective of the new trade group, with a number of squawks over "orphan" records and manufacturer switching of distribs having been engendered lately.

Preliminary informal agreement has been reached. It is understood that no distributor will take on a new line formerly distributed in the territory by another distributor until the manufacturer has made arrangements to handle record returns from retailers. Local difficulties have arisen when the new distributor refused to take back records sold by the former distributor, while the latter refused to grant a return credit once he no longer carried the line.

Formal organization is being set up by a committee that includes Aaron Lipin, of Allied Music Sales; Sid Verier, of Sultan Distributing Company, and Harry Levin, of the W. E. Harvey Company.

N. J.) of the House Education and Labor Committee tossed his anti-monopoly bill into the hopper with considerable reluctance, since it had been agreed by a majority of his committee in the wake of the Petrillo hearing last January that such legislation would be foolhardy this year. Deemed significant was Hartley's silence on Petrillo in a covering statement in which he inveighed solely against United Mine Workers' President Lewis.

AFM. Thru its general counsel, the board contends that from last August 30 onward Local 400 coerced the theater with threats of strikes, picket lines and other threats to extend a contract dated September of 1945. The complaint says the contract required that the theater pay eight musicians for services not performed from September 5, 1947, to October 3. According to the board, since October 7, the theater has been required, thru threats of strikes, to hire eight musicians for services not desired.

The NLRB adds that the union local's alleged acts have a close relationship to interstate trade, owing to interstate aspects of the State Theater's showing of motion pictures and vaudeville and specialty acts. The Harris brothers operate the theater.

S. Kaye To Sub For Supper Club

NEW YORK, April 3.—Confirming previous reports, Sammy Kaye definitely will swing and sway across the board (in the summer replacement slot) for the five-a-week *Chesterfield Supper Club's* 15-minute airers. It was understood at press time that Kaye would spend the 13-week duration of the *Chesterfield* deal in New York, thus canceling out the few summer location bookings which have been acquired for the orkster to date. He was skedded for the Steel Pier in Atlantic City and Eastwood Gardens in Detroit.

Since the ork will do live West Coast repeat broadcasts, Kaye probably will not do New York location work, thereby cracking rumors that the orkster would work the Astor Roof this season. Kaye reportedly is going to work all Saturday and Sunday nights in and around New York. He also is expected to retain his *Sunday Serenade*, American Broadcasting Company ainer, but may have to give up his *So You Want To Lead a Band* program.

The *Chesterfield* across-the-board deal with Kaye is said to call for \$13,000 per week. Kaye's *Supper Club* stint kicks off June 9.

KRUPA CARNEGIE DATE

NEW YORK, April 3.—Orkster Gene Krupa is set for a Carnegie Hall pop jazz concert May 30. The session will mark Krupa's first concert date with his full ork and will feature extra-added jazz soloists. If the package proves successful, the orkster intends taking it out in the fall on a one-nighter concert tour.

★
YOU'RE DRIVING
ME CRAZY

★
EVERYTHING I
HAVE IS YOURS

★
COUNTY FAIR

★
THE LORD'S PRAYER

★
NIGHT AND DAY

★
DON'T BLAME ME

MEL TORMÉ

SARAH VAUGHAN

SUCCESS
IS IN THE
STARS

Musicraft
RECORDS

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

SARAH VAUGHAN

MAKIN' WHOPEE
DO IT AGAIN

THE ONE I LOVE BELONGS TO SOMEBODY ELSE
WHAT A DIFF'RENCE A DAY MADE

#534

#552

At a Sidewalk Penny Arcade

SAMMY KAYE
VICTOR

At a Sidewalk Penny Arcade

GUY LOMBARDO
DECCA

At a Sidewalk Penny Arcade

ART MOONEY
M-G-M

At a Sidewalk Penny Arcade

TONY PASTOR
COLUMBIA

At a Sidewalk Penny Arcade

THE PIED PIPERS
CAPITOL

ROBBINS MUSIC CORPORATION 799 Seventh Avenue N. Y. 19

Campus Poll Shows Kids Balk at Name Orks' Prices; Plenty Other Gripes, Too

Half the Colleges, Disgusted, Use Local Combos

NEW YORK, April 3.—From the collegians' side of the band-booking business, high prices hold the secret to a gathering campus caution in buying name bands. The survey conducted by *The Billboard* (Part II, trade aspects of the 10th Annual College Poll) indicates that while the number of universities, junior colleges and prep schools using 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 disturbance over fact that about one out of every four dances in which name orks are used winds up a financial flop.

Half Use Local Combos

Instead of name orks, 50 per cent of the colleges queried (total of 220 replies received) 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 (latter about 10 per cent).

Prominent undertone thruout the replies was that 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 attendance was still vital to successful prom dates; yet the vets were unable to meet the "loot" requirements.

Three Factors

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

Successful name ork dances were attributed by the collegians, in order of choice, to (1) moderate admission prices; (2) band popularity; (3) good publicity which insured advance tie sales, thus offsetting bad weather or other handicaps. Thru use of fewer name orks, campusites also contended, the operating nut 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 costlier name bands, with three out of every seven proms conducted using "canned" music. Significant note was that while juke boxes, p.-a. systems and home phonos provided most of the disked music for terping, 16 per cent of the canned music users said they utilized wire recorders.

NEW YORK, April 3.—The rah-rah set raises plenty of howls about band booking tactics, *The Billboard's* 10th Annual College Poll, Part II reveals, with the heaviest whoops and hollers accumulated for alleged overselling at exorbitant prices and for lack of co-ordination between local and major agencies.

One major university set the keynote for ork complaints in a reply which pointed out that "the average

age on the campus is upped about 10 years over pre-war and we can't 'jump' like we once could." And most schools claim that name orks produced too little dance music and too much hot and novelty. Others complained that name orksters 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 to 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 about 50 per cent of the schools which used name orks did their business thru local agents. These schools claim that orks frequently were submitted by the local booker at one price, after which they received offers on the same ork from its home agency at anywhere from a \$50 to \$500 variance in price. This is not uncommon practice in band biz, but the campus set, which buys orks only infrequently, feels that this sort of salesmanship indicates they are being played for suckers.

Several campusites, who bought orks at fancy figures on grounds that the particular crews would have to make a long trip to make the job, forward the suggestion that agencies make an effort to set up better routing of some of their better orks thru their territories in order to bring prices down.

Others point out that agencies should "stop playing ring-around-the-rosy when asked to submit available bands for a certain date. . . . Too many people on the campus know that more bands are available than are mentioned." They add that agents could "stop dangling a famous No. 1 band in front of our eyes until 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 pub affiliate of the Loew's-Robbins group has brought another shift. It is now understood that Charlie (Mousie) Warren, brother of the Hollywood MGM tunesmith, definitely will come east to take over professional activities for the firm. Mack Martin, who only last week shifted from the Robbins staff to the Warren firm, may be re-located on the Coast, but a decision here has not been finalized pending probabilities of Martin hooking up with other commitment.

The Warren firm's reshuffling understood to stem from desires of Loew's interests to maintain close supervision over its affiliate firm (in which considerable funds have been pumped with no profits returned as yet) without disturbing its own relations with the studio-contract tunesmith.

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 Phillip 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 Kutner and Michael Gesas 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 Bart Laboratories, Inc.; the Elizabethtown Corporation and John 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 act 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 \$1,000,000 and that it has lost \$250,000 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 thrush Doris Day. Diskery 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.



AL DEXTER latest COLUMBIA RECORD

"ROCK AND RYE RAG"

backed by

"I'm Leaving My Troubles Behind"

#38168

Remember these all-time Al Dexter hits . . .

Barrel House Boogie	Col. 38038	Down at the Roadside Inn	Col. 37303
Texas Rose		My Love Goes With You	
New Broom Boogie		Kokomo Island	
Remember You're Mine	37594	I Learned About Love	37200
Maybe, Baby, It's Me		Wine, Women and Song	
Love Lanes of Yesterday	37538	It's Up to You	37062
Who's Been Here?		Triflin' Gal	
Darling, It's All Over Now	37441	I'm Lost Without You	37042
Meet Me Down in Honky Tonk Town		I'll Wait for You, Dear	
All I Want Is You	37434	I'm Losing My Mind Over You	37037
Honky Tonk Chinese Dime		Honey, Do You Think It's Wrong?	
Sundown Polka	37417	Guitar Polka	36898
So Long, Pal		Jelly Roll Special	
Too Late To Worry	37404	Sunshine	37641
Who's Gonna Love You When I'm Gone?		Rosalita	
Am I To Blame?	37352	Pistol Packin' Mama	37668

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—I Told My Heart—
Can This Love Be Real!
Col. C-151

Order your sheet music from

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and **AL DEXTER MUSIC PUBLISHING CO.**

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OL' MOUNTAIN WILLYUM SEZ . . .



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Nationally Known
ARTISTS

Gen-yew-ine Hillbilly and Western artists from all over the United States are now recording under the RED BARN label. Once you hear RED BARN records, you'll know that "Ol' Mountain Willyum 'cain't be wrong!"

RECORDING HIT TUNES

- Jack Holden and The Georgia Boys featuring Emory Martin, The One Arm Banjo Picker.
- Otis Echels and his Melody Boys
- Jimmy Skinner and his Boys
- Dude Hank and the Dude Ranch Boys made famous by his "Cry Baby" Trumpet
- Elmo Linn, the Arkansaw Favorite
- Bobby Dick, the Old Red Head new sensational Singer of Western Songs

Listen to Randy Blake play 'em on Supper Time Frolic. WJJD, Chicago, 6 pm to 8 pm, C.S.T.

● JUKE BOX SPECIALS

- Tex Grimsley, World's Champion Fiddler
- Ted West and his Range Riders
- The Shepherd of the Hills and his Kaw Valley Boys
- Edmond Denny, the Blind Tenor
- Miss Maudie and her Magic Keyboard of Original Melodies
- Jerome and Henry, Old Time Close Harmony Favorites
- Bobby and Buddy, the Texas Saddle Pals

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RETAIL**

Pin Up Polka

backed by
Hey Goomba

Lenny Herman
and his Hotel Astor Orchestra
on **MANOR RECORD 1019**

A Great Song
DEDICATED TO
Walter Thornton's
PIN UP GIRLS

A Socko
Recording
by

VOX

NEW YORK YA-TA-TA . . . WNEW's Art Ford skedded for usual overseas trip, this time to Paris. Local gagsters 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 Barclay's WGYN dance-music show, *The Night Club in the Sky*, planning a Flying Man contest in conjunction with British Overseas Airlines with Bermuda trip as prize. . . . Jack Lacy (WINS) 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-Snyder *Thar Mysterious Rag*. Engineer will play pixie and feed the oldie out in segments interspersed thru regular show. . . . Alan Courtney (WNEW) finally opening his "restaurette" in Freeport, L. I., this May, and will broadcast from his own place over WGBB, Freeport. . . . Paul Whiteman's boy Friday, Joe Franklin (he of the rare disk collection), spreads himself all over the April Coronet. "Pops" ABC airings guest-shot Tex Beneke April 7. . . . Winners in the fabulous-prized Whiteman listener contest to be decided next week. . . . Morey Amsterdam (WHN 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 Damon Runyon Cancer Fund to which Morey's own take is channeled. . . . WHN disk jockey Ted Husing will emcee the Benny Goodman ork Friday and Saturday night dance series sponsored by the orkster at the Westchester County Center in White Plains. Series tees off 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. . . . KUBA (Yuba City Calif.) spinner, Bill Nothens, uses a head-and-chest 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. . . . Warren Quadri switched his show from KTMS in Santa Barbara, Calif., to KCOY, Santa Monica, Calif. . . . Armed Forces Radio Service (AFRS) will beam disk 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 for Hones John, Los Angeles used car dealer, to be heard simultaneously over joint facilities of KFVD and KIEV. Hawthorne's regular nightly 10:30-11 plate 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 Frant's platter show, *Johnny on the Spot*, airing 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 KIEV show. Instead of discussing artists and their music, Harmon injects sports news brief between disks.

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

TERRITORY TUNE TOUTING:

New York's Jack Lacy (WINS) pushing Don Reid's Metrotone platter of *More Than Ever Before*.

Jerry Browne, of Idaho Falls (KIFI), "getting no place but pushing Stan Kenton around here . . . who has what it takes. To the devil with *Four Leaf Clover*; let's go ahead, not backwards."

Donald Hoff, KVAL, Brownsville, Tex.: "Listeners probably have just started to be exposed to popular music."

Roy 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 Luke, WNVA, Norton, Va.: "De Luxe's Russ Temple has a hit in *Heartbreaker*."

Helen Erickson, KWYO, Sheridan, Wyo.: "Let's plug more stuff like VM's *Matinee*. 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, WGAR, Cleveland; Joe Unger, KWPC, Muscatine, Ia., 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."

Frank 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. Decca, Victor, Columbia, MGM, Bullet swamp us with material requesting we plug their disks but won't send us any platters, altho 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."

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JOX

A National Accounting of Disk Jockey Activities

old box top or chewing gum wrapper (in jest, natch) and is still paying for pictures to send fans who took him seriously. . . . Buffalo's Ralph Snyder (WGR) cuts in once within each of three hours of daily spinning to pump the pedals and run off a roll on a player-piano. The "roll jockey" must know something, he's sponsored at least thrice weekly by NBC Bread, Reademon Juice, Grove Cold Tablets, Marine Trust Company, Shredded Wheat, etc. . . . Growing concessions to jox by music publishers includes thrusting jockey photos on sheet music covers. WTOP's Eddie Gallaher, in Washington, gracing part of the printing runs on Leeds' *Summer Moon*, Southern's *Toolie Oolie Doolie* and Feist's *Thoughtless*. . . . WKBW's Uncle Ervin Victor increases his Buffalo air time by two morning shows. First will be *Wake Up Music* with tunes for 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 Tobin leaves WGR to take over management of KWAT, Watertown, S. D., where he'll be featuring wax shows. . . . In Philly, Allan Scott switched his nitery disk jockeying on KYW after the midnight hour from the Latin Casino to Frank Palumbo's *Click*. . . . Bill Marshall, who formerly led WPEN's studio band in Philly, returns to the station this week—as a disk jockey. . . . Stu Wayne, spinning the disks on the Quaker City's *KYW Musical Clock*, gets back the Melville Shoe Corporation, makers of Thom McAn Shoes, as a participating sponsor for three quarter-hour segs per week, placed for 52 weeks thru Neff-Rogow Agency.

SPIN CHIN . . . Jockeys assailed by requests for photos of disk stars can get a deal from Capitol Records. Diskery 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 \$10. . . . In Chicago, *The Chicago Tribune* syndicate 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 emanate 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 basis in cities in which Teen cartoons appear. . . . The Hartford, Conn., gabbers keep perking up their programing. Joe Girard, of WCCC, and Russ Naughton, of WDRG, are expanding their *Record of the Week* movement in an effort to make it State-wide. They've already enlisted aid of Cal Cody, of WMMW, in Meriden. . . . WCCC's Walter Nielsen airing a new weekly contest, *My Best Neighbor*, 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 WTIC. He's the novelist whose book served as basis for Broadway musical *Are You With It?* . . . Fem spinner Betty McDowall 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 Chicago jockey, did 1,931 dancers at \$1.50 per on a dance promotion at the Savoy Ballroom, Chicago, March 29. . . . Bob Earle has moved from his Rockford, Ill., holdings to WKOW, New Madison, Wis., station.

WAY DOWN SOUTH . . . Bob Van Camp, WSB, Atlanta, fills gaps between disks with organ interludes as played by himself. . . . Larry Lansing, WPLH, Huntington, W. Va., turns over the last quarter-hour of his Thursday and Friday airers to local high schools; kids program and present the show. . . . Ted Harding, KBTM, 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-spinner of WKAR, East Lansing, Mich., turns ham thrice weekly on his daily *Dawn Salute* early ayem ainer. Frymire joins Al Laquire, an actor and writer, in eight minutes of satire on current events via the *Dawn Salute* Quirkshop Players. . . . Norman Palmer, WCAR, Pontiac, Mich., trying to work out a deal to place listening posts in local teen-ager hangouts. From each location Palmer would conduct an interview a day on his six-day-a-week show.

NADJ DOINGS

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 stirring 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 believed 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 \$7,500 and \$10,000 from the Metropolitan Opera House affair held in January.

The New York chapter will hold a social-business meeting Wednesday (7) evening. The chapter has frozen its membership temporarily while the unit investigates the possibility of drawing up a plan for sick and health insurance coverage for members.

SURE-FIRE TUNES
HEADED
FOR THE TOP
IN RECORD POPULARITY

From the Columbia Picture "SIGN OF THE RAM"

I'LL NEVER SAY I LOVE YOU

(TO ANYONE BUT YOU)

by Allan Roberts and Lester Lee

Recorded by
(listed alphabetically)

★ CLARK DENNIS ★
Capitol 485

★ HORACE HEIDT ★
Columbia 38061

★ ART KASSEL ★
Mercury 5110 and 5122

★ MONICA LEWIS ★
Decca 24259

★ KATE SMITH ★
MGM 10125

MAD ABOUT YOU

by Roger "Ram" Ramirez and Walter Bishop

Recorded by
(listed alphabetically)

★ ANN CORNELL ★
Sterling 3004

★ RONNIE DEAUVILLE ★
Super-Disc 1049

★ EVANS & PRICE ★
Decca 48015

★ HELEN HUMES ★
Mercury 8079

★ SYLVIA SYMS ★
De Luxe 1139

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BMI Pin Up SHEET

HIT Tunes for April

On Records

ALL DRESSED UP WITH A BROKEN HEART

(Marks)

Peggy Lee—Cap. 15022 • Buddy Clark—Col. 37985
 Bob Houston—MGM 10112 • Alan Gerard—Nat. 7019
 John Laurenz—Mercury 5093 • Alan Dale—Sig. 15174
 The Five Bars—Bullet 1009 • Jack Owens—Tower 1263
 The Vanguards—Universal 34 • Phil Reed—Dance-Tone 176
 Russ Morgan—Dec. 24339 • Eddy Howard—Maj. 1236
 Bill Johnson—Vic. 20-2749 • Jerry Cooper—Diamond 2090

DREAM PEDDLER, THE

(Peer)

Frankie Carle—Col. 38036 • Sammy Kaye—Vic. 20-2652
 Hal Derwin—Cap. 481 • Snooky Lanson—Merc.*
 Del Courtney—Vitacoustic*

FOOL THAT I AM

(Hill & Range—Mutual)

Dinah Shore—Col. 37952 • Sammy Kaye—Vic. 20-2601
 Billy Eckstine—MGM 10097 • Erskine Hawkins—Vic. 20-2470
 Dinah Washington—Merc. 8050 • Gladys Palmer—Miracle 104
 Georgia Gibbs—Maj. 12013 • Brooks Brothers—Dec. 48049
 The Ravens—Nat. 9040

I WANT TO CRY

(Excelsior)

Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
 Dinah Washington—Mercury*

IT'S EASY WHEN YOU KNOW HOW

(Pemora)

Joan Edwards—Vita. 932 • John Paris—Vic. 26-9027
 Buddy Clark—Xavier Cugat—Col. 38135 • Blue Barron—MGM*
 Eddie Ballantine—Tower*

I WOULDN'T BE SURPRISED

(Republic)

Harry Cool—Merc. 5080 • Sammy Kaye—Vic. 20-2761

LET'S BE SWEETHEARTS AGAIN

(Campbell-Porgie)

Margaret Whiting—Cap. 15010 • Victor Lombardo—Maj. 7269
 Blue Barron—MGM 10121 • Shep Fields—Musicraft 525
 Guy Lombardo—Monica Lewis—Dec. 24298 • Bill Johnson—Vic. 20-2591

LOVE IS SO TERRIFIC

(Mellin)

Les Brown—Col. 38060 • Art Lund—MGM 10126
 Helen Carroll & Satisfiers—Vic. 20-2672
 Ernie Felice Quartet—Cap. 486 • Vic Damone—Mercury 5104

PASSING FANCY

(BMI)

Vaughn Monroe—Vic. 20-2573 • Ray Dorey—Maj. 1186
 Johnny Johnston—MGM 10127 • Frances Langford—Mercury 5095

TERESA

(Duchess)

Dick Haymes—Andrews Sisters—Dec. 24320 • Kay Kyser—Col. 38067
 Jack Smith—Cap. 484 • Vic Damone—Mercury 5092
 Do-Ray-Me Trio—Com. 7504 • Jan Garber—Tower 1435
 Three Blazers—Exclusive 261 • Joe Loss—Vic. 20-2819

WHO PUT THAT DREAM IN YOUR EYES

Mark Warnow—Coast 8026 • Ray Carter—Rep. 122 (Stuart)
 Jack McLean—Coast 8015

WHY DOES IT HAVE TO RAIN ON SUNDAY

(Johnstone)

Freddy Martin—Vic. 20-2557 • Snooky Lanson—Merc. 5082
 Dennis Day—Vic. 20-2377 • Milt Herth Trio—Dec. 24388

YOU'RE GONNA GET MY LETTER IN THE MORNING

(London)

Mary Osborne—Dec. 24308 • Guy Lombardo—Dec.*
 Adrian Rollini—Bullet 1023

YOU'VE CHANGED

(Melody Lane)

Harry James—Dick Haymes—Col. 36412
 Anne Shelton—London 118 • Adele Clark—Dec. 24352
 Frankie Laine—Atlas 236 • King Cole Trio—Cap.*
 Joan Edwards—Vita.* • Mary Osborne—Aladdin 3010

*Soon to be released.



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The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending April 7



HONOR ROLL OF HITS

(Trade Mark Reg.)

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

Last Week

- 1. NOW IS THE HOUR** *By Maewa Kaihau, Clement Scott and Dorothy Stewart*
Published by Leeds (ASCAP) **1**
 Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heidt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charioteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.
 Electrical transcription libraries: Nat Brandwynne, World.
- 2. MANANA** *By Dave Barbour and Peggy Lee*
Published by Barbour-Lee (ASCAP) **3**
 Records available: Peggy Lee, Capitol 15022; Mills Brothers, Decca 24333; Edmundo Ross Ork, London 187; J. Loss Ork, Victor 20-2819.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 3. I'M LOOKING OVER A FOUR LEAF CLOVER** *By Mart Dixon and Harry Wood*
Published by Remick (ASCAP) **2**
 Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Ferko String Band, Palda 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odom Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 38100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Disc 1054; Curly Hicks and His Taproom Boys, Victor 20-2787.
 Electrical transcription libraries: Russ Morgan, World.
- 4. BEG YOUR PARDON** *By Francis Craig and Beasley Smith*
Published by Robbins (ASCAP) **4**
 Records available: Frankie Carle, Columbia 38036; Francis Craig, Bullet 1012; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140; Snooky Lanson, Mercury 5109; Eddy Howard, Majestic 1220; Russ Morgan, Decca 24339.
 Electrical transcription libraries: Vincent Lopez, NBC Thesaurus; Art Mooney, Associated; Russ Morgan, World.
- 5. BUT BEAUTIFUL** *By Johnny Burke and James Van Heusen*
Published by Burke-Van Heusen (ASCAP) **5**
 From the Paramount film "Road to Rio."
 Records available: Tex Beneke, Victor 20-2660; R. Borden Ork, Crystal-Tone 514; Bing Crosby, Decca 24283; A. Dale, Signature 15177; D. Dennis, London 142; Eddy Howard, Majestic 1214; Frankie Laine, Mercury 5096; Art Lund, MGM 10126; Mel Torme, Musicraft 538; Frank Sinatra, Columbia 38053; Margaret Whiting, Capitol 15024.
 Electrical transcription libraries: Eddy Howard, World.
- 6. BABY FACE** *By Benny Davis and Harry Akst*
Published by Remick (ASCAP) **7**
 Records Available: The Alpine Belles, Flint 5006; H. King Ork, Decca 25356; Hum and Strum, Stellar SR-1012; Art Mooney, MGM 10156; Phillie All-Star String Band, Apollo 1112; Butch Stone Ork, Modern 20-570; B. Strong Ork, Tower 1255; Uptown String Band, Krantz K-1024; Sammy Kaye, Victor 20-2879.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 7. SABRE DANCE** *By Khachaturian*
Published by Leeds (ASCAP) **9**
 Records Available: R. Bloch Ork, Signature 15180; Woody Herman, Columbia 38102; The Harmonakings, Jubilee 3505; M. Morrow-MGM Ork, MGM 30048; D. Henry Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24338; Freddy Martin, Victor 20-2721; Chicago Symphony Ork-A. Rodzinski, Dir., Victor 12-0209; Oscar Levant, Columbia 17521-D; Efram Kurtz-New York Philharmonic Symphony, Columbia 12498.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. SERENADE OF THE BELLS** *By Kay Twomey, Al Goodhart and Al Jrbano*
Published by Melrose (ASCAP)
 Records Available: Gene Autry, Columbia 38076; Vic Damone, Mercury 5090; Dick Haymes, Decca 24305; Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007.
 Electrical transcription libraries: Nat Brandwynne, World; Lenny Herman, Lang-Worth; Novatime Trio, NBC Thesaurus; George Towne, Associated.
- 9. YOU WERE MEANT FOR ME** *By Arthur Freed and Nacio Herb Brown*
Published by Miller (ASCAP) **10**
 From the 20th Century Fox film "You Were Meant for Me."
 Records Available: H. Babbit, Mercury 5117; R. Borden Ork, Crystal-Tone 520; C. Boswell, Decca 25313; Helen Forrest, MGM 10146; Gordon MacRae, Capitol 15027; Art Mooney, MGM 10140; L. Scott-C. Hawkins, Victor 20-2745; Charlie Spivak, Victor 20-2716; Claude Thornhill, Columbia 36298.
 Electrical transcription libraries: Vladimir Selinsky Sinfonietta, World.
- 10. SLAP 'ER DOWN AGAIN, PAW** *By Arnold-Cornett-Asherman*
Published by Choice (ASCAP)
 Records Available: R. Allen, Mercury 6095; Red Benson, Rainbow 10034; Esmerelda, Musicraft 524; Arthur Godfrey, Columbia 38066; Patsy Montana and Her Buckaroos, Victor 20-2686; Smokey Rogers, Capitol Americana 40098.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

THIS WEEK'S **RCA VICTOR** RELEASE

THE THREE SUNS

Double-disking of All-Time Hits!
The Gang That Sang Heart of My Heart
 Here's a popular standard that everyone knows...for heavy play in neighborhood spots. Artie Dunn and male quartet do the familiar lyrics.
Hindustan
 One of the "Suns" most-requested numbers. Catchy instrumentaling in their own original style...especially good for wine and dine locs.
 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 rendition of a lilting new ballad, with a smooth Russ Case background.
I Wanna
 Reminds you of "Yes, My Darling Daughter." Beryl does a swell job on the teasing lyrics, Toots Camarata and his Ork accompanying.
 RCA Victor 20-2762



WATCH THESE "CLIMBERS"!

PERRY COMO
Haunted Heart

RCA Victor 20-2713

SAMMY KAYE
Tell Me A Story

RCA Victor 20-2761

COUNT BASIE

Money Is Honey
 Medium-fast blues with some of the Count's finest keyboard fingering. Jummy Rushing sings the vocal in lusty style.
Guest In A Nest
 The famous Basie rhythm section shines on this swiny novelty. Dedicated to N.Y.C.'s disk jockey Frea Robbins... a great follow-up to the Count's "Robbin's Nest."
 RCA Victor 20-2771



CHARLIE SPIVAK

The Last Thing I Want Is Your Pity
 A light bounce with a hillbilly flavor... a real toe-tapper with plenty of popular appeal. Vocal neatly sung by Rusty Nichols.
But None Like You
 Beautiful ballad written by Ray Noble. "The Sweetest Trumpet in the World," Tommy Mercer, and Irene Day all join together to make this a cinch for juke business.
 RCA Victor 20-2777



TEX BENEKE
Saturday Date

RCA Victor 20-2770

ILLINOIS JACQUET
King Jacquet

RCA Victor 20-2702

AL GOODMAN

and his Orchestra, with Jimmy Carrol, Earl Wrightson, and Frances Greer.
"Gems From The Desert Song"
 Album K-12
 Overture to the Desert Song and One Alone
 RCA Victor 45-0046
 Riff Song and One Flower Grows Alone in Your Garden
 RCA Victor 45-0047
 French Military Marching Song and The Desert Song
 RCA Victor 45-0048
 Romance and Love's Dear Yearning
 RCA Victor 45-0049



ELTON BRITT

and The Skytoppers
Born To Lose
 Born To Lose is an all-time hillbilly standard right up Elton's alley. The flip is based on a best-selling book and will get a country-wide promotion. Both numbers are sure bets for those rustic nickels!
Peace of Mind
 RCA Victor 20-2772



ALL-TIME HITS RE-ISSUED!

TOMMY DORSEY
The One I Love
(Belongs to Somebody Else)

RCA Victor 20-2446

FATS WALLER
Who'll Take My Place

RCA Victor 20-2642

MICKEY KATZ

and his Kosher-Jammers
Tico-Tico
 A side-splitting burlesque of the popular South American ditty! This alumnus of Spike Jones is building a big rep with his really different humorous 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 25-5083



JOHNNY TYLER

and The Riders of the Rio Grande
Old McDonald's Boogie
 and
Swamp Woman Blues
 Johnny's climbing fast on the country roster! "A" puts a new twist to "McDonald"—up-tempo barnyard boogie! On "B" he sings about a harmonica-playing gal from the swamp country, backed up by some eerie, low-down harmonicking.
 RCA Victor 20-2774



SURE HITS!
PERRY COMO
 Laroo Laroo Lilli Bolero
 RCA Victor 20-2734
SAMMY KAYE
 I Love You, Yes I Do
 RCA Victor 20-2674

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



"THE PIRATE"

SINGING 6 NEW SONGS BY COLE PORTER

M-G-M STUDIO ORCHESTRA CONDUCTED BY LENNIE HAYTON

NIÑA ... 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

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending April 2



BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
12	1	1	NOW IS THE HOUR (R)	Leeds
12	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
12	3	3	BEG YOUR PARDON (R)	Robbins
10	4	4	MANANA (R)	Barbour-Lee
21	5	5	SERENADE OF THE BELLS (R)	Melrose
8	6	6	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
3	9	7	THE DICKEY-BIRD SONG (F) (R)	Robbins
1	—	8	TOOLIE OOLIE DOOLIE (R)	Chas. K. Harris
4	10	9	PIANISSIMO (R)	Santly-Joy
18	7	10	GOLDEN EARRINGS (F) (R)	Paramount
4	11	10	YOU WERE MEANT FOR ME (F) (R)	Miller
1	—	11	BABY FACE (R)	Remick
15	—	12	THE STARS WILL REMEMBER (R)	Harms, Inc.
1	—	13	TELL ME A STORY (R)	Laurel
3	—	14	TERESA (R)	Duchess
3	12	15	ALL DRESSED UP WITH A BROKEN HEART (R)	E. B. Marks

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
14	1	1	A TREE IN THE MEADOW	Campbell-Connelly	Campbell-Connelly
12	2	2	NEAR YOU	Bradbury Wood	Supreme
14	3	3	I WONDER WHO'S KISSING HER NOW	Feldman	E. B. Marks
10	6	4	SHOEMAKER'S SERENADE	Kassner	Robbins
7	5	5	ONCE UPON A WINTER-TIME	Cinephonic	*
6	4	5	WHEN YOU WERE SWEET SIXTEEN	Darewski	Shapiro-Bernstein
8	7	6	SERENADE OF THE BELLS	Edwin Morris	Melrose
6	8	7	CIVILIZATION	Edwin Morris	E. H. Morris
4	14	8	GOLDEN EARRINGS	Victoria	Paramount
2	13	9	TOO FAT POLKA	Francis Day	Shapiro-Bernstein
3	9	10	THE OLD POSTMAN PASSES ME BY	Francis Day	*
23	12	11	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
21	10	12	PEG O' MY HEART	Ascherberg	Robbins
25	11	13	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	Peter Maurice
11	15	14	I AM HAPPY RIGHT HERE	Unit Pub. Co.	*
16	16	15	THE COFFEE SONG	Southern	Valiant
2	19	16	TELL ME A STORY	Irwin Dash	Laurel
34	18	17	THE LITTLE OLD MILL	Irwin Dash	Mood
43	20	18	COME BACK TO SORRENTO	Ricordi	Public Domain
16	17	19	—AND MIMI	Campbell-Connelly	Shapiro-Bernstein

*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	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 HI AND A HO HO HO
3. BEG YOUR PARDON	14. I'LL DANCE AT YOUR WEDDING
4. SERENADE OF THE BELLS	15. HOW SOON?
5. GOLDEN EARRINGS	16. SHAUNY O'SHAY
6. THE DICKEY-BIRD SONG	17. PIANISSIMO
7. MANANA	18. I'M A-COMIN' A-COURTIN', CORABELLE
7. AT THE CANDLELIGHT CAFE	19. PAPA, WON'T YOU DANCE WITH ME?
8. BALLERINA	20. MY COUSIN LOUELLA
9. TOO FAT POLKA	20. THE STORY OF SORRENTO
10. BUT BEAUTIFUL	
11. THE STARS WILL REMEMBER	

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending April 2

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 26, 8 a.m., and ending Friday, April 2, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's AGI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Few More Kisses (and a Few Less Heartaches) (R)	Patmar	BMI
April Showers (R)	Harms, Inc.	ASCAP
Beg Your Pardon (R)	Robbins	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Cincinnati (R)	George Simon	ASCAP
Easter Parade (R)	Berlin	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
Hooray for Love (F) (R)	Melrose	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
I Never Loved Anyone (R)	Dreyer	ASCAP
I'll Never Say I Love You (F) (R)	Mood	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
I'm My Own Grandpaw (R)	General	ASCAP
Laroo Laroo Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Love Is So Terrific (R)	Mellin	BMI
Manana (R)	Barbour-Lee	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Ooh! Look-A There, Ain't She Pretty? (R)	Leeds	ASCAP
Pianissimo (R)	Santly-Joy	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Saturday Date (R)	Southern	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
Spring in December (R)	Leeds	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
Teresa (R)	Duchess	BMI
The Best Things in Life Are Free (F) (R)	Crawford	ASCAP
There Ought to Be a Society (R)	Dreyer	ASCAP
What'll I Do? (R)	Berlin	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
You're Too Dangerous, Cherie (R)	Harms, Inc.	ASCAP

The Remaining 20 Songs of the Week

Baby Face (R)	Remick	ASCAP
Ballerina (R)	Jefferson	ASCAP
Big Brass Band From Brazil (R)	E. H. Morris	ASCAP
Bye, Bye, Blackbird (R)	Remick	ASCAP
Don't Call It Love (R)	Famous	ASCAP
I Wouldn't Be Surprised (R)	Republic	BMI
I'm A-Comin' A-Courtin', Corabelle (R)	Dreyer	ASCAP
I've Got a Feeling I'm Falling (R)	Santly-Joy	ASCAP
Let's Be Sweethearts Again (R)	Campbell-Porgie	BMI
Mary Lou (R)	Mills	ASCAP
My Cousin Louella (R)	Shapiro-Bernstein	ASCAP
My Sin (R)	Chappell	ASCAP
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
The Treasure of Sierra Madre (F) (R)	Remick	ASCAP
Thoughtless (R)	Feist	ASCAP
When You're Smiling (R)	Mills	ASCAP
Who Put That Dream in Your Eyes? (R)	Stuart	BMI
You Turned the Tables on Me (R)	Sam Fox	ASCAP
You're Gonna Get My Letter in the Morning (R)	London	BMI

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date	Last Week	This Week	Title	Lic. By
12	1	1	MANANA	Peggy Lee..Capitol 15022—ASCAP
12	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney..MGM 10119—ASCAP
9	3	3	NOW IS THE HOUR	Margaret Whiting ..Capitol 15024—ASCAP
7	5	4	NOW IS THE HOUR	Bing Crosby..Decca 24279—ASCAP
11	4	5	NOW IS THE HOUR	Gracie Fields..London 110—ASCAP
3	15	6	NOW IS THE HOUR	Buddy Clark-The Charioteers...Columbia 38115—ASCAP
4	11	7	SABRE DANCE	Woody Herman ..Columbia 38102—ASCAP
8	7	8	SLAP 'ER DOWN AGIN, PAW	Arthur Godfrey ..Columbia 38066—ASCAP
2	10	9	BABY FACE	Art Mooney..MGM 10156—ASCAP
10	6	10	BEG YOUR PARDON	Frankie Carle ..Columbia 38036—ASCAP
4	14	11	NOW IS THE HOUR	Eddy Howard ..Majestic 1191—ASCAP
13	9	12	BEG YOUR PARDON	Francis Craig..Bullet 1012—ASCAP
1	—	13	ST. LOUIS BLUES MARCH	Tex Beneke ..Victor 20-2722—ASCAP
3	13	14	I LOVE YOU, YES I DO	Sammy Kaye..Victor 20-2674—BMI (B. Cameron, King 4203; P. Gayten Trio, DeLuxe 1138; A. Laurie-P. Gayten Trio, DeLuxe 1131; Bull Moose Jackson, King 4181; R. Scott Ork, MGM 10132; Three Bees and a Honey, DC 8044; D. Washington, Mercury 8065; C. Williams, Mercury 8073)
3	—	15	I'M LOOKING OVER A FOUR LEAF CLOVER	Arthur Godfrey ..Columbia 38081—ASCAP

HITS OF THE WEEK
on M-G-M Records

KATHRYN GRAYSON
 M-G-M Studio Orchestra
 conducted by Georgie Stoll

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

JACK FINA
 and his Orchestra

PIANO PORTRAITS BOOGIE
SAMBA CARAMBA
 M-G-M 10135 60¢

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

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

ART LUND
 Orchestra conducted by
 Johnny Thompson

SOMEONE CARES
FOR EVERY MAN THERE'S
A WOMAN
 (From the Universal-International picture "Casbah")
 M-G-M 10170 60¢

BOB HOUSTON

LAROO, LAROO, LILLI BOLERO
 Orchestra conducted by Jerry Sears
I STILL LOVE YOU
 With the Quartones
 Orchestra conducted by Hugo Winterhalter
 M-G-M 10166 60¢

GEORGE PAXTON
 and his Orchestra

I'VE ONLY MYSELF TO BLAME
THE LOVELINESS OF YOU
 Both vocals by Dick Merrick
 M-G-M 10169 60¢

THE BEALE STREET BOYS

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

HANK WILLIAMS
 With his Drifting Cowboys

I'LL BE A BACHELOR 'TIL I DIE
HONKY TONKIN
 M-G-M 10171 60¢

BOBBY GREGORY
 With his Cactus Cowboys

COWGIRL POLKA
TIRED LITTLE DOGIES
 M-G-M 10172 60¢

M-G-M COIN CATCHERS

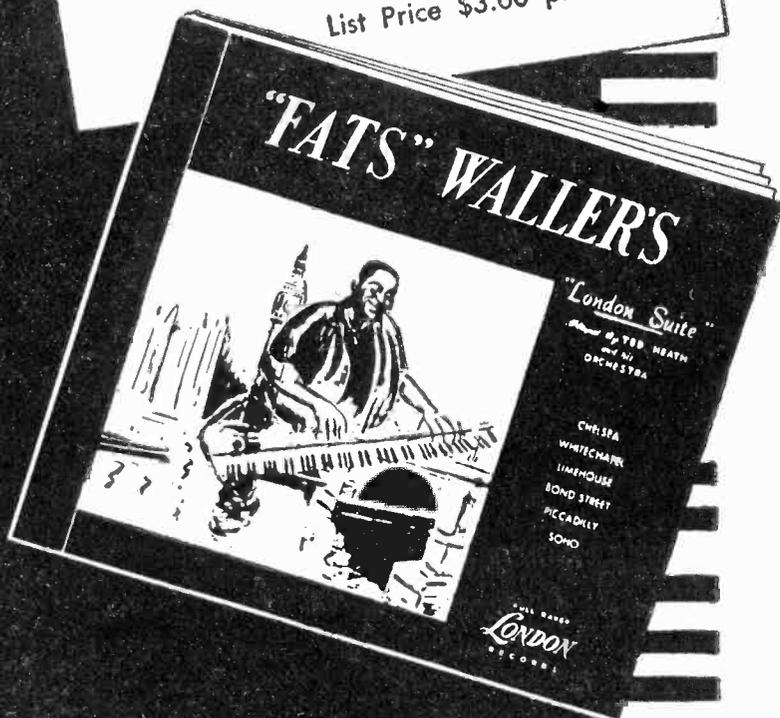
ART MOONEY'S Baby Face M-G-M 10156
BILLY ECKSTINE'S Intrigue M-G-M 10154
JERRY IRBY'S Cryin' In My Beer M-G-M 10151

LIST PRICE 60¢
 Exclusive of taxes

M-G-M RECORDS
 THE GREATEST NAME  IN ENTERTAINMENT

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



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LONDON RECORDS



FULL RANGE RECORDING

THE LONDON GRAMOPHONE CORP. 16 W 22nd ST. NEW YORK 10 N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending April 3

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
11	1	1.	MANANAPeggy Lee.....Capitol 15022 <i>All Dressed Up With a Broken Heart</i>	
11	2	2.	NOW IS THE HOURBing Crosby.....Decca 24279 <i>Silver Threads Among the Gold</i>	
12	3	3.	I'M LOOKING OVER A FOUR LEAF CLOVERArt Mooney.....MGM 10119 <i>The Big Brass Band From Brazil (M)</i>	
11	4	4.	NOW IS THE HOURGracie Fields.....London 110 <i>Come Back to Sorrento</i>	
12	5	5.	BEG YOUR PARDONFrancis Craig.....Bullet 1012 <i>I'm Looking for a Sweet-heart</i>	
9	6	6.	BEG YOUR PARDONFrankie Carle.....Columbia 38036 <i>The Dream Peddler</i>	
5	7	7.	BECAUSEPerry Como.....Victor 20-2653 <i>If You Had All the World and It's Gold</i> (D. Durbin, Decca 25295; Dean Hudson Ork (Sonny Stockton), Mello-Strain 112)	
2	13	8.	BABY FACEArt Mooney.....MGM 10156 <i>Encore, Cherie</i>	
8	9	9.	I'M LOOKING OVER A FOUR LEAF CLOVERRuss Morgan-Milt Herth..... <i>Bye, Bye, Blackbird</i>Decca 24319	
1	—	10.	YOU CAN'T BE TRUE, DEARKen Griffin-Jerry Wayne..... <i>Doodle Doo Doo</i>Rondo R-228 (K. Griffin, Rondo R-123; K. Griffin, Broadcast G-4006; Ziggy Lane, DeLuxe 1171; V. Lynn, London 202; F. Wilson, Grand G-25004)	

(Continued on page 32)

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		Album	Label
	Last Week	This Week		
2	1	1.	Down Memory Lane Album Vaughn MonroeVictor P-202	
9	3	2.	A Sentimental Date with Perry Como Perry ComoVictor P-187	
49	4	3.	Al Jolson Album Al JolsonDecca 469	
2	5	4.	Nellie Lutcher Album Nellie LutcherCapitol CC-70	
10	2	5.	Good News Album June Allyson, Peter Lawford, Joan McCracken, Patricia MarshallMGM 17	

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
6	2	1.	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago SymphonyVictor 12-0209	
4	1	2.	Khachaturian: Gayne Ballet Suite—Sabre Dance Oscar LevantColumbia 17521D	
8	4	3.	Khachaturian: Gayne Ballet Suite—Sabre Dance Philharmonic Symphony of New York; Efreim Kurtz, conductorColumbia 12498D	
143	—	4.	Chopin's Polonaise Jose IturbiVictor 11-8848	
131	3	5.	Clair De Lune Jose IturbiVictor 11-8851	
3	5	5.	Khachaturian: Masquerade Suite Boston PopsVictor 12-0209	

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Album	Label
	Last Week	This Week		
20	1	1.	Khachaturian: Gayne-Ballet Suite New York Symphony Ork; Efreim Kurtz, conductorColumbia MM-664	
3	2	2.	Operatic Arias Album F. Tagliavini-RCA Victor Ork-A. Dorati, directorVictor MO-1191—VO-13	
1	—	3.	Beethoven: Symphony No. 9, in D Minor, Op. 125 Album Boston Symphony Ork-S. Koussevitzky, director-F. Yeend- E. Alberts-D. Lloyd-J. Pease-Berkshire Music Festival Chorus-R. Shaw, director..Victor M/DM-1190—V/DV-12	
3	5	4.	Student Prince Album Nelson Eddy and Rise Stevens.....Columbia MM-724	
79	4	4.	Rachmaninoff Concerto No. 2 in C Minor Arthur Rubinstein, pianist; NBC Ork; Vladimir Golsch- mannVictor 1075	

CAPITOL'S got the HOT HITS *

* based on actual sales reports

POPULAR

(Rhythm, Ballad, Jazz and Novelty)

- MANANA
ALL DRESSED UP WITH A BROKEN HEART
Peggy Lee Capitol 15022
- NOW IS THE HOUR
BUT BEAUTIFUL
Margaret Whiting Capitol 15024
- I'M LOOKING OVER A FOUR LEAF CLOVER
SPANISH CAVALIER
Alvino Rey Capitol 491
- BEG YOUR PARDON
MELANCHOLY
Dinning Sisters Capitol 490
- SERENADE OF THE BELLS
THE GENTLEMAN IS A DOPE
Jo Stafford Capitol 15007
- I NEVER LOVED ANYONE
THE BEST THINGS IN LIFE ARE FREE
Jo Stafford Capitol 15023
- NATURE BOY
LOST APRIL
King Cole Capitol 15054
- HAUNTED HEART
I'M MY OWN GRANDMAW
Jo Stafford Capitol 15023
- LAROO LAROO LILI BOLERO
TALKING TO MYSELF ABOUT YOU
Peggy Lee Capitol 15048
- IT WAS WRITTEN IN THE STARS
IT'S MONDAY EVERY DAY
Jo Stafford Capitol 15040
- LOVER
BRAZIL
Les Paul Capitol 15037
- MATINEE
THAT FEATHERY FEELIN'
Gordon MacRae Capitol 15041
- THE THOUSAND ISLANDS SONG
HOORAY FOR LOVE
Johnny Mercer and the Pied Pipers Capitol 15028
- THE PEANUT VENDOR
THERMOPOLAE
Stan Kenton Capitol 15052
- HE'S A REAL GONE GUY
LET ME LOVE YOU TONIGHT
Nellie Lutcher Capitol 40017

WESTERN

- SIGNED, SEALED AND DELIVERED
EASY TO PLEASE
Jimmy Wakely Capitol 40088
- DALLAS DARLIN'
I'VE HAD ENOUGH OF YOUR TWO TIMIN'
Tex Ritter Capitol 40090
- PECOS BILL
EGG-A-BREAD
Tex Ritter Capitol 40106
- WABASH BLUES
PEEPIN' THRU THE KEYHOLE
Cliffie Stone Capitol 40083
- HUMPTY DUMPTY HEART
TODAY
Hank Thompson Capitol 40065
- DON'T FLIRT WITH ME
ROCK IN THE OCEAN
Hank Thompson Capitol 40085

HILLBILLY

- SWAMP WOMAN BLUES
LOVE IN AN AEROPLANE
Milo Twins Capitol 40094
- THOSE DARK CLOUDS DON'T BOTHER ME
SAD AND BLUE
Eddie Kirk Capitol 40069
- WHAT'S ANOTHER HEART TO YOU
A PETAL FROM A FADED ROSE
Eddie Kirk Capitol 40092
- RENO BOUND
I CAN'T WIN FOR LOSIN'
Karl and Hartly Capitol 40089
- SWEET THING
YODELING WALTZ
The Original Arthur Smith Capitol 40036

COMING UP FAST

- GOOFUS
THE HILLS OF CALIFORNIA
Johnny Mercer Capitol 15051
- SLAP 'ER DOWN AGIN, PAW
CHICKASHAY GAL
Smokey Rogers Capitol 40098
- HELEN POLKA
MY WIFE HAS GONE AND LEFT ME
The Sportsmen Capitol 15046
- WHAT'S GOOD ABOUT GOODBYE?
GYPSY IN MY SOUL
Margaret Whiting Capitol 15038
- LONG AFTER TONIGHT
WHAT DO I HAVE TO DO (To Make
You Love Me)?
Andy Russell Capitol 15053
- BLUE SHADOWS ON THE TRAIL
LOVE OF MY LIFE
Andy Russell Capitol 15063
- CIGARETTES, WHUSKEY, AND
WILD, WILD WOMEN
PEARLY MAUDE
Red Ingle Capitol 15045
- I'VE ONLY MYSELF TO BLAME
THE GEEK
The King Cole Trio Capitol 15036
- GIVE ME THOSE GOOD OLD DAYS
YOU TURNED THE TABLES ON ME
Benny Goodman Capitol 15044
- SPANISH BELLS
WESTPHALIA WALTZ
Cliffie Stone Capitol 40096
- NO ONE BUT YOU
ONE DOZEN ROSES
Hal Derwin Capitol 502

SEPIA

- FINE BROWN FRAME
THE PIG-LATIN SONG
Nellie Lutcher Capitol 15032
- KING SIZE PAPA
WHEN YOU'RE SMILING (The Whole World
Smiles With You)
Julia Lee Capitol 40082
- I GOT A BREAK, BABY
MEAN OLD WORLD
T-Bone Walker Capitol 15033
- THAT'S WHAT I LIKE
CRAZY WORLD
Julia Lee Capitol 15060
- HE SENDS ME
COME AND GET IT, HONEY
Nellie Lutcher Capitol 15064
- BEBOP BLUES
SHUFFLE WOOGIE
Joe Latcher Capitol 40071
- NO-NAME BOOGIE
HIT THE BLOCK
Joe Latcher Capitol 40101


Capitol RECORDS
REG. U.S. PAT. OFF.

Dig this GOLD MINE

BEATRICE HAY 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

Woody Herman
and his Orchestra

SURE FIRE
"Sabre Dance"
(From "Gayne Ballet Suite")
"Swing Low, Sweet Clarinet"
Vocal Chorus by Mary Ann McCall
Columbia 38102

Janette Davis

COMING UP FAST
"There Ought To Be a Society"
(For The Prevention of Cruelty To Poor Unfortunate Lovers)
"They Can't Make a Lady Out of Me"
Orchestra under the direction of Archie Bleyer
Columbia 38096

Dinah Shore

WATCH THIS ONE
"Crying for Joy"
Orchestra under the direction of Sonny Burke
"Little White Lies"
with Rhythm Acc.
Columbia 38114

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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

Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

Week Ending April 2

PART V



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	Last Week	This Week	Record	Label
10	1	1	MANANA	Peggy Lee...Capitol 15022
8	3	2	NOW IS THE HOUR	Bing Crosby...Decca 24279
11	2	3	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney...MGM 10119
13	4	4	BEG YOUR PARDON	Francis Craig...Bullet 1012
9	5	5	NOW IS THE HOUR	Gracie Fields...London 110
10	6	6	BEG YOUR PARDON	Frankie Carle...Columbia 38036
2	12	7	BABY FACE	Art Mooney...MGM 10156
7	8	8	NOW IS THE HOUR	Eddy Howard...Majestic 1191
8	7	9	I'M LOOKING OVER A FOUR LEAF CLOVER	Russ Morgan-Milt Herth...Decca 24319
6	9	10	BEG YOUR PARDON	Larry Green...Victor 20-2647
2	13	11	BECAUSE	Perry Como...Victor 20-2653 (D. Durbin, Decca 25295; Dean Hudson Ork (Sonny Stockton), Mello-Strain 112)
4	10	12	SHINE	Frankie Laine...Mercury 5091
5	—	13	NOW IS THE HOUR	Margaret Whiting...Capitol 15024
7	14	13	SLAP 'ER DOWN AGIN, PAW	Arthur Godfrey...Columbia 38066
7	10	15	I'M LOOKING OVER A FOUR LEAF CLOVER	Three Suns...Victor 20-2688

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.

Weeks to date	Last Week	This Week	Record	Label
4	1	1	ANYTIME	Eddy Arnold and His Tennessee Plowboys...Victor 20-2700
34	2	2	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys...Victor 20-2332
11	5	3	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys...Capitol Americana 40065
9	4	4	TELL A WOMAN	Tex Williams...Capitol Americana 40081
3	7	5	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys...Victor 20-2700
10	6	6	BUBBLES IN MY BEER	Bob Wills and His Texas Playboys...MGM 10116
12	3	7	SIGNED, SEALED AND DELIVERED	Cowboys Copas...King 658
1	—	8	DECK OF CARDS	T. Texas Tyler...4 Star 1228
5	8	9	PEEPIN' THRU THE KEYHOLE	Cliffie Stone and His Barn Dance Band...Capitol Americana 40083
7	—	10	SIGNED, SEALED AND DELIVERED	Bob Atcher...Columbia 37991

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	Last Week	This Week	Record	Label
9	1	1	KING SIZE PAPA	Julia Lee and Her Boy Friends...Capitol Americana 40082
9	5	2	BARNYARD BOOGIE	Louis Jordan...Decca 24300
17	2	3	I LOVE YOU, YES I DO	Bull Moose Jackson...King 4181
4	3	4	FINE BROWN FRAME	Nellie Lutcher...Capitol 15032
5	7	5	ALL MY LOVE TO YOU	Bull Moose Jackson...King 4189
27	6	6	SNATCH AND GRAB IT	Julia Lee and Her Boy Friends...Capitol Americana 40028
6	4	7	TOMORROW NIGHT	Lonnie Johnson...King 4201
8	8	8	WRITE ME A LETTER	The Ravens...National 9038
1	—	9	I WANT A BOWLEGGED WOMAN	Bull Moose Jackson...King 4189
2	—	10	EBONY RHAPSODY	Rosetta Howard (Big Three Trio)...Columbia 37573

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 30)

1	—	11	LITTLE WHITE LIES	Dick Haymes...Decca 24280 <i>The Treasure of Sierra Madre</i> (D. Shore, Columbia 38114)
2	—	12	SHINE	Frankie Laine...Mercury 5091 <i>We'll Be Together Again</i> (E. Fitzgerald, Decca 25354; Slim Green, Decca 48074; G. Lombardo, Decca 25353; Punch Miller Ork, Century 4005; Mills Brothers, Decca 24382; Quintet of the Hot Club of France, Victor 20-2760)
2	—	13	SABRE DANCE	Woody Herman...Columbia 38102 <i>Swing Low, Sweet Clarinet</i>
8	12	14	NOW IS THE HOUR	Margaret Whiting...Capitol 15024 <i>But Beautiful (F)</i>
2	14	15	SABRE DANCE BOOGIE	Freddy Martin...Victor 20-2721 <i>After You've Gone</i>

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending April 2

Billboard TRADE SERVICE FEATURE

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 FADDLE.....Kingsway Symphony Ork led by CamarataLondon 10006
A neat, melodic exercise for strings, this piece has picked up so strong a demand that it was plucked out of Camarata's "Fingerbustin'" album to be moved as a single disc. It now bids 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 Harmonica GentlemenDecca 24427
Cut only 10 days ago and out on a special release, the 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 12359
Bright, banjo-led polka treatment of oldie which shows signs of increasing popularity. Duet piping 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. CIGARETTES, WHUSKEY AND WILD, WILD WOMENRed Ingle-Natural Seven..Capitol 15045
2. LAROO, LAROO LILLIE BOLEROPeggy Lee.....Capitol 15048
3. NATURE BOYKing Cole.....Capitol 15054
4. A TREE IN THE MEADOWSam Browne.....London 123
5. LOST APRILKing Cole Trio.....Capitol 15054
6. GIVE ME THE GOOD OLD DAYSBenny Goodman.....Capitol 15044
7. I'VE GOT A CRUSH ON YOUFrank Sinatra.....Columbia 38151
8. WHO PUT THAT DREAM IN YOUR EYE?Mark Warnow.....Coast 8026
9. WORRY, WORRY, WORRYKay Kyser.....Columbia 38106
10. YOU CAN'T BE TRUE, DEARKen 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 4,970 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. EBONY RHAPSODY Rosetta Howard (Big Three Trio).....Columbia 37573
4. FINE BROWN FRAMENellie Lutcher.....Capitol 15032
5. JUST BECAUSEFrank Yankovic.....Columbia 38072
6. LAROO, LAROO LILLIE BOLEROPeggy Lee.....Capitol 15048
7. NATURE BOYKing Cole.....Capitol 15054
8. TELL ME A STORYSammy Kaye.....Victor 20-2761
9. LAROO, LAROO LILLIE BOLEROPerry Como.....Victor 20-2734
10. BABY, THAT AIN'T RIGHTFrankie 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 3,558 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 and Polka Debs.....Continental C-1223
4. JUST BECAUSEFrank Yankovic.....Columbia 38072
5. LAROO, LAROO LILLIE BOLERO.....Peggy Lee.....Capitol 15048
6. COMPLETELY YOURS Vaughn Monroe.....Victor 20-2712
7. MY HAPPINESSJim 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

I Understand

Leo Feist inc. • 1619 Broadway, N. Y. 19.
HARRY LINK, Gen. Prof. Mgr.—GEORGE DALIN, Prof. Mgr.

Breaking Out Front On The Music Machines!

Encore, Cherie

- TEX BENEKEVictor
- PHIL BRITOMusicraft
- CARMEN CAVALLARODecca
- LENNY HERMANManor
- EDDY HOWARDMajestic
- ART MOONEYM-G-M
- JERRY WAYNE-DELL TRIOColumbia

Encore, Cherie

MILLER MUSIC CORPORATION
1619 BROADWAY • NEW YORK 19
NORMAN FOLEY, Gen. Prof. Mgr.

Billboard MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending April 5

TRADE SERVICE FEATURE

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disc jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The Categories

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS				ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR		OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR SPIKE JONES (Victor 20-2820) <i>Down in Jungle Town</i> Spike gets a nimal-cracked with travelog take-off Jungle-Town stuff. <i>Ugga Ugga Boo Ugga Boo Boo Ugga</i> Spike spares the hysterics and does a fairly straight (for Jones) horns-washboard job on nonsense-title ditty.	80	84	77	79	FRANK FROEBA AND HIS BOYS (Decca 24385) <i>Bye, Bye, Blackbird</i> Piano and other rhythm instruments treat revived oldie to undistinguished waxing. <i>If You Were the Only Girl</i> Up-tempo version of another oldtimer, with 88-er throwing in a bit of roller-piano and honky tonk.	59	65	60	5
BERYL DAVIS (Toots Camarata Ork) (Victor 20-2762) <i>I Wanna</i> Cute rhythm piece but Beryl's a little puerile on drive. <i>Spring in December</i> (Russ Case Ork) Pretty melody with routine lyric on which Beryle does A-1 job. Ditty gettin a plug push.	73	75	70	74	THE FOUR MUSETTES (Musicaert 555) <i>Yearning (Just for You)</i> From the material to the performance — just ordinary. <i>Daddy, Surprise Me</i> Pleasant rendition of a passable novelty from "Are You With It" pic.	55	55	51	6
GUY LOMBARDO (Kenny Gardner) (Decca 25358) <i>Good Night, Sweetheart</i> Ahl schmaltz. Ah! Lombardo with the ever-steady sales. <i>I'll See You in My Dreams</i> Lombardo on standard and standard Lombardo.	73	75	70	70	GORDON MAC RAE (Walter Gross Ork) (Musicaert 556) <i>Stars Fell on Alabama</i> Reissue — one of Mac-Rae's best jobs with tasty backing. <i>Talking Is a Woman</i> Calypso styled novelty with clever Bob Russell lyric which may pull some juke coin if it gets a plug.	70	70	70	7
KATHRYN GRAYSON (Georgie Stoll Ork) (MGM 30073) <i>Jealousy (Jalousie)</i> As in "Anchors Aweigh", Miss Grayson does the tango fave up neatly. <i>All of a Sudden My Heart Sings</i> From same pic. Done equally well but not as well remembered.	72	77	75	65	GEORGE PAXTON (Dick Merrick) (MGM 10169) <i>The Loveliness of You</i> Pleasing rendition of tritish tune. <i>I've Only Myself To Blame</i> Best Paxton dinking on MGM; superior clefting, good vocal.	70	71	69	6
SHEP FIELDS (Musicaert 553) <i>We Just Couldn't Say Goodbye</i> Danceable, well-sung, well-played version of a pleasant current plug. <i>What Do I Have to Do (To Make You Love Me)</i> (Toni Arden) Toni sings okay; song's from "Are You With It?" pic and is satisfactorily retentive.	78	78	79	77	ART KASSEL (Mercury 5122) <i>I'll Never Say I Love You</i> Slrupy orking of current pop with properly sweet-phrasing by the Reardon tonsils. <i>Frankie and Johnny</i> (Gloria Hart) Growl trumpet leads way to torchy Hart chirping of standard.	71	73	70	6
ANDY RUSSELL (Paul Weston Ork) (Capitol 15055) <i>Long After Tonight</i> Andy sings the "Arch of Triumph" pic tune straight and clean with fine Weston orking behind him. (Andy and Della Russell) <i>What Do I Have to Do</i> M. and Mrs. Andy Russell handle this song okay but the lyrics aren't suited for dueting.	81	80	82	80	BOB HOUSTON (MGM 10166) <i>I Still Love You</i> (Hugo Winterhalter Ork) Houston's bary tones capably exhibit pretty ballad. Soft quartet vocal and frilly orking here, too. <i>Laroo, Laroo, Lilli Bolero</i> (Jerry Sears Ork) Romantic, straight Houston delivery of new pop. Competent Sears orking.	76	79	73	7



vic damone
"MY FAIR LADY"
"LAROO, LAROO, LILLI BOLERO"
No. 5121-75c



jan august
"MISIRLOU"
"ZIGEUNER"
No. 5112-75c



art kassel
And His Orchestra
"FRANKIE & JOHNNY"
"I'LL NEVER SAY I LOVE YOU"
No. 5122-75c



john laurenz
"I WISH I KNEW THE NAME OF THE GIRL IN MY DREAMS"
"OH HOW I MISS YOU TONIGHT"
No. 5112-75c



bobby true trio
"MARY LOU"
"RAGGEDY BUT RIGHT"
No. 5111-75c



helen humes
"TODAY I SING THE BLUES"
"JUMPIN' ON SUGAR HILL"
No. 8077-75c

stamps quartet
"A SONG IN MY SOUL"
"LORD BUILD ME A CABIN IN GLORY"
No. 6080-75c

prairie ramblers
"THAT NEW VITAMINE"
"HULA HULA BABIES"
No. 6097-75c

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. 5126-75c

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. 8079-75c

MERCURY RECORDS CORPORATION

839 S. WABASH • CHICAGO 5, ILL.

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK-JOCKEY	DIALER	OPERATOR

POPULAR

THE PIED PIPERS (Paul Weston Ork) (Capitol 15057) <i>At a Sidewalk Penny Arcade</i> Okay job on an okay tune with excellent background music.	72	72	72	72
<i>Crying for Joy</i> Pipers take the tune at a light bounce and it still comes out pretty.	80	83	77	80
FREDDIE "SCHNICKEL-FRITZ" FISHER (Freddie Fisher) (Decca 25357) <i>The Old Grey Mare</i> Reissued zany version of oldie which moves brightly throughout, winding up with a touch of Dixieland.	73	77	70	71
<i>Bye, Bye, Blackbird</i> Still another offering of "Blackbird" this designed for the corn lovers.	77	79	74	77
THE BOBBY TRUE TRIO (Mercury 5111) <i>Mary Lou</i> Boys seem a bit late with their disk effort of revived ditty. Strong rhythmic Mathews piping and interesting Trio maneuvers.	76	79	73	77
<i>Raggedy But Right</i> Group displays okay harmony on rhythm novelty which is on dull side despite gay trio tricks.	69	71	64	73
NEL LAWRENCE (Joe Hembree Trio) (Alpha 1002) <i>Lou'siana Voodoo Man</i> Organ-piano-guitar trio provide able New Orleans setting for pleasant Lawrence piping.	70	72	69	69
<i>Two of a Kind</i> Vocal, trio, combine efforts on fair ditty and emerge with undistinguished platter.	51	55	50	47
ART LUND (Johnny Thompson Ork) (MGM 10170) <i>For Every Man There's a Woman</i> Beautiful "Casbah" flick tune receives typical romantic Lund handling with piper aided by full Thompson orking.	82	84	79	84
<i>Someone Cares</i> Ballad here better suited for the Lund piping. Thompson ork also shows better with pretty violin-led cleffing.	84	85	81	84
DORIS DAY (George Stravo Ork) (Columbia 38159) <i>It's the Sentimental Thing to Do</i> The strong selling Day pipes softly entwined about pert lyric of new pop.	80	83	78	80
<i>It's a Quiet Town</i> (Doris Day-The Modernaires) The Day gal carouses thru streets of Crossbone County with The Modernaires lending cheerful vocal support.	79	82	76	79
JERRY WAYNE-THE DELL TRIO (Columbia 38150) <i>One Raindrop Doesn't Make a Shower</i> Slow, deliberate Wayne delivery of romantic ballad over organ and rhythm trio backing.	72	75	70	70
<i>Heartbreaker</i> Wayne and trio sprightly render much disked ditty, the missing banjo is missed.	71	76	69	67

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK-JOCKEY	DIALER	OPERATOR

POPULAR

SINGIN' SAM (Celebrity 2011) <i>Sleepy-Time in Caroline</i> Remember Singin' Sam? This reissue should help. Simple and pleasant.	62	58	60	68
<i>Dreamy Housatonic</i> This song probably meant as little then as it does now.	33	30	30	40
VAUGHN MONROE (Vaughn Monroe-The Moon Maids) (Victor 20-2748) <i>Like We Used to Do</i> Usual romantic vocal styling of Monroe aided by Moon Maids. Ditty on the ordinary side.	78	81	76	76
<i>It's the Sentimental Thing to Do</i> Monroe and gals style an infectious romantic tune in the "There I Said It Again" vein but not as good.	81	83	79	81
BING CROSBY (John Scott Trotter Ork) (Decca 24379) <i>Moonlight On a White Picket Fence</i> Crosby nonchalantly ambles thru fair ballad. Trotter orking lacks lustre here.	77	79	75	77
<i>Haunted Heart</i> Bing's tonsils entwine haunting legit tune, emerging with one top disking to date on ditty.	85	87	83	85
BOB CARROLL (Dick McIntire Harmony Hawaiians) (Decca 24378) <i>Sapphire of the Tropics</i> Carroll and Harmony group capture nostalgic Hawaiian mood, the pace a trifle slow.	69	73	67	67
<i>Now Is the Hour (Maori Farewell Song)</i> Pleasant smooth Carroll chanting of current pop. Some good restrained guitar work here.	74	79	71	73
HARRY JAMES (Marion Morgan) (Columbia 38156) <i>Love of My Life</i> Tune from flick "The Pirate" receives tom-tom effect, with Morgan gal chirping strong and the James trumpet riding high.	78	80	76	78
<i>You Can Do No Wrong</i> (Marion Morgan-Vinny De Campo) Flip here another Cole Porter tune from "Pirate" pic. Violin featured orking leads way to Morgan-Campo piping. Then the James trumpet enters.	73	76	71	72
KAY KYSER (Harry Babbitt) (Columbia 38157) <i>My Fair Lady</i> Ditty adapted from nursery rhyme warbled slow and sweet by capable Babbitt pipes over incidental Kyser backing.	80	81	78	80
<i>Cincinnati</i> (Gloria Wood-the Campus Kids) Woods gal and Campus Kids have gay time carousing thru current rhythm pop with full strong Kyser ork aid.	82	83	80	82
CLYDE TRASK ORK (Radio Artist 220) <i>Don't Wait Too Long</i> Trask ork adopts Glenn Miller sax section styling behind okay piping of undistinguished ballad.	66	69	65	63
<i>Let's Have a Ball</i> Interesting bright paced orking of jump tune, with Miller influence again apparent.	72	73	70	72

(Continued on page 115)



A special listing of Decca records based on actual sales . . . your guide to the sure-fire hits of today and tomorrow.

SPECIAL RELEASE

- QUANTITY **HEARTBREAKER** ANDREWS SISTERS
SABRE DANCE No. 24427

BEST SELLERS

- QUANTITY **TOOLIE OOLIE DOOLIE** ANDREWS SISTERS
I Hate To Lose You No. 24380
- NOW IS THE HOUR (Maori Farewell Song)** BING CROSBY
Silver Threads Among The Gold No. 24279
- I'M MY OWN GRANDPAW** GUY LOMBARDO
Frankie and Johnny No. 24288
- LITTLE WHITE LIES** DICK HAYMES
The Treasure Of Sierra Madre No. 24280
- BYE BYE BLACKBIRD** RUSS MORGAN with MILT HERTH
I'm Looking Over a Four Leaf Clover No. 24319
- MADE FOR EACH OTHER** ETHEL SMITH
Perhaps, Perhaps, Perhaps No. 24272
- REET, PETITE AND GONE** LOUIS JORDAN
INFLATION BLUES No. 24381
- I WISH I KNEW THE NAME** MILLS BROTHERS
MAÑANA No. 24333
- BUT BEAUTIFUL** BING CROSBY
The One I Love No. 24283
- GOLDEN EARRINGS** BING CROSBY
BALLERINA No. 24278

SIX GREAT DECCA POSSIBILITIES

- QUANTITY **LAROO, LAROO LILLI BOLERO** BING CROSBY
The Story Of Sorrento No. 24404
- MAYBE YOU'LL BE THERE** GORDON JENKINS
Dark Eyes No. 24403
- BECAUSE** DEANNA DURBIN
Ave Maria No. 25295
- HARLEM NOCTURNE** RANDY BROOKS
A Night At The Deuces No. 23935
- TELL ME A STORY** AMES BROTHERS
If You Had All The World And Its Gold No. 24329
- HOW HIGH THE MOON** ELLA FITZGERALD
You Turned The Tables On Me No. 24837

All Records Listed \$.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 St., New York

NAME _____
ADDRESS _____
CITY _____ ZONE _____
STATE _____

The Billboard
MUSIC POPULARITY CHARTS

PART VIII

Advance Information

Week Ending April 2



ADVANCE RECORD RELEASES

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

POPULAR

- A Boy From Texas—A Girl From Tennessee
S. Browne (Laroo Laroo) London 191
- Ain't Gonna Cry
P. DeVorn (Some Day) Black & White 860
- Ain't She Sweet
S. Freeman (Sweet Lellana) Rainbow 10030
- An Old Piano (That Played by Itself)
F. Slack Ork (Ooh, Ooh) Capitol 15065
- Banjo Polka
H. Reser's Jumping Jacks (Down Home) Apollo 1113
- Blue Shadows on the Trail
A. Russell (Love of) Capitol 15063
- Blue Rhapsody, Parts I & II
W. Baranco Ork . . . Black & White 859
- Bridal Waltz
L. Herman Hotel Astor Ork (Need I) Manor 1126
- Confess
D. Day-B. Clark (Love Somebody) Columbia 38174
- Cuban Cabby
C. Franklin (Mucho Gusto) Apollo 1108
- Danger Ahead
D. Dennis (Honey) London 156
- Dardanella
C. Foster (Who Put) Mercury 5125
- Dardanella
L. Marcus (Ida) Jewel R-5005
- Beryl Davis Album
B. Davis . . . London LA-9
Blue Skies . . . London 153
Confessin' . . . London 155
Heavenly Music . . . London 155
I Cried for You . . . London 153
Star Eyes . . . London 154
That Old Black Magic . . . London 154
- Down Home Rag
H. Reser's Jumping Jacks (Banjo Polka) Apollo 1113
- Dream of Love Boogie
M. Chamitov (L'Amour A) Musicana 104
- Drink To Me Only With Thine Eyes
N. Temple Club Royal Ork (You're in) London 161
- Garden in the Rain
C. Stapleton Ork (We Just) London 160
- Gilly Gilly Wish Wash
C. Foster (Little Girl) Mercury 5116
- Gringo te Quiero
L. Hayes (Would You) Clover 706
- Hold Me
D. Dennis (Santa Lucia) Apollo 1116
- Honey
D. Dennis (Danger Ahead) London 156
- Honey, Honey, Honey
The Ah-Moors (The Answer) Rainbow 10060
- I Could Be True
J. McLean Ork (Who Were) Coast 8020
- I Cover the Waterfront
M. Raye-C. Barnett (Sweet Lorraine) Apollo 1110
- I Don't Want to Meet Any More People
The Squadronaires (Yesterdays) London 171
- I Know We're in Love, You and Me
The Entertainers Trio (When You) Englewood 1007
- I Never Loved Anyone
S. Browne (The Old) London 165
- Ida (Sweet as Apple Cider)
L. Marcus (Dardanella) Jewel R-5005
- If I Lived to Be a Hundred
B. Hannon (Your Heart) Apollo 1097
- In the Wee Small Hours
F. Laine (That's Liberty) Gold Seal 7262
- Just Naive
D. Dennis (My Fair) London 170
- Just Naive
J. Zito-H. O'Connell (The Man) Coast 8031
- L'Amour a la Boogie Woogie
M. Chamitov (Dream of) Musicana 104
- Laroo Laroo, Lili Bolero
S. Browne (A Boy) London 191
- Little Girl
C. Foster (Gilly Gilly) Mercury 5116
- Love of My Life
A. Russell (Blue Shadows) Capitol 15063
- Love Somebody
D. Day-B. Clark (Confess) Columbia 38174
- Mantovani—Music From the Films Album
Mantovani Ork . . . London LA-7
Cornish Rhapsody I . . . London 151
Cornish Rhapsody II . . . London 150
Lullaby of the Bells . . . London 121
Warsaw Concerto I . . . London 150
Warsaw Concerto II . . . London 151
- Rafael Mendez Album
R. Mendez . . . Coast C-8
Carmen: Gypsy Dance
Czardas (Monti)
Farewell Granada
La Virgen De La Macarena
Lakme: Bell Song
Mendelssohn Concerto
Zigeunerweisen, Parts 1 and 2
- Mucho Gusto (Ove Negra)
C. Franklin (Cuban Cabby) Apollo 1108
- My Cousin Louella
W. Threats (Recess in) Foto 160
- My Fair Lady
D. Dennis (Just Naive) London 170
- Need I Say
L. Herman Hotel Astor Ork (Bridal Waltz) Manor 1126
- Nellie McGee
The Entertainers Trio (Sam, the) Englewood 1006
- Now as Never Before
B. Hayward-A. Schrader (Stop Me) Black & White 861
- Ooh, Ooh, Baby
F. Slack Ork (An Old) Capitol 15065
- Recess in Heaven
W. Threats (My Cousin) Foto 160
- Sam, the Paper Man
The Entertainers Trio (Nellie McGee) Englewood 1006
- Santa Lucia
D. Martin (Hold Me) Apollo 1116
- Some Day
P. DeVorn (Ain't Gonna) Black & White 860
- Songs at Sunset Album
G. Carter . . . Black & White A-77
I'll See You in My Dreams . . . Black & White 3018
Ka-Lu-A . . . Black & White 3018
Moonlight Bay . . . Black & White 3019
My Isle of Golden Dreams . . . Black & White 3019
Song of the Islands (Na Lei o Hawaii) Black & White 3020
To You, Sweetheart, Aloha . . . Black & White 3020
- Spring in December
A. Shelton (Strangers in) London 158
- Stop Me, Baby, If I'm Wrong
B. Hayward-A. Schrader (Now as) Black & White 861
- Strangers in the Dark
A. Shelton (Spring in) London 158
- Sweet Lorraine
S. Freeman Trio (Ain't She) Rainbow 10030
- Sweet Lorraine
M. Raye-C. Barnett (I Cover) Apollo 1110
- That's Liberty
F. Laine (In the) Gold Seal 7262
- The Answer to Write Me a Letter
The Ah-Moors (Honey, Honey) Rainbow 10060
- The Dream Peddler
S. Lanson (What Do) Mercury 5124
- The Man With the Horn
J. Zito Ork-H. O'Connell (Just Naive) Coast 8031
- The Old Postman
S. Browne (I Never) London 165
- The Voice of Gandhi Album (2-10")
M. Gandhi . . . DC 12
- Fats Waller's London Suite Album
T. Heath Ork . . . London LA-8
Bond Street . . . London 149
Chelsea . . . London 147
Limehouse . . . London 148
Piccadilly . . . London 149
Soho . . . London 149
Whitechapel . . . London 147
- We Just Couldn't Say Goodbye
C. Stapleton Ork (Garden in) London 160
- What Do I Have to Do to Make You Love Me
S. Lanson (The Dream) Mercury 5124
- When You Wake Up in the Morning
The Entertainers Trio (I Know) Englewood 1007
- Who Put That Dream in Your Eyes
C. Foster (Dardanella) Mercury 5125
- Who Were You Kissing (When You Kissed Me Last Night)
J. McLean Ork (I Could) Coast 8020
- Would You Like for Me to Love You
L. Hayes (Gringo Te) Clover 706
- Yesterdays
The Squadronaires (I Don't) London 171
- Your Heart and Mine
B. Hannon (If I) Apollo 1097
- You're in Kentucky
N. Temple Club Royal Ork (Drink To) London 161

(Continued on page 110)

KING DOES IT AGAIN!

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The Billboard MUSIC POPULARITY CHARTS

PART IX

Album Reviews

Week Ending April 2



The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS

(100 points—the maximum)

Table with 2 columns: Rating (90-100, 80-89, 70-79, 40-69, 0-39) and Description (tops, excellent, good, satisfactory, poor)

THE CATEGORIES

Table with 2 columns: Category (1. Production Idea, 2. Name Value, 3. Caliber of Material, 4. Manufacturer's Distribution Power, 5. Exploitation Aids, 6. Interpretation, 7. Record Quality, 8. Manufacturer's Production Efficiency, 9. Packaging) and Max. Pts.

BERYL BY CANDLE-LIGHT (4-10") 71

BERYL DAVIS (Victor P-201) (Russ Case Ork-Helen Carroll-The Satisfiers-Toots Camarata Ork)

Med About the Boy, Auld Lang Syne, Alone Together, All Alone, They Didn't Believe Me, Please Be Kind, Tea for Two, The Touch of Your Lips.

English thrush lends her crisp, but not clipped, vocal style to eight oldies with satisfactory results. Gal's best delivery asset is her clear enunciation, which is particularly effective on Noel Coward's clever "Boy" lyrics. Camarata's ork contributes fine full backing on two ballads, "Believe" and "Kind," but album stand-out instrumentally is the Case band.

JUKES: Some sides good for dim lit spots. JOCKS: Nostalgic appeal for oldie program.

THE PIRATE (3-10") 70

Judy Garland-Gene Kelly (MGM Studio Ork-Lennie Hayton, Dir.) (MGM 21)

Nina: Love of My Life; Mack the Black; You Can Do No Wrong; Pirate Ballet; Be a Clown.

In this album's favor: Coming film tie-up (package is soundtracked from the movie); new songs by Cole Porter, name value of Kelly and Garland; capable ork direction and fine reproduction. But... the ballads have a disappointing absence of retentive melody, and the novelty-rhythm numbers bear faint resemblance to the gifted Porter touch. Film stars handle chores okay but score is not scintillating, and there's the let-down.

JUKES: No special good. JOCKS: Fans will be curious to hear new Porter tunes.

SONGS OF OUR TIMES (4-10") 75

(Song Hits of 1926) Marlene Fingele-Arthur Schutt (Decca A-1926)

(1) I Know That You Know, (2) Baby Face, (3) Bye Bye, Blackbird, (1) The Blue Room, (2) The Girl Is You and the Boy Is Me, (3) The Girl Friend, (1) Valencia, (2) Where Do You Work-a, John?, (3) Yankee Rose, (4) Horses, (1) In a Little Spanish Town, (2) Mary Lou, (3) Where'd You Get Those Eyes?, (4) Gimme a Little Kiss, Will Ya, Huh, (1) After I Say I'm Sorry, (2) The Little White House, (3) Tami Trail, (4) When the Red, Red Robin Comes Bob, Bob Bobbin' Along, (1) The Birth of the Blues, (2) Muddy Water, (3) Black Bottom, (1) The Desert Song, (2) Lonesome and Sorry, (3) One Alone, (1) When Day Is Done, (2) Charmaine, (3) Someone to Watch Over Me.

This is the seventh (or sixth) in Decca's year-by-year span of pop hits medleyed in an album collection. If you liked the idea to begin (as we did) you'll like this. Twin piano just inoffensive and not too dated.

JUKES: Medleys and quiet piano arrangements may hamper. JOCKS: The whole 24 years make terrific reference collection; this one no exception.

SONGS CHILDREN LOVE (2-10") 62

(Unbreakable) Joey Nash-Abbey Frazer, Dir. (Melodee MA 28)

Little Bell, Child's Praise of Music; The Fairies, In Drowsy Land; Good Morning Everybody, My Kiddie Car, The Policeman, Hobby Horse; The Purple Cow The Elephant's Trunk, Candyland; Merry Sunshine, Tinkling Rain, Rainbow Fairies, The Milky Way.

Complete simplicity of lyric and arrangement mark this tot package consisting of originals selected from Universal School Music Series. Edited by Walter Damrosch, George Garton (director of music for NY City schools) and music professor Karl W. Gehrken, these will win the approval of educational authorities. But production is tedious... We doubt if kiddies or adults will be over-impressed. Joey Nash's vocals are tidy but should unbend more for kiddy listeners.

JUKES: Not Suitable. JOCKS: Kid program emcee may find useful.

KINGS AND QUEENS OF BOOGIE WOOGIE (4-10") 65

Albert Ammons-Pete Johnson-Meade "Lux" Lewis-Dot Rice-Honey Hill-Cleo Brown (Decca A-610)

Honky Tonk Train Blues; Yancey Special; Blues On The Down Beat; Kaycee On My Mind; Pinetop's Boogie Woogie; Boogie Woogie Stomp; Texas Stomp; Boogie Woogie.

A batch of reissued boogie disks including some of the classics in this idiom with some of the all-time B.W. greats featured. Neatly packaged with concise liner notes by Dave Dexter. Should find a place in retailer catalogs since the eight heat stuff is hardly dated. But sale will probably be restricted to aficionados and jazz lovers.

JUKES: In backrooms only. JOCKS: In the B. W. line few things better.

CHARLIE BARNET FAVORITES (3-10") 80

Charlie Barnet (Apollo A-13)

Southern Fried; Little John Ordinary; Gal From Joe's; Rockin' in Rhythm; Pompton Turnpike; Charleston Alley.

Seldom does the remake come out better than the original. Form is upset with this package of Barnet remakes of the orkster's old faves, most of which originally were issued on the Bluebird label. These are better recorded with a better band, with new and modern arrangements. Barnet and trumpeters Clark Terry and Jimmy Nottinham make the most distinguished solo touches to this—one of the best big band jazz packages ever issued. Particularly impressive is "Rockin' in Rhythm".

JUKES: "Rockin'" and "Joe's" are best bets with "Pompton" also suggested. JOCKS: Highly recommended.

GEMS FROM THE DESERT SONG (4-10") 70

Earl Wrightson-Frances Greer-Jimmy Carroll-The Guild Choristers-Al Goodman Ork. (Victor K-12)

One Alone; Overture to the Desert Song; Riff Song; One Flower Grows Alone in Your Garden; The Desert Song; French Military Marching Song; Love's Dear Yearning; Romance.

The Romberg melodies may be imperishable—they are—the Victor promotional power is large—it is—and Al Goodman gives it the popperetta schmaltz—he does—while the singing cast perform legit, good voice—they do—but the bulk of these things have been catalog "availables" for so long, we doubt if this will create any exciting impact.

JUKES: Not suitable. JOCKS: Fill in missing library items.

DOWN THE HATCH (2-10") 60

Sherman Stewpot and His Stimulated Six (Musicraft N 12)

Drinkin' Likka In Costa Rica; I'm Gonna Get Drunk; Loafer's Song (Livin' the Life of Sin); The Guy At the End of the Bar. This is an unusual sort of package. Its four sides contain new drinking songs delivered with a country style twang which should help make these sides better bets for bar and tavern juke boxes than they may be for home consumption. Packaged neatly in black and yellow with bar type illustrations, the entire thing is done with just the proper amount of flavor to make Alcoholic Anonymous worry.

JUKES: Perfect matter for bar and tavern jukes. JOCKS: For an occasional gag spin okay.

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| #1140 Tell Your Lies to the Man in the Moon | #1115 I've Heard That Story Before |
| #1114 Guitar Boogie Woogie | #1063 It's Been So Long, Darlin' |
| #1062 You Nearly Lose Your Mind | #1052 Gals Don't Mean a Thing |
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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 Apollo artists. . . . Warbler 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, and plans for a grand opening call for the Morales ork to serenade passers-by from the store window, with the glass removed. . . . Disk jockey Symphony Sid and Monte Kay staging jazz concerts at the Royal Roost nitery here Tuesday nights. The series tees off April 6. . . . The Carlos Molina ork, now being booked by Continental Artists Corporation, moves into the Bowman Room of the Billmore Hotel April 12. . . . The Spade Cooley tour (booked by Continental Artists Corporation and not Harry Romm as reported in *The Billboard* recently) into Sioux City, Ia., April 12-14. . . . April band line-up for ABC Treasury show remotes includes Shep Fields (2, 5, 20, 22, 23), Buddy Moreno (6, 13, 16), Skinny Ennis (3, 17), Ray Eberle (7), Bobby Martin (12), Dick Jurgens (15), Marshall Young (19), and Chuck Foster (21). . . . The Shep Fields ork will stay on at the New Yorker Hotel till May 4. . . . Frankie Schenk, former 88-er with the Herb Miller, Tiny Hill, and Johnny (Scat) Davis orks, has formed a combo of his own. The new ork is now at the Show Boat in Orange, Tex.

Fats Waller Memorial Night is set for Carnegie Hall pops May 21, the late 88-er's birthday. Program includes premiere of Waller's *London Suite*. . . . Shorty Sherock's ork back into the Arcadia dancery, here, in April for four weeks. . . . Noro Morales into the Adams Theater, Newark, June 17. . . . Spade Cooley opens a week run at the National Theater, Louisville, May 6. . . . Esy Morales into the Triboro Theater, here, for a week, April 16. . . . Jazz pianist, Viviane Green, tees off a jazz concert series Saturday (10) at the Savoy dancery, Chicago.

Ram Ramirez Trio goes into the Village Vanguard, here, April 15. . . . Sigmund Romberg's 10th concert tour launches April 24 at Newark's Mosque Theater. . . . Tri-State Record Distributors has been set as Exclusive diskery distrib for Maine, New Hampshire and Vermont. . . . Jazz critic Charles E. Smith and Leo R. Herschman authoring a book on the life of Jack Teagarden. . . . Sonny Dunham ork set to open a four-week stand at the Palladium dancery, Hollywood, June 1.

Musicraft added the Iego Bros.' distrib in Newark, N. J., to its network last week. . . . Claude Thornhill's ork has landed the Annapolis prom May 29 and the West Point shindig June 7. . . . Singers Donald Richard and John Laurenz signed General Artist Corporation management papers last week, as did Chirp Dorothy Carliss, one of England's top singers prior to her marriage and settlement over here.

Arranger Justin Stone takes his second fling 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 Kavakos Club, Washington, beginning March 29, and the Ocean Club, Virginia Beach, Va., beginning April 5. . . . Drummer Shelley Manne left the Stan Kenton ork last week to go with a Chubby Jackson jazz group. He has been replaced in the Kenton crew by Irving Kluger.

Ray Eberle's ork set to follow Shep Fields at Hotel New Yorker May 5 for four weeks with options. . . . Cab Calloway's Cab-Jivers, small combo which he uses for nitery engagements only, skedded for 24 days at the Rag Doll, Chicago, beginning June 4. . . . Robert Gunders, of Sonorous Music pubbery, left for London on the liner America. . . . Henry Busse's ork has been booked into the Palladium Ballroom, Hollywood, for five weeks beginning April 27. . . . The Ink Spots do a guest shot on the Jack Benny airer Sunday (4).

Chirp Beryl Davis probably setting some kind of record for records this month. British canary's eight-sided Victor album was released a week ago. Followed by six sides in a London disk package plus two Victor and two London pop sides. London wax was cut when the chirp 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 Barry discovered only later that just 25 years ago Lopez also had played the Ritz—and on Easter Sunday. . . . Hollywood tunesmiths busily looking over Gotham biz scene with Jammy Van Heusen here in the East. Frank Sinatra and the Cahn-Styne team also moseying about the main stem.

De Luxe diskery concentrating a one-day disk jockey push on its Nancy Donovan platter of *Makin' Love Mountain Style*, Thursday (3). Label has engaged a blond stunner to dress a la Daisy Mae and take the disks around to 22 jocks lined up to spin the platter that day. Walter Kemer Associates is handling the publicity for De Luxe.

Jackie Conn, son of Chester Conn, of the Bregman, Vocco & Conn pubbery, engaged to Joan Stanley, secretary to Personal Manager Stan Lee Broza. Wedding's set for August. . . . Miguelito Valdes's Latin 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 24 from May 31. He's there for five weeks. . . . Same orkster this week was set for four weeks at the Peabody Hotel in Memphis for sometime 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 Philadelphia area at the C&R Club Tuesday (30). . . . Joe Mooney Quartet signed for four weeks at the Dome Theater Lounge, Minneapolis, beginning April 5. . . . Chirp Sarah Vaughan set for two weeks at the Club Chanticleer, Baltimore, beginning May 20, and a similar period at the Bowery, Detroit, beginning

June 7. . . Charlie Tobias and Peter De Rose have collaborated on a tune tabbed *Babe*, which is dedicated to Babe Ruth. Song has been recorded by a string band for the Palda 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, George Auld, Shelley Manne, Howard McGhee and Lou Levy, will follow Louis Armstrong's group into Chicago's Blue Note nitery next week. . . Bobby Byrne this week obtained his release from General Artists Corporation and signed with the Music Corporation of America. . . Apollo diskery 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 Griffin. 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, Denver, failed to make the MBOA board of directors meet here 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 K. C. office manager. . . Mus-Art inked Wayne Gregg into the Martinique May 6, 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. . . Bob Earl will head King's new St. Louis branch office. . . Eddy Oliver, who disbanded his band recently, has re-formed a 14-piecer to work a series of hotel dates with Hildegard. . . Just before his wedding, Nat (King) Cole worked a local benefit in North Chicago to celebrate the burning of the mortgage of the North Chicago Baptist Church, of which his dad, Rev. Edward S. Coles, is pastor.

Cincinnati:

With temperature below freezing, Ray Anthony's ork attracted 1,200 paid admissions to Crystal Ballroom, Buckeye Lake, O., Easter Sunday night. . . On the same night and in the same sort of weather, Elliot Lawrence chalked up a near-\$3,000 gross for Jim Ryan at Vermillion, O. . . C. R. (Chuck) Campbell, 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 Kappa Kappa Gamma frat dance at Columbus, O., May 28, and moves to Lakeside Park, Dayton, O., 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 Adams's Sapphire label joins the non-union record craze by signing up the Durning string band, local 1948 champs.

Norman Granz returns his *Jazz at the Philharmonic* to the Academy of Music for the first time this season May 24. . . Paul Williams, with Eddie Vinson for the blues singing, dated at the Embassy Ballroom across the river in Camden, N. J., for April 4. . . Charles Ridgely, ivory thumper, joined up with Baggy Hardiman's Five Kings units.

Detroit:

Jack Ferentz renominated without opposition (tantamount to election) for president of Detroit Federation of Musicians, Local No. 5. . . Plate Distributing Company, headed by Kal Bruss, dips into the specialized field of Jewish disks 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 Ostroff, has sent a letter to Irv Gwartz'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 Mellin's Robert pubbery, with Mellin 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.

A spokesman for the Saunders pub (Gwartz is currently in Arizona recuperating from a recent illness) stated he believed money was due Marks, but claimed he was sure Gwartz would pay the tunesmith 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. First releases, set locally on disk jockey shows and record stalls, included *Linger Awhile* with David X. Miller's ork and Romo Vincent's version of *It All Depends on You*. Miller is former musical supervisor of Deanna Durbin's early films at U-I Studios.

Miss Daniels first went into record production with an album of kidisks, followed by production of 18 masters for release by the defunct Enterprise Records outfit. When Enterprise became a producing 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 folderoo, hence Miss Daniels now plans to market products under the Castle label.



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ON THE STAND

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

Barclay Allen

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

TRUMPETS: Carter Pierce, Walt Peterson and Jerry Stevertson Jr.
TROMBONE: Dick Arant.
SAXES: Cliff Jackson, Bill Neidlinger, Maurice Bruckman and Frank Darrington.
RHYTHM: Barclay Allen, piano; Merle Mahone, drums; Sidney Friokin, bass, and Stanley Black, guitar.
VOCALISTS: Walt Peterson and Frank Darrington.
ARRANGER: Stanley Black.
LEADER AND PIANO: Barclay Allen.

A new musiccrew for the terpsand, the Barclay Allen ensemble bears watching. With proper handling, supported by strong platter plugs, there's nothing to stop this outfit from climbing the ork ladder. Allen, whose Steinway recently spark-plugged the Freddy Martin aggregation, is the latest of three pianists to have left Martin within that many years to front bands of their own. (Others, Jack Fina and Murray Arnold.)

It's interesting to note that altho he kicked off his band after the recording ban (this is outfit's first date), Allen can still reap the benefits of a powerful wax push. Since his pianology figured so strongly in Martin's disks and transcriptions, he can easily ride thru the current disk-ing crisis on Martin's hefty backlog of records.

While this crew is still new, it delivers a finely polished product found only in seasoned bands. In addition to the ork's fine ensemble tone, ear-interest centers on the maestro's pianistics. Allen's style accentuates high technical virtuosity which gives flash to the music making as a whole.

The Allen book holds a healthy share of current items plus an ample representation of yesterday faves. Only weakness in the crew is in the vocal department, but this is one which is expected to be soon rectified.
Lee Zhito.

Lawrence Welk

(Reviewed at the *Hotel Roosevelt*, March 25. Personal management: Sam Lutz. Booked by Music Corporation of America.)

BRASS: Mario Serritello, Leo Fortin, Eddie Heintel, trumpets; Barney Liddell, trombone.
REED: George Audry, Orle Amadeo, Arnold Stanley, Anglus Delabadia, clarinets.
VIOLINS: Harold Carpenter, Stuart Scott, Marty Salyk.
RHYTHM: Jerry Burke, piano; Nick Aden, drums; Bob Crommer, bass.
VOCALISTS: Kathy O'Mara, Pete Nelson; Roy Webdum, whistler.
LEADER (ACCORDION): Lawrence Welk.

For the second year running, Welk follows Guy Lombardo into the latter's traditional stronghold and, much like Guy, meets the mincing mood of the room. The Champagne Music, with its squarish, bubbly clarinets; occasional accordion squeezes and sweet, muted brass, is in precious evidence. Even the strings take very timorous bows. Much like maestro Welk, who's every inch the gentleman, the ork has a genteel attack that can hardly be complained about, or too greatly revered. For what it is (a sweet band aimed at the stiffer adult trade) it's a clean, serviceable unit. Vocally, the gal-boy team is not up to last year's Bobby Meers-Joan Mowery chirpings. Kathy O'Mara may be unfairly judged in the unpretentious ork setting, however; gal does make a good appearance. Peter Nelson's tenorings hold promise, altho the kid obviously needs more poise, smile and experience.

To rate the band, the best answer business-wise would be to point out that Welk went into percentage last week, no little feat considering the state of location biz here.

Joe Carlton.

Joe Reichman

(Reviewed March 17 at the *Cocoanut Grove*, Ambassador Hotel, Los Angeles. Business manager, George Hill. Publicity, Jack Lawson. Booked thru Music Corporation of America.)

STRINGS: George Hill, Walter Weimeyer, Max Keiner and Ardan Ruiz.
TRUMPET: Vincent Di Bari.
SAXES: Les Penner, Frank Nether, Hal Schaefer and Bob Walters.
RHYTHM: Howard Davis, piano; Al Pillan, bass, and Dave Robbins, drums.
VOCALISTS: Margie Lee and Sergio de Karlo.
LEADER: Joe Reichman, piano solo.
ARRANGERS: Howard Davis, Ray Austin and Max Walter.

After seeing Freddy Martin on the Grove podium for the past seven years, plushery's regular patrons do a double take at the sight of another batoner straddling its bandstand. The Reichman brand of music-making, tho far from startling, is well suited for this room. Sugary blends are expertly fashioned for dancing while knife-and-fork conscious patrons find easy listening in his offerings.

All out on a commercial kick, Reichman's book is chuck full of current toppers and yesteryear faves. Arrangements give full emphasis to the melody line with a slow and easy dance beat cleanly defined. Of course, the keystone of the band is the Reichman Steinway. Piano's tone is artificially amplified so as to come out strongly above the string-reed harmonic combinations. Next to his sparkling pianology, Reichman's showmanship is the most important factor in his formula. More than a baton twirler, maestro risks being considered corny by gagging with the patrons, announcing selections, etc. This adds zip to the proceedings and gives ork a stronger grip on its audience.

Thrush Margie Lee wins with her straight forward song treatments. Sergio De Karlo is saved for Latin novelties of the *Manana* variety. Lad possesses a strong set of bary pipes, which, unfortunately, do not wear too well on the lobes after a couple of choruses. With a stiff strawhat across one ear, De Karlo appears as a weak South American carbon of Maurice Chevalier. It is interesting to note that in this Latin-conscious area De Karlo brings only polite palms from the customers.
Lee Zhito.

Alvy West

(Reviewed at the *Green Room*, Hotel Edison, New York, March 30, 1948.)

TRUMPET: John Plonsky (celeste).
ACCORDION: Bob Caudana.
GUITARS: Al Casamenti, Chuck Wayne.
DRUMS: Hal Rosengarten.
BASS: Ward Erwin.
ARRANGERS: Larry Neill, John Polonsky.
VOCALS: Larkin Sisters.
ALTO SAX, ARRANGER, LEADER: Alvy West.

Alvy West and his little band opened at the Hotel Edison on a rushing flack wave. And, surprise, the group more than lives up to the advance praises; it's refreshingly different and decidedly distinctive.

Altho West's music is intricate in cleffing structure and in instrumental pattern, it is set in steady and easily danceable tempos which range from rumba to slow fox trot. The group's new "sound" is built around the delicate tone of the maestro's alto sax which, aside from occasional solo flights, predominantly weaves unison melodies with one or more of the other six guys in the band. The end product sound is full but far more distinctive than that put out by many full-sized orks.

Vocal arrangements for the Larkin Sisters' vocal group are again radical departure. The gals are blended into the ork intricacies, at times lyricizing, at times humming instrumental patterns.

West's originals play the largest

role in the band and, tho the library is being rounded out with some new pops, the originals may well become this group's strongest selling point. Varying from complicated concoctions such as *Uncle Samba* and *Blue Rnumba* to simple melodies (*Charm* and *Cathy*), they pose highly imaginative music moods with an uncommon amount of pop appeal.

With disks on Columbia, good exploit noise and his musical modernity, West appears to possess the fundamental yet unique formula that leads to money making.
Hal Webman.

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**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 here. Opening day replacements for the Duke at the theater included Pianists Teddy Wilson and Mary Lou Williams and the Ellington arranger-composer, Billy Strayhorn.

The William Morris Agency (WM) at press time was uncertain as to the status of bookings for the ork. Cress Courtney, WM band department head, said that the reaction of operators who have scheduled the band would influence the decision as to whether the crew should continue to work during Ellington's illness or whether it would disband until the orkster returned. Following the Apollo, the band's itinerary had consisted mainly of one-nighter private and school dates and some concerts, topped off by a three-weeks-and-options Paramount Theater engagement, opening April 28.

**Exclusive Diskery
Names 6 Distribs**

HOLLYWOOD, April 3.—Exclusive Records last week appointed six distributing companies to handle its product in nine essential markets. Firms appointed include Elite California Distributors for the San Francisco area; Frederick Lee Company, Inc., for Chicago and Minneapolis; Robert's Record Distributors for St. Louis and Kansas City, Mo.; Tanner Distributors for San Antonio; Southland Distributing Company for Atlanta, and W. E. Harvy Company, Inc., for the Cleveland and Detroit area.

**Brent Charges
Pact Breach 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 batoner.

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

Modern topper Jules Bihari refuted Brent's charges, declaring that the orkster 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 nixed by the fronter. In the pre-Petrillo 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 Brent's sessions once the ban was lifted.

Pleasure Beach Opens May 30

BRIDGEPORT, Conn., April 3.—Pleasure Beach Ballroom, municipally operated warm-weather dancery, gets going May 30, with Vaughn Monroe the opening attraction. Same policy will prevail as in former seasons: Name bands Sundays and holidays and territorial orks during the week. Jack Still will lead the house band. Polish night will be observed each Friday.

Showbiz attorney Lee Eastman has returned to New York from the Coast.



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Disk Jock Gimmick Hypos Theaters

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

Ad Value Sock; Packages Booked Minus Guarantee

(Continued from page 3)

ords most requested and required traveling around the country tying up various platter spinners in case a deal was made. In every major city hit the four leading jocks were approached. After they signed, the idea was to find which records, based on listeners' requests, went best in their territories. The performers whose records got the most requests were then bought for the show and the entire package booked to appear in a local area house.

According to the State-Lake it was the jocks who did the business. Kids coming backstage wanted the spinner's autographs rather than the actors.

Another indication that the gimmick caught on is the fact that the Paramount house in Salt Lake City, which hasn't played flesh 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 say they are so sure that the package will do business they are willing to go in on a straight percentage without a guarantee. The only spot so far which will get the package on a guarantee is the outdoor show in Milwaukee. Here the deal, to be underwritten by a local promoter, 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 keep plugging it while it is playing whatever house gets it. Record companies also get in on the promotion because their people (those bought for the show) get air plugs which jump the sale of their records.

The cost of the show varies because of the acts chosen. In Chicago, for example, the show cost about \$11,000. In some cases ops want a four-hour show. This would mean additional acts and music which would up the cost proportionately.

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 Bea Wain, Andre Baruch (*Mr. and Mrs. Music*), Jackie Eigen and Paul Berner. Wayne was chosen because of his *You Can't Be True, Dear* (Rondo), a best seller on *The Billboard's* Music Popularity Charts.

Between shows at the Strand disk jockeys will broadcast from the lobbies, and name acts, not on the bill, will take over mikes for varying periods.

Dates so far set for the disk shows are RKO, Columbus, O., May 24, 25, 26; Detroit, May 28; Toledo, June 4 to 6; Dayton, O., June 24; Cleveland, July 1; Buffalo, July 8; Syracuse, July 15; Rochester, N. Y., July 22; Chicago, July 25. Dates are also set for the Interstate Time and the West Coast.

Borde-Ingalls have five men touring the towns talking to local disk jocks and getting shows and dates lined up.

Richman, Murray To Open Miller's

NEW YORK, April 3.—Bill Miller's Riviera will open with Harry Richman and Jan Murray in the top slots. Following show, sometime in June, will have Jackie Miles, the Vagabonds and Grace Barrie.

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

AGVA To Release All Election Matter Thru Honest Ballot

NEW YORK, April 3.—With the American Guild of Variety Artists (AGVA) elections getting under way, the various groups backing their own slates have made requests to the union to furnish them with AGVA membership lists on which to base mailings.

The union has decided that, while it won't release any lists, it will mail all electioneering matter to the members thru the Honest Ballot Association. The charge for a mailing to New York members will be \$75. A national mailing will cost \$250. These include postage, insertions, sealings and mailings.

George J. Abrams, of the Honest Ballot Association, admits that many ballots sent to members and even nominees have been returned because people have moved and left no forwarding address. He said if members who haven't received their ballots will notify his office, a new ballot will be sent and the old one destroyed.

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

(Continued from page 3)

it is that the platter spinners, whose checks are to be picked up, will plug the show before it opens and give it plenty of air time after it preems.

Morey Amsterdam may also be on the show, tho the deal still is in the dicker stage. Amsterdam will come in for three days starting April 12 and if talks now in progress jell, he'll stay on for the full four weeks with Laine and Miss Kaye.

Detroit Stageshow Outlook Bright; Amateurs Take Over

DETROIT, April 3.—Prospects for vaudeville here took a major spurt this week, after months of under-cover discussion and planning. Principal shows available were amateur one-night stands at various theaters, particularly the Broder Circuit's Rex, which has been doing good business with this policy.

United Detroit Theaters (UDT), Paramount affiliate, has made the biggest move toward an all-out stageshow policy in several seasons, with an experimental step toward music alone in two major houses. At the first-run Broadway-Capitol, the Starlite Trio, using electric organ, piano and electric guitar, moved in, working around the organ. The combo was booked in as a test policy by Joseph Busic, circuit supervisor. Audience reaction has been favorable, demonstrated by the response to the trio's invitation to a public songfest.

At the Fisher Theater, de luxe midtown house, UDT opened Sigmund Ross 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 circuit as well as opposition. The Regent, neighboring key run house, is set to start amateur shows Tuesday (6)—again a UDT experiment that may spread.

Most significant move, however, from the big-time standpoint, is the booking of Stan Kenton for the week of May 7 at the Broadway-Capitol—the first stageshow to play this house on other than a one-day basis in about five years. Present plans are to follow up with a steady show policy, giving downtown Detroit its first consistent vaude policy in years, aside from the Negro shows at the Paradise.

Ideas for stageshow policies are current in several other quarters, but no plans have been set definitely. The UDT moves are likely to prompt opposition plans to come to a head. Reports indicate at least two other major houses contemplating stageshows. However, the plans for alternating Negro and white revues at the Columbia, using a burlesque style of presentation, have been dropped because of the cost.

Balaban Plots June Ice Show Bow at Roxy

New 4-in-1 Policy

NEW YORK, April 3.—What will probably be the first radical departure in stage presentation for flicker houses, will be started by the Roxy when it inaugurates ice shows next June.

The idea was developed by A. J. Balaban, managing director of the theater, who has probably been responsible for most of the productions used in the first-run presentation houses today. The plan is to plug the Roxy as a four-in-one spot, "all for the same price." The new package will consist of vaude acts, an ice show, a choral group and a picture. The icer will have about 10 to 15 minutes, acts will get about 20 minutes and the choral group and productions will make up the rest of the running time.

While the new plan is set for June, it may be postponed if any unusual obstacles develop. But the new policy is definitely in the cards.

Balaban's reason for adding an ice show was that nothing new has been added to the formula of stage-picture presentations in many years. "You grow stale doing the same old thing. I think our idea will not only add value to our entertainment policy but will also pay off at the box-office," Balaban said.

I. R. Broder III; Resigns ARA

NEW YORK, April 3.—I. Robert Broder, executive secretary of the Artists Representative Association (ARA) and its legal advisor for the past eight and a half years, resigned Wednesday (31) to take effect immediately.

Reason for the resignation was ill health. Broder said his doctor ordered him to quit. He also said he was getting \$6,000 a year from ARA of which \$3,000 went for taxes. He was also, he said, paying an assistant \$3,000, which meant in effect that he was devoting time to ARA without sufficient compensation. He emphasized, however, that his annual fee was not in dispute and that parting was friendly.

ARA has about 300 members today. When it started eight and a half years ago, membership totaled 30. Broder was one of the org's founders.

An official statement issued by William Kent, president of ARA said "... that the resignation (Broder's) was accepted with regret, and it was hoped that Broder's advice and counsel will be available to the association in the future."

No successor has been chosen for Broder's job and the org doesn't expect to make a decision for some time. When the choice is made, it will probably go to another lawyer. It is understood, however, that whoever gets the post will be on some sort of a retainer basis and will not necessarily include the job of executive secretary.

Sniff This!

NEW YORK, April 3.—Two comics, both off the road from different directions, were comparing notes on the best methods of hooking female companionship in a strange town.

"I get best results," reported Bob Sydney, "with perfume salesgirls in 5 and 10's and department stores. You never heard of a funny looking dame behind a perfume counter, and boy are they dumb. They're a cinch to sell on the going-out-with-an-actor idea."

"Sure are," agreed the other hep character.

"By the way," asked Sydney, "know anyone who could use 24 cases of cheap perfume wholesale?"

**Art Museum Exhibs
Cincy Eatery Mural**

NEW YORK, April 3. — The Gourmet Restaurant's new mural to be installed in Cincinnati's new \$12,000,000 Terrace Plaza Hotel is probably the first painting designed for a cafe to be on exhibit in a modern museum of art.

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

The reason for the Cincy hotel's using this is that the hostelry's president, John J. Emery, is also head of that city's art museum.

**2 N. Y. Eateries
Will Try Vaude**

NEW YORK, April 3.—Two spots heretofore straight eateries are now using shows. The first is the Penthouse Club atop an apartment hotel overlooking Central Park South. The room will preem with Maxine Sullivan April 7 on a two-show-a-night policy. The only talent besides la Sullivan will be Teri Josefovits, in piano interpretations.

Bradley's, a class East Side restaurant, has tried acts from time to time. Now it has given it another whack. The show opened March 31 with Dorothy Carlis, a British singer said to have quite a rep at home. With her is Vin Roddie, pianist.

**Marks Opens 100G Room,
Toledo: Only 2d Floor Spot**

DETROIT, April 3.—New potential night spot was opened in Toledo recently by Charlie Marks, who has operated the International Lounge on the same site for some time. The new location 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 ripple-light effect, dance floor, black light production of the Lake Erie islands and a number of scenes built around the idea of a moonlit garden.

The opening was with Howard McCreery's ork with Nev Simons set to follow. The spot, which was built at a cost reported at \$100,000, is currently dickering for a name and semi-name policy, with details undetermined.

New York:

**Stem Easter Hypo: 496G Wk.;
MH 153G, Roxy 109, Cap 117**

NEW YORK, April 3.—Easter vacation, with schools closed and kids home from college, gave Stem takes a good boost this week. Even the theaters with holdover bills did better business than the week before. Total for the five flesh-pic houses was \$496,000 as against the previous frame's stanza of \$437,000.

Tops was Radio City Music Hall (6,200 seats; average \$115,000). For the third week with Andre, Andree and Bonnie, Paul Haakon and *I Remember Mama*, the take was \$153,000 compared with the previous week's \$143,000 and a preem of \$142,000.

Roxy (6,000 seats; average \$89,000) also boosted its figures. It collected \$109,000 for its third week of Art Mooney's band, Al Bernie and *Sitting Pretty*. Previous stanza saw \$99,000

**Det. Niteries'
Amateur Shift
Starts Battle**

All Unions Join Row

DETROIT, April 3.—Two local night spots, the Club Stevadora and the Ship, shifted from professional to amateur shows this week and were immediately hit by a picket line Tuesday (30) night by Billy Grubbs, national representative of American Guild of Variety Artists (AGVA). The union got 100 per cent support of other unions, including musicians, bartenders, waiters and waitresses, cooks and teamsters. The result of the teamsters' support was that beer and food deliveries were cut off.

A further development was a ruling adopted by the Detroit Federation of Musicians (AFM) Wednesday that no union members could play for non-union members in any night club, putting a stop to professional music for amateur shows. This followed on the heels of an earlier ruling that a musicians' union member could not enter the amateur shows to play on his own—as distinct from the new rulin which bans accompanying by piano, band or otherwise. The new musicians' rule does not apply to audience-participation type of acts, or theaters.

Artists Casting Org

The situation came to a head this week after several months of under-cover development headed up by the Artists Casting Bureau, booking org under the direction of Joe Kasoff, and its affiliated organization, the American Society of Arts and Talents (ASAT). The latter, as reported in *The Billboard* several months ago, was organized as a general talent body, including performers, artists, newspapermen, writers and others, and, according to its president, Les Golden, was in no sense a dual union but was primarily an insurance body. Many acts, nevertheless, considered it as essentially a union, and a rival to AGVA.

Leaders of the ASAT, frankly admitting that the Artists Casting Bureau is the commercial side of ASAT, have taken the position, as expressed by Golden and J. R. Biggs, chairman of national board of ASAT, and editor of *Nite Life*, local niterly journal, who is a key figure in the set-up, that AGVA just is not a legal union (See *Amateur Battle On*, page 45)

VAUDEVILLE REVIEWS

**Paramount, New York
(Wednesday, March 31)**

Capacity, 3,654. Price Policy, 80 cents-\$1.50. Number of shows, five daily; six, Saturdays. House booker, Harry Levine. Show played by name ork.

Viewed as a package, the new show runs at an okay pace with Buddy Rich the outstanding personality on stage. The band fronter has developed remarkably. As a skin beater he's always exciting to watch: with his left arm in a sling he becomes even more so. When he wound up with his *Not So Quiet*, calling for a long drum solo, the applause was enthusiastic and wholehearted. Some of it may have been sympathetic, but most of it was due to a real talent. Whatever it was due to, it was terrific.

Besides whacking those skins, Rich is also a vibrant stage personality. His hoofing and chatter bits with Steve Condos were good giggle fodder, his chanting of *Man Could Be a Wonderful Thing* was effective and his small straighting bits with the Colstons were done skillfully.

The band itself was adequate without being outstanding. The vibe solo by Terry Gibbs was good, but it was Rich who carried the show.

The Mills Brothers' harmonizing was as pleasant as ever. Group dished out well-known stuff, letting the pace down easy after the torrid tempo set by Rich and Condos.

Condos Lifts Show

Steve Condos, doubling from the Latin Quarter, gave the show a lift with his fast stepping, after Dean Murphy, who preceded him, slowed things to a walk. Condos is the same ingratiating kid in a theater that he is in a niterly. Besides his personal effectiveness, however, he also pulled some big mitts for his hoofing. Of course the bit with Buddy Rich was

the pay off. But even alone Condos does a job.

Dean Murphy's standard act hasn't changed since last caught. He still opens with throwaways that register the same way. His mimicry is realistic but hardly sparkling. His material, a combo of corn and platitude supposedly delivered by an Eleanor Roosevelt or a Jimmy Stewart, isn't enough to sustain him. The oid F.D.R. bit at the end is always good for a flag-waving walk-off, but even that is beginning to wear at the edges.

The Colstons, George and Arlene, opened the show in a tough spot. But after a couple of minutes they were in by a mile. A cute piece of business with Rich straighting for the gal, helped no small amount. The team's knockabout comedy dancing with the gal assuming grotesque postures were yock provokers right from the bell.

Pic, Saigon. Bill Smith.

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after an opener of \$107,000.

Capitol (4,627 seats; average \$66,000) is still up there. For its fourth week it counted \$117,000 for Tex Beneke ork, Martin and Lewis and *Naked City*. Previous week's take was \$102,000. Bill opened with \$147,000, followed by \$121,000.

Strand (2,700 seats; average \$40,000) finished its first week with Claude Thornhill's band, Maury Amsterdam and *April Showers* by getting \$57,000.

Paramount (3,654 seats; average \$76,000) wound up its five-weeker with \$60,000. Show of Louis Prima band, Dick and Dot Remy and *Road to Rio* opened with \$102,000, followed by \$85,000, \$70,000 and \$63,000. New bill (reviewed this issue) has Buddy Rich, the Colstons, Dean Murphy, Mills Brothers and *Saigon*.

NIGHT CLUB REVIEWS

Cotillion Room, Hotel Pierre, New York

(Thursday, April 1)

Capacity, 365. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Operator, Hotel Pierre. Booking policy, non-exclusive, Charles Reader buying. Publicity, Madeline Riordan. Estimated budget this show, \$1,750. Estimated budget last show, \$750.

This class room has put out more for this show than is its custom. 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 teed off with Stan Fisher on harmonica. The tall, pleasant-looking lad opened with a rousing *Sabre Dance*, followed with a change-of-pacer, *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 sells capably. His one handicap is intro chatter for each number which can stand some change. As delivered now it is repetitious 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 blond soprano has a fine delivery in the upper register, demonstrating it with an operatic aria. She doesn't do as well on songs which call for middle registers. In those her tone, instead of being clean, tends to be raspy and rather breathless. Her aria was easily the best thing she did. She was way ahead when she finished it. Coming back for a *Begin the Beguine* took the edge off.

The closer was the dance team of Landre and Verna, last caught here in December (*The Billboard*, December 12). They repeated their sock performance and the audience paid off with enthusiasm.

Backing by Readers' band was on the button. *Bill Smith.*

Club Ebony, New York

(Thursday, March 25)

Capacity, 275. Operators, Al Martin, Mabel Levy. Price policy, \$33.50 minimum. Booking, non-exclusive; publicity, Mike Hall, Frances Stillman. Estimated budget this show, \$1,500.

Judging from the business this cellar room is and has been doing for the past few weeks, it has caught on. Primarily the credit goes to the press agent. His pushing it as a late spot has paid off. The spot is jammed, while nearby competitors are almost empty. It can't be the shows that draw the biz from Sugar Hill as well as from the midtown stayer-uppers.

The new show makes up in enthusiasm what it lacks in other respects. It's raucous and flashy but apparently acceptable to the audience. And that, after all, is what makes it commercial.

The best act on the bill is Lewis and White. Team's standard vaude routine, loaded with corn, got yocks. They showed a new bit, apparently tailored for a nitery crowd, that was solid. It consists of chit-chat about Dixie, and its political implications weren't lost on the crowd.

Una Mae Carlisle, on for the closer, went on without an intro. In fact, that was a major fault of the entire presentation. Acts went on and off, and nobody knew who they were. Miss Carlisle, working at a minipiano, did a nice job with her voice and pianistics but didn't register too well. She got an assist from the production line (6), who joined her in the finale with each girl carrying a toy piano. The gimmick was cute but meaningless.

The show started with a flashy production in which the kids showed more punch than skill. This segued into a dance by Tops and Wilda, who did the typical uninhibited jitter number for a fast and furious finish.

Pete Nugent, a well-built, smartly dressed hooper, 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.

The Shearegued Dancers came on after a Javanese production number. The three-fems-one-boy act was appropriately 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 music, some heavy pruning and dances that don't depend entirely on snaky arms.

Joe Baily, the boy singer, was adequate.

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

Surf Club To Open May 28 at Va. Beach

VIRGINIA BEACH, Va., April 3.—The Surf Beach Club will open May 28 under the management of Jack Kane and Murray Kossman, officers of the corporation that purchased the property several months ago. Kane and Kossman operated the club last season under a management lease.

Already booked for the summer are Carmen Cavallaro, Guy Lombardo, Sammy Kaye, Tommy Dorsey, the Three Suns, Ted Weems and Gene Krupa, each for a week.

Catch This

The review of Le Directoire's opening Stem show came too late to be included in the regular review page of this department. It appears on page 4 of this issue.

Boulevard Room, Hotel Stevens, Chicago

(Thursday, April 1)

Capacity, 777. Price policy, cover charge, \$1-\$1.50 minimum, \$3-\$3.50. Shows at 8:30 and 11:30. Exclusive booker, Merriell Abbott. Producer, Trully McGee. Publicity, Audrey Lindgren. Estimated budget this show, \$4,000.

Redecorated at a cost of \$100,000 by Designer William Moulis, room takes its place alongside its sister Hilton Hotel Empire Room, as a top Midwest showcase spot. With the smart darker decor which has cut down the room's cavernous aspect, goes a smart ice show, first big-time blader here in years.

The skate cast presented a top-drawer show and boasted colorful costuming. The fact that ice has been absent so long locally caused even the most simple production tricks to get heft response. While the six-girl line needs more work for precision-wise, principals did a creditable job all the way. Biggest mitt pullers were Paul and Mickee Preston, 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 Richards, Manuel Del Torro and Jerry Rehfield, all tall lads, had difficulty adapting themselves to the small confines of this rink.

While icers will fill the bulk of the yearly sked here, Miss Abbott intends to put on an occasional stage package to break the monotony that might result from a straight blade diet.

Chuck Foster's crew (four reed, four brass and three rhythm) cut a good show and had the floor jammed for dancing. Foster's sax section is tops for fluid blend and makes the band an ideal hotel crew. Singer Tommy Ryan did a good job on dance sets and during the show. The unbilled girl singer should wear a formal in this room, instead of the casual street dress she wore. Singer-emsee Marian Spelman deserves a solo slot. Gal did an excellent narration job and sold production vocals solidly. *Johnny Sippel.*

One AGVA Slate Drafted in N. Y.

NEW YORK, April 3.—The Program Committee of one of the two rival AGVA factions, at its meeting Monday (29) drew up its slate of 16 nominees for delegates to the American Guild of Variety Artists convention. The candidates are Jimmy Lyons, Virginia Richmond, Ralph Shaw, Jack Guilford, Noel Hytown, Phil Irving, Murray Lane, Phil Foster, Renee Wilde, Bob Sydney, John Nichols and Sid DeMay, all from New York, and Charles Brett, John Ardolino, Phil Bayon and Ralph Morgan, all from Boston.

The committee's platform calls for the right to run its own org with regular monthly meetings in each branch. To create new jobs it asks that union prevent entertaining musicians, singing waiters, etc., from taking work of AGVA people. It bars all free performances and asks that AGVA start a campaign to bring back flesh and AGVA-sponsored auditions for agents and bookers. It asks for cleaning up of conditions in the club date field, including resort

Ingalls Loses Out When Newport Nitery Is Sold

NEW YORK, April 3.—With the sale of Glenn Rendezvous, Newport, Ky., by Pete Schmidt to the Rendezvous Company, a new Delaware corporation headed by Michael A. Levinson, Arthur L. Dennert, Edward Levinson and Joseph Rosenberg, the exclusive booking rights have been taken from Miles Ingalls. Ingalls had booked the Rendezvous for the last five years.

The next show, a William Morris package, opened April 2 with Joan Edwards, Eddie Schaeffer and Toy and Wing. It is understood that the two following shows will also be Morris deals, worked out by that firm's Chicago office.

Shelvey and Kaye Trial Starts June 7

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

Shelvey, former American Guild of Variety Artists (AGVA) head, and Kaye, ex-AGVA rep, have been indicted on charges of grand larceny brought by the Henry Grady Hotel. Both men are now free under \$5,000 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 3.—A new traveling water show, tagged *Aqua Parade* of 1948 and featuring Buster Crabbe, will leave Hollywood this month for a coast-to-coast tour with a preem show in St. Louis April 21. Show will carry its own portable tank 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 Dancers, Eddie Bush Trio, Leo Richmond and Mercer Brothers, with music by Malcolm Beelby. Show will be staged by Eddie Prinz.

Tentative route set includes Cleveland, Pittsburgh, Philadelphia, Boston, Providence, Montreal, Toronto, Mexico City and Honolulu.

jobs. The platform also asks for a fair administration of the welfare fund, creation of death benefits and health insurance and an amendment to the constitution so that each branch will vote only for its own delegates hereafter.

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FOLLOW-UP REVIEWS

BLUE ANGEL, NEW YORK: Jane Harvey is a fine singer who continues to give promise of becoming a real property. She still has the refreshing youthfulness and a low-pitched voice of unusual quality and appeal. But if she looks good and sings well, she hasn't learned that a routine limited in appeal to aficionados doesn't pay off.

Miss Harvey is a slow singer, a very slow singer. That calls for continued styling and phrasing. She has the skill but it isn't the sort a saloon audience can sit thru. number after number. It's true that her creeping night (23) audience was hushed. But hushing a room full of friends and doing the same with plain customers is something else. To hold them a singer must offer a combo of tunes, something familiar, something with a bounce. The gal did neither. She gave with blues all in the same slow deliberate tempo. Occasionally she did an eight-bar rhythm, but it was obvious she wasn't at home with it.

The gal's slow delivery calls for intelligent lyrics. One of her songs, *That's How I Love the Blues*, full of silly analogies, apparently wasn't it. Her best by contrast was *Little Girl Blue*, a charming little thing that told a plausible story.

If Miss Harvey is guided correctly and listens, she can go far. She has the ingredients. Putting them together is what will count.

Bill Smith.

CAFE SOCIETY DOWNTOWN, NEW YORK: Timmie Rogers has played the room before, but his brand of tumult comedy, which would seem out of place, registers better than expected. There is little doubt that Rogers is a showman. His bouncy delivery, almost a frenzy, overpowers the audience, to a point where it has to accept him. He works hard, punching all the way even when his material doesn't justify it. This time Rogers came in with two new numbers (new to this reviewer): *Romance Without Finance* and *That's What I Like About the East*, plus a couple of oldies. The yocks and the hands that greeted these were enough to show that he was a click.

Ginnie Powell, ex-ork canary, is an attractive gal who has plenty to learn before she can stand up as a singer. Her numbers, all in a blues tempo, were poorly chosen, showing no flexibility or imagination. A hep styling can be commercial but it has to be sold sparingly. Where the singer showed savvy was in her mike handling, probably a result of her work with various bands.

Fats Pichon, a holdover, has been reviewed in a previous issue.

Bill Smith.

BILLY GRAY'S BAND BOX, HOLLYWOOD: Making his Coast bow, comic Gene Baylos registered as a top comedy find. He won his first-night audience with a faultless sense of timing and a storehouse of fresh, topical material. In delivery, appearance and personality, Baylos is a natural funnyman and a trigger-fast ad libber. He kept yocks coming for 45 minutes.

Also new to the house are thrush Irene Brooks and Glenn Gregory, young ventriloquist. Brooks gal is easy on the eyes and shows off her sultry pipes to good advantage in a group of pop tunes and a medley of standards. Gregory lad, a newcomer in the vent field, has plenty to offer technically and in choice of material. Using a puckish dummy tagged Mickey, lad clicked with smart patter and easy delivery.

Rest of show is same, with headliner Billy Gray holding featured slot, and comic Joe E. Ross and tenor Hal Winters supporting.

Alan Fischler.

Mary Kaye Trio

(Reviewed at the Cairo, Chicago, March 23)

For the past five years, this threesome was billed as the Mary Kaaihue Trio, but recently switched the monicker to avoid mispronunciation of the name and the inference that it was a strictly Hawaiian group. Tho its average age is only 25, smart-looking trio has all the know-how of a veteran show group. Sharply costumed, its alert and enthusiastic presentation extends over all it does.

Biggest attribute is the top-notch production that goes into every number. During the vocals, each of the trio can step out to do a different style of lyric treatment well and when they blend pipes, they get a vocal mixture that's truly distinctive and smooth. Behind-the-scenes rehearsals are noticeable in their comedy efforts, when accordionist Frankie Ross takes over, with hefty assists from foils Mary (guitar) and Norman (piano and bass) Kaaihue.

Instrumentally the Apollo platter trio also shines, playing smart arrangements faultlessly. Its music features leads on both guitar and accordion, with Ross's brushes on an elongated snare drum leading a pulsating beat, especially on rhythm numbers. Library is expansive, covering the staid oldies, like *Old Man River*, to the newest novelty.

Johnny Sippel.

Amateur Battle On in Detroit

(Continued from page 43)

at all, and several editorials in *Nite Life* have taken repeated slaps at the actors' union. Golden was at one time the business agent for AGVA here but was placed on the unfair list a few months ago.

Soliciting Amateurs

The Artists' Casting Bureau has gone out openly to get amateur talent, running eight-inch ads in *Nite Life* promising "steady work—good pay," and the preparatory work took form this week when their shows aroused the opposition of the united unions. Biggs denied 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 Thaddeus S. Proctor, Richard J. Golan and Walter Ziemniak at the Stevadora, evidently figured they were getting a real hypo to business at a low cost, and announced "pre-war prices and policies." Featured in signs were an eight-act floorshow and regular whisky prices of 40 cents, with Scotch selling for 50 cents.

Tuesday night, when the picket line went up, the Stevadora show went on with a girl guitarist replacing the orchestra. Wednesday night no attempt to put a show on was made, as the crowd was down to about a half dozen customers. At the Ship, 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 kept on, despite lack of trade, until closing time.

Warrant Sought

Meanwhile, a warrant was sought by Joe Kasoff against Billy Grubbs, under Michigan's Bonine-Tripp labor law, on grounds of unauthorized picketing without a previous 10-day notice. Prosecutor James N. McNally ruled it was not a strike, and refused the warrant, when evidence showing AGVA's endorsement by President William Green was introduced. Grubbs pointed out that AGVA has not asked for support of other craft unions. It was given voluntarily.

Friday (2) an order to show cause returnable April 9 was issued by Circuit Judge Adolph F. Marschner, naming Grubbs, AGVA and other craft unions which refused to cross the 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 actually under AGVA scales.

At the Stevadora and the Ship, lower consumer prices were to be made up by putting on a 50-cent door charge, not by cutting show costs. Biggs said the Ship had 210 people last night despite the picket line, tho the Stevadora had about six.



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Legit Booms In Australia

SYDNEY, April 3.—Legit is booming in some parts of Australia. In Perth, where the Laurence Olivier Old Vic company has just set up shop, the full stand of eight nights was bought out 24 hours in advance. In Melbourne enough mail applications for seats have been received for Vic to sell out, and there is strong demand for *Annie, Get Your Gun*, now in its ninth month. *Annie* is taking an average of \$15,000 a week, and it is even still difficult in Melbourne to get seats for *The Kiwis*, now in its second year.

The ballet season in Melbourne was the most successful ever held, and opera, with Australian artists, is taking an average of over 12,000 each week. Fuller's Theaters now propose to cash in on the wave of legit popularity by converting the Kings from pix to legit. The Comedy and Princess have already done so.

NY Engineers Get \$6 Raise

NEW YORK, April 3.—The League of New York Theaters has just granted theater engineers a \$6-a-week raise, upping their salaries to \$90 a week. The new contract will run for two years, until approximately March, 1950. Otherwise, the status quo is being kept on working conditions for the engineers.



BROADWAY SHOWLOG

Performances Thru April 3, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12- 3, '47	141
Born Yesterday (Lyceum)	2- 4, '46	912
Command Decision (Fulton)	10- 1, '47	213
For Love or Money (Henry Miller)	11- 4, '47	175
Harvey (48th Street)	11- 1, '44	1,446
Heiress, The (Biltmore)	9-29, '47	217
Joy to the World (Music Box)	3-18, '48	20
Man and Superman (Hudson)	10- 8, '47	205
Me and Molly (Belasco)	2-26, '48	44
Medea (Royale)	10-10, '47	171
Mister Roberts (Alvin)	2-18, '48	53
Respectful Prostitute, The: Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	23
Strange Bedfellows (Morosco)	1-14, '48	93
You Never Can Tell (Martin Beck)	3-16, '48	23
Winslow Boy, The (Empire)	10-29, '47	181

Musicals

Allegro (Majestic)	10-10, '47	203
Angel in the Wings (Coronet)	12-11, '47	131
Annie, Get Your Gun (Imperial)	5-16, '46	788
Brigadoon (Ziegfeld)	3-13, '47	444
D'Oyly Carte Opera Company (Century Theater)	12-29, '47	113
Finian's Rainbow (46th Street Theater)	1-10, '47	533
High Button Shoes (Century)	10- 9, '47	204
Look, Ma, I'm Dancing (Adelphi)	1-29, '48	76
Make Mine Manhattan (Broadhurst)	1-15, '48	92
Oklahoma (St. James)	3-13, '43	2,260

OPENED

Macbeth (National)	3-31, '48	5
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CLOSED

Icetime of 1948 (Center)	5-23, '47	421
Saturday (3)		

FOREIGN REVIEWS

THE BARBER OF SEVILLE

(Thursday, March 22)

COMEDIE FRANCAISE, PARIS

Comedy by Beaumarchais. Sets by Suzanne Lallique. Music by Louis Beydts. Orchestra directed by Andre Cadou. Directed by Pierre Dux.
 Count Almaviva.....Jean Weber
 Bazilio.....Jean Meyer
 Bartholo.....Louis Seigner
 Alcade.....Michel Vadet
 La Jeunesse.....Maurice Portelat
 The Lawyer.....Jean-Jacques Daubin
 L'Evellie.....Henri Marchand
 Figaro.....Jean Piat
 Rosine.....Mony Dalmes

France's house of Moliere, the Comedie-Francaise, gives a rousing welcome to the youthful, handsome Jean Piat, who made his debut at France's national theater and won his audience the moment he leaped on stage in Beaumarchais' classic comedy, *The Barber of Seville*. Piat's Figaro—that model of servants who knows how to fix anything from a broken teacup to a broken heart—is played with dash, verve and a wonderful sense of timing. He capers about like a well-trained athlete, speaks with astonishing clarity and acts the buffoon with the ease and aplomb of a veteran clown, but without a trace of vulgarity. His vitality and good humor are contagious and he gives to Figaro the personality and qualities of the accomplished rascal.

This sparkling comedy was first written in five acts "to conform with the custom which insisted on five acts for a 'big' work." It was acclaimed in 1775, but parts were criticized and to oblige his critics, Beaumarchais cut out the bits that displeased and reduced it to four acts, which is what he had wanted at the outset. Since then it has been played over a thousand times at the Comedie Francaise alone, and was the inspiration for Rossini's comic opera. As old-fashioned as black cotton stockings and high-laced boots, it still has charm, wit and humor enough to supply the sophisticated audience of today with a thoroly enjoyable evening.

Pierre Dux directed and Louis Beydts composed original music on Beaumarchais' themes. Suzanne Lallique's sets were adequate without special faults or great imagination. Jean Weber played the lovelorn Count Almaviva with understanding but not much enthusiasm. Jean Meyer was a lanky, confused Don Dazillo and Louis Seigner the stuffy old guardian Bartholo. Mony Dalmes, who is lovely to look at, played Rosine with more coquettish sophistication than the sweet-young-thing role that it is.

This revival of a well-worn and long-loved French classic will be especially remembered for Piat's lively Figaro, but the rest of the company lags badly behind and so gives the production as a whole a somewhat crippled appearance.

Jean White.

N. Y. Theaters, Grips Pact Awaits Orgs' OK

NEW YORK, April 3.—Details of a new contract have been worked out between the League of New York Theaters and the Theatrical Protective Association, stagehands' union. The new pact is to be reported to the negotiating committees of each org and returned for consideration by Wednesday (7). The new agreement was worked out by a skeleton group from each org.

It provides an over-all increase of about 8½ per cent for stagehands. Grips making less dough will get higher hikes in pay than those making more. Deckhands working 50 weeks a year in one theater will get one week's vacation.

AMPHITRYON

(Thursday, March 15)

THEATER MARIGNY, PARIS

Drama by Moliere. Sets and costumes by Christian-Berard. Music by Francis Poulenc. Orchestra directed by Roger Cortet. Produced and staged by Jean-Louis Barrault.
 Mercury.....Jean-Louis Barrault
 Night.....Eleanore Hirt
 Jupiter.....Jean Desailly
 Amphitryon.....Jacques Dacquaine
 Alceme.....Madeleine Renaud
 Cleanthis.....Simone Valere
 Sosie.....Andre Brunot
 Naucrates.....Regis Outin
 Polidas.....Bernard Dheran
 Argatiphontidas.....Rene Arrieu
 Posicles.....Gabriel Cattand
 The Chariot Horses.....(Jacques Blondeau (Pierre Sonnier

Even Moliere was not infallible and could write a long-winded, conventional and often tiresome play. *Amphitryon* was last seen in Paris 25 years ago at the Comedie-Francaise. Jean-Louis Barrault has dusted it off, dressed it up and produced it at the Theater Marigny. He has been completely faithful to the text and even followed Moliere's special instructions noted in the margins. Nothing has been added and Barrault has tried to preserve its original spirit as it was first put on in the 17th century.

With this in mind Christian-Berard designed the sets, and the brilliant way Barrault directs the opening starlit heaven scene—the Queen of the Night, driven in a chariot by prancing horses and chatting with Mercury who is stretched lazily above her on a cloud—is as enchanting a piece of theater as could be contrived.

Unfortunately, that's the best of it. The play drags, in spite of the efforts of the cast. Jean Desailly plays Jupiter, who falls in love with Amphitryon's wife and in order to seduce her takes the earthly form of her husband. Madeleine Renaud is a graceful charming Alceme, who believes husband and lover are one and the same. What she lacks in beauty she more than makes up in clear diction. Simone Valere is a pretty and provocative maid, Cleanthis. Jean-Louis Barrault, usually top-notch, missed the satire of Mercury and played as if he were constantly preoccupied. However, he brings something new to the part: he plays Mercury with a mask. Since he doubles for Amphitryon's befuddled servant, he had a mask made of Andre's Brunot's face and he wears it sometimes up on his forehead, sometimes down, thus alternating as Mercury and Sosie.

Acting kudos belong entirely to Andre Brunot, who plays Sosie and who distinguished himself in 1906 in the role of Mercury to Mounet-Sully's Jupiter. He is resigned, overjoyed, dismayed and badgered by turns, and always completely credible.

Barrault's directing is movement for movement's sake. Berard's sets and costumes (with the exception of the startlingly beautiful initial night scene) are not up to his excellent standard. They have a papier-mache quality about them which stretches the flimsiness of text and characterization to the danger point.

Jean White.

New Orleans Poche Closes 60 Days for Air Cooling

NEW ORLEANS, April 3.—Poche Theater has closed its doors for the next 60 days for the installation of air conditioning and heating equipment. The Poche, formerly the Star, played to class audiences. Irwin Poche is head of the corporation operating it. The theater was purchased in January and extensive repairs were made, including new velours, seats, carpets, etc., representing a total investment of \$250,000.

The season closed with Joe E. Brown in *Harvey* to eight capacity performances, grossing \$28,000. Pre-

"Car," "Boy" Get N. Y. Crix Nod

NEW YORK, April 3.—The New York drama critics' circle tabbed Tennessee Williams' *A Streetcar Named Desire* the best American play for season of 1947-'48. Also at the Algonquin Hotel meeting Wednesday (31) the crix voted London's importation, *The Winslow Boy*, the best of the season's foreign offerings.

Streetcar really ran away with the annual prize. Jettisoning the "Shipley Plan," balloting formula which caused some complaint last year, the aisle experts confined themselves to one signed ballot. Out of 21 votes cast, the Williams opus received 17, two votes went to Mr. Roberts. *Medea* got one nod and *Command Decision* another. Votes for the winner stemmed from John Mason Brown, Brooks Atkinson, Joseph Wood Krutch, Rosamond Gilder, Kappo Phelan, Richard Watts, Howard Barnes, John Chapman, William Hawkins, Walcott Gibbs, John Gassner, Kelcey Allen, Joseph Shipley, George Freedley, Louis Kronenberger, Richard Cooke and Ward Morehouse. T. H. Wenning and Robert Coleman tallied for Roberts. George Jean Nathan wanted *Medea* and Robert Garland *Command Decision*.

Chorus Equity Names Nominating Comm.

NEW YORK, April 3. — Chorus Equity held its third quarterly meeting Friday (2) at the Capitol Hotel with a turnout of 235. The principal business was the selection of a nominating committee of, six from the membership to serve with three executive committee members. The committee of nine includes Anne Feris, Darcy Gardner, Eleanor Gregory, Ray Morrissey, Jack Sheehan and Charles Wood (from membership), Ray Cook, Brayton Lewis and Charles Tate (executive committee).

The committee meets Monday (5) at Chorus Equity to draft a slate for the election of a chairman of the executive committee to serve one year; a recording secretary, one year; seven executive committeemen, three years; an Equity council representative, five years, and a council replacement representative, three years.

The Equity council will hear Chorus Equity charges against *Allegro* stage managers, Jerome White and Herman Kantor, Tuesday (6). The council meeting will be held at Hotel Astor.

vious week, *Song of Norway* hung up \$24,000 in five performances.

Theatergoers here are excited over plans for next season with announcement of *Oklahoma*, *Carousel* (booked for early fall), *Man and Superman*, the Blackstone Show, and *Monie Carlo Ballet*.

Okie Hokie

NEW YORK, April 3.—Oklahoma cut its fifth birthday cake Wednesday (31) in the Plaza Hotel ballroom—an all-time endurance record for a Stem musical. So the Theater Guild invited some 700 well wishers to join in a wassail celebration.

It was a good party, but in spite of all the frolic, just a little sad.

Okie has about run its Stem span and likely the St. James will have a new tenant next season. But for seasons to come the house will smell nostalgically of chaps and 10-gallon hats.

Broadway Opening

MACBETH

(Opened Wednesday, March 31, 1948)

NATIONAL THEATER

A tragedy by William Shakespeare. Staged by Norris Houghton. Sets and costumes by Paul Sheriff. Music composed by Alan Bush. Musical director, Lehman Engel. Company manager, Chandos Sweet. Stage manager, Edwin Gordon. Press representative, William Fields. Presented by Theater, Inc., and Brian Doherty.

Duncan.....Stephen Courtleigh
Malcolm.....Elliott Reid
Oonabain.....Michael Reilly
Macbeth.....Michael Redgrave
Banquo.....Geoffrey Toone
Macduff.....Whitfield Connor
Lennox.....John Cromwell
Ross.....Hector MacGregor
Angus.....John Straub
Menteith.....Paul Mann
Caitness.....Thomas Palmer
Fleance.....Ken Raymond
Sward.....John McQuade
Young Sward.....Arthur Keegan
Lady Macbeth.....Flora Robson
Lady Macduff.....Beatrice Straight
Son to Macduff.....Judson Rees
A Wounded Sergeant.....John McQuade
The Porter at Inverness.....Russell Collins
An Old Man.....Blair Cutting
Seyton.....Harry Hess
A Murderer.....Paul Mann
His Younger Accomplice.....Whit Vernon
A Lord.....Lamont Johnson
A Murderer at Fire.....Martin Balsam
A Doctor.....Russell Collins
A Gentlewoman.....Penelope Potter
Two Watchmen at Dunsinane.....
[Michael Reilly
John Straub
Arthur Keegan
Sonny Curven
Robinson Stone
Martin Balsam
Harry Hess
Gillian Webb
Julie Harris
Ann Hegira
Whitfield Connor
Ken Raymond
Marcia Marcus
GENTLEWOMEN, SERVANTS, SOLDIERS,
etc.—Alan McKirdy, Whit Vernon, Marcia
Marcus, Sonny Curven, Ken Sutton, Dan Bar-
ton and William Skelton.

A reporter will not dispute that more traditional and more suave editions of *Macbeth* have come to town in the past. Perhaps that is why this London importation by Theater, Inc.—plus Brian Doherty—packs a kick which the murder jamboree hasn't boasted in years. This is *Macbeth* stripped to the essentials, a tale of a bloody, primitive time, of a man ruled by primitive emotions and superstitions, a man with an inferiority complex and without the iron core to hold the heights to which ambition drives him. It is an approach which may lack somewhat the furbelows and trimmings of tradition, but its ferocity calls for pity as well as horror—which probably is what Will Shakespeare was striving for. It is likely he would have been delighted with this one.

So under Norris Houghton's extremely imaginative direction, classicism goes overboard. Paul Sheriff's effective use of swiftly changing drops behind a unit set of platforms is perfection for the pace of the action and his costumes are ditto to accentuate its rugged atmosphere. All of which sets the stage for tinsel-less performances of depth and vigor.

Such a performance it gets from Michael Redgrave. His *Macbeth* doesn't aim for blank verse histrionics. He is a not-too-bright, barbaric chieftain, timorous of first dipping a toe in blood to find himself finally wading in it to the armpits and still puzzled as to how he got in so deep. He has a splendid voice and knows its uses—from a querulous whisper of self-abnegation to a roar of whistling his courage up the wind. Co-star Flora Robson is not quite so over-all successful, in the early scenes seeming more of a nagging harridan than a scheming, driving incentive to murder. However, she more than redeems herself in the episode of the bloody daggers, and in the sleep-walking scene is nothing less than terrific.

The stars get some outstanding support. Whitfield Connor's Macduff gathers imperus to reach high points

ET Lacks 7G For 6th Show

NEW YORK, April 3.—Financial affairs of the Experimental Theater (ET) are considerably snarled, with a chance that unless a fast 7G is raised, *Ballet Ballads*, the sixth production, will not go on. The presentation has a budget of about \$19,000 which is a good 7G more than the ET can afford at the moment.

ET's first four productions have already rung up a deficit of about 15G. This is being partially met by the proceeds of the *Skipper Next to God* run on Broadway, which cleared about the same amount in profit. The next production—three one-acters by the Six O'Clock Theater—will be cheap, being done sans scenery. However, the sponsors of *Ballet Ballads* must get the extra dough or else.

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

AEA Preps Plans for NY Theater Huddles

NEW YORK, April 3.—Actors' Equity Association is making preliminary preparations to negotiate a contract with the League of New York Theaters beginning sometime in July. Deputies of legit shows will hold meetings with their casts on the stages after the April 29 performance. They will then hear all suggestions for improvements in the new pact to be negotiated and bring them to the May 7 deputy meeting. Road companies will send their suggestions into union headquarters.

Equity has already appointed several of its council members to sit on a contract committee. So far the committee consists of Myron McCormick, chairman; Aline McMahon, Barbara Robbins and Harvey Stephens. Two representatives are to be appointed from among the stage managers and 10 from among the general membership to sit on the committee. The contract committee will then report to the council, and a negotiation committee will be set up to handle the dickering with the league. The present agreement expires April 15.

Barter Plans 2 New Shows

NEW YORK, April 3.—The Barter Theater (BT) will do two new scripts this summer at its headquarters in Abingdon, Va. Bob Porterfield, producer at the BT, will play the Davey Crockett part in Edwin Justus Mayer's *Sunrise in My Pocket*. The play will be directed by Bob Breen.

Sunrise has been optioned many times for Broadway production, but never produced because it is an extremely costly script to do. Movie rights are owned by Paramount Pictures. Sherman Ewing's *Voltaire* is the second play skedded for production.

in the receipt of the news of his family's murder and in maniacal fury in the hand-to-hand with *Macbeth*, a fight, incidentally, which for once breathes reality. Geoffrey Toone makes an excellent Banquo. John McQuade and Russell Collins score in a pair of roles apiece, and Arthur Keegan contributes a brief bit of top-drawer sword play.

In sum, all the elements of production, staging and acting have fused the telling of the horror-and-gore tale into a simple, straightforward whole. This *Macbeth* has both excitement and creditability, a combination which has frequently been lacking in the past. **Bob Francis.**

OUT-OF-TOWN OPENINGS

ALL MY SONS

(Opened March 25)

LAS PALMAS THEATER, HOLLYWOOD

A play in three acts by Arthur Miller. Presented by the Actors' Lab. Directed by Phil Brown. Set and lighting by Les Marzolf. Stage manager, Rayme Ellis. Press, Jack Proctor.

Joe Keller.....Roman Bohnen
Dr. Jim Bayliss.....Arthur O'Connell
Frank Luby.....George Tyne
Sue Bayliss.....Kitty McHugh
Lydia Luby.....Marjorie Nelson
Chris Keller.....Lloyd Bridges
Bert.....Beau Bridges
Kate Keller.....Georgia Backus
Ann Deever.....Mary Davenport
George Deever.....David Clarke

In the highly capable hands of the Actors' Lab, Arthur Miller's *All My Sons* revealed all its prize-winning attributes in its initial Coast staging. Expert casting, deft direction by Phil Brown and realistic set and lighting by Les Marzolf combine to keep this presentation in the Lab's tradition of fine theater. Play starts off at a leisurely pace, but Brown succeeds in building to a powerful and gripping climax. Marzolf's backyard setting, complete with lawn and trees, effectively frames the action. By carefully toning his lighting, what seems to be a tranquil and inviting scene takes on a grim and foreboding appearance.

The story of the idealistic clash between the ex-G.I. son and his rich war-plant owning father who permitted defective parts to be shipped to the war front is handled masterfully by Roman Bohnen, as the father, and Lloyd Bridges, as the son. Georgia Backus, as the mother, turns in a stirring performance.

Other members of the cast capably portrayed their roles with outstanding work by Mary Davenport, Marjorie Nelson and the youngster, Beau 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 10 performances each week on his subway circuit this summer but also to rehearse his actors without pay. The new Equity strawhat regulations expressly state that only eight performances each week can be done and ask for \$20 a week salary for rehearsal.

At the same meeting Paul Moss was granted the right to rehearse his City Center company two weeks instead of one, the stock practice, because his shows will be playing two weeks each. The City Center season will open May 3 and run for six weeks.

ROUTES

Dramatic and Musical

Annie Get Your Gun (Mosque) Richmond, Va.; (Taft) Cincinnati 12-17.
Antony & Cleopatra, with Katharine Cornell (Forrest) Philadelphia.
Ballet Russe de Monte Carlo (Erlanger) Buffalo.
Blossom Time (Erlanger) Buffalo, 5-8; (Auditorium) Rochester 9-10.
Burlesque (Selwyn) Chicago.
Carousel (Nixon) Pittsburgh.
Cup of Trembling, with Elizabeth Bergner (Colonial) Boston.
Dunham, Katherine (Royal Alexandra) Toronto.
First Mrs. Fraser (Plymouth) Boston.
Glass Menagerie (Town Hall) Toledo, O., 5-7; (Hartman) Columbus 8-10.
Harvey (Locust St.) Philadelphia.
Harvey (Music Hall) Houston, Tex., 8-10.
Hold It (Shubert) Boston.
Inside U. S. A., with Beatrice Lillie (Shubert) Philadelphia.
Inspector Calls, An (National) Washington.
John Loves Mary (Harris) Chicago.
Lady Windermere's Fan (Cox) Cincinnati.
Mary Had a Little (Memorial Auditorium) Louisville, 7-8; (Auditorium) Newark, O., 9; (Weller) Zanesville 10.
My Romance (Cass) Detroit.
Oklahoma (Curran) San Francisco.
O Mistress Mine, with Lunt & Fontanne (Civic Auditorium) Fresno, Calif. 8-9; (Junior College Aud.) Sacramento 10.

INSIDE U. S. A.

(Opened Monday, March 29)

SHUBERT THEATER, PHILADELPHIA

A new musical review suggested by John Gunther's book of the same title. Presented by Arthur Schwartz. Lyrics and music by Howard Dietz and Arthur Schwartz. Sketches by Arnold Auerbach, Moss Hart and Arnold B. Horwitz. Production associate, Victor Samrock. Dances and musical numbers staged by Helen Tamiris. Sketches directed by Robert H. Gordon. Production designed by Lemuel Ayer. Costumes by Eleanor Goldsmith. Orchestration by Robert Russell Bennett. Musical director, Jay Blackton. Incidental music for dances by Genevieve Pitot. Press representative, Nat Dorfman.

CAST: Beatrice Lillie, Jack Haley, John Tyers, Herb Shriner, Eric Victor, Lewis Nye, Carl Reiner, Albert Popwell, William Le Massena, Joan Mann, Jane Lawrence, Nellie Hill, Estelle Loring, Valerie Bettis.

With 100G already in the till for the advance of its preem, and the remaining ducats for its four-week try here as scarce as the proverbial hen's dentifrice, coin avalanche is an obvious corollary in store for this new revue as long as Beatrice Lillie and Jack Haley are in the house. Both in their gayest mood, projecting farcical intent to tremendous altitudes for each line and lyric, Miss Lillie and Haley make it all too easy to forget every shortcoming such a dual set-up might ordinarily face. Both score personal atomics that spell beaucoup bucks for the revue's backing.

Whether it be conducting the choral society for the comedy cantata, making the swains swoon for her *Mardi Gras* song styling, providing the passionate impulse for classical composers or as the needling and superstitious maid in the star's dressing room—to mention merely a few of her song and sketch facets—Bea Lillie is at her best.

Haley on the Beam

Jack Haley, taking over the boards just as often, rings the same kind of resounding bell with his songs and sketches. His rhythmic liting with songbird Estelle Loring in the *Rhode Island Is Famous for You* number and his capers as the sleep-hungry guest at a modern Miami hotel are tops.

While the two toppers break it up entirely with a *We Won't Take It Back* song about the Indians who would rather not, there are still enough laurels in the running for others. The interpretive and sensuous dancing of Valerie Bettis is top-terping in any league with her *Tiger Lily* torsoing in the courtroom ballet. And while he is on for only a short stint, the wry and Western monology of Herb Shriner, sans his harmonica, adds to the comedy weight.

On the short end are the songs and singing. While the show reunites Dietz and Schwartz, there isn't the faintest reminiscence of their *Band Wagon* or *At Home Abroad* words-and-music prowess. Specialties sell strong because of the sellers, but for pop appeal, *My Gal Is Mine Once More* is the only song that makes you want to hum or whistle. The romantic bary of John Tyers serves best for that one number. Nellie Hill makes a try of it with a dull *Blue Grass*, and has trouble singing it in tune.

All the other ingredients, add it up to a healthy and wealthy stay inside New York's Century Theater when *Inside U. S. A.* takes root there. **Maurie Orodener.**

Play's the Thing (Ford) Baltimore.
Private Lives, with Tallulah Bankhead (Hartman) Columbus, O., 5-7; (English) Indianapolis 8-10.
Red Mill (Shubert) New Haven, Conn., 8-10.
Show Boat (Shubert) Chicago.
Song of Norway (Home) Oklahoma City, Okla., 7-8; (Forum) Wichita, Kan., 9-10.
Student Prince (Blackstone) Chicago.
There Goes the Bride (Davidson) Milwaukee, Wis., 7; (Auditorium) LaCrosse 8; (State) Eau Claire 9; (Auditorium) St. Paul 10.

Construction Curbs All Off

WASHINGTON, April 3. — With expiration of amusement construction restrictions Thursday (1), show business is completely free for the first time since the war to go ahead with the building of theaters, night clubs, amusement parks and skating rinks.

Controls, which required permission of the housing expediter for all amusement construction and alteration, were contained in the old Rent Control 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 speeding the construction of veterans' housing, since the expediter'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 concert auditions and in reward will receive a debut recital at Carnegie Hall this spring, it was announced last week. Both Melvin Bartell and Philip Bond were cited for honorable mention and will receive informal recitals. All three were former captains in the army.

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Magic

By Bill Sachs

JACK HERBERT reports a bang-up season on club dates in and around Chicago the last five months. He is set for a three-day stand soon at the Taft Theater, Cincinnati, at which time he threatens to pay a visit to the Magic Desk. Jack is currently telling the one about the magician who called himself Mazda so that he could see his name in light. Ouch! . . . Capt. Lee Allen Estes posts of catching the performance of Preston (W. P. Slusher), magician and hypnotist, at both Georgetown and Winchester, Ky., recently, and of finding him doing good business in both spots. "He has a good show," typewrites the captain, "and the hyp act, which is the last half, went over excellently. He is booked for the same dates next year, which speaks for itself. He is playing for the PTA and Kiwanis clubs." Preston makes the hops in a new Town & Country Chrysler, with a Sparton Manor trailer. . . . George Dexter, assisted by Agnes, featuring illusions, pick-pocket-magic and hypnotism, were held over last week at Neil Deighan's, Camden, N. J. . . . J. C. Admire, who until recently piloted Gordon the Wizard, five-people unit, shoots us a string of grosses hung up by Gordon on a recent swing thru Oklahoma, Texas, Louisiana and Mississippi and a set of figures for the corresponding period last year to prove that business this season was more than 50 per cent under 1947. "So, you see I was right when I said recently that business was 50 per cent off in that territory where Birch the Magician is still in thick gravy," writes Admire. . . . Al Sharpe has just concluded two weeks at the Beacon Club, Albuquerque, N. M., and is being held for two more. . . . Dr. Murray Holt, Cincinnati trixster, who in recent weeks has succeeded in putting his magic in local theaters and other spots that haven't used flesh fare in years, did a three-day pre-Easter stint for kiddies at Rollman & Sons, downtown Cincy department store. He was his own agent on the date.

JOHN CALVERT, recovered from his latest plane mishap, is en route back to the Coast to start work on a new Falcon picture, after winding up engagement at the Hippodrome, Baltimore, and the RKO Boston, Boston. Calvert's latest pic, *Devil's Cargo*, has John doing a bit of magic, and his succeeding pictures will have him dabbling likewise, according to his manager, Jack Kaplan, currently sojourning in the Windy City. . . . Tom Rainey, former manager of Percy Abbott's Chicago magic emporium, has opened his own magic counter in the lobby of the Hotel Morrison there. . . . Lucille and Eddie Roberts close Sunday (11) in the Terrace Room of Hotel Statler, Detroit, and the following day begin a two-weeker at the Brown Hotel, Louisville. . . . Rex N. Ingham, who has two units playing schools thru the Carolinas, posts: "Caught Coke Cecil, the Highpoint, N. C., magus, at one of his assembly programs in Concord, N. C. He does a solid magic turn and is well known thru the Carolinas." . . . Walt Williams, Chicago magic and novelty entertainer, has added Robbin and Walker, acrotic team, to his mystery revue, *Quicker Than the Eye*, and is augmenting the unit with several dance routines featuring prestidigitation. First presentation of the revised show, which is under the direction of Victor Torsberg, will be May 1 for the benefit of a Chicago crippled children's home. It will be repeated the following day for the general public. . . . The Johnstones, who hold a dead contract on the Seelbach Hotel, Louisville, as a result of the hotel closing out on shows a couple of weeks ago, will be the first turn in when the hostelry resumes with shows during the racing

Carnegie Hall Pop Series Bows May 1

NEW YORK, April 3.—The 1948 edition of the Carnegie Hall pop concerts tees off May 1, featuring soprano Maggie Teyte and others, promoter Ernie Anderson announced this week.

Anderson also disclosed that the eight-year-old longhair prodigy, Ferruccio Burco (*The Billboard*, April 3) will conduct the May 2 concert. Jazz tottler Louis Armstrong has been set for May 3, and an all-Gershwin program is skedded for May 4, featuring Muriel Rahn (the original Carmen Jones in the Broadway legit), Edward Mathews (who created the Porgy role in *Porgy and Bess*), 38-er Stanley Freeman and Jack Shaindlin, musical director of Fox-Movietone. May 5 at Carnegie will be Viennese Night, featuring the Metropolitan Opera tenor Mario Berini and Rosa Bok, with the ork conducted by Richard Karp. May 6 will be a Latin-American festival night, featuring baton waver D'Artega, Mexican tenor Nestor Charyes, contralto Yolanda Diaz, 38-er Robert Storm and the L-A dance team, Aldo and Teresita.

VHCS 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 Veterans' Hospital Camp Shows (VHCS) to serve as judges in a contest to be launched April 19.

Sketches, blackouts, monologs, song lyrics, music and novelty numbers are to be submitted by hospitalized vets only, and a cast of professional actors will be hired to tour the winning numbers in the fall thruout the 102 hospitals on the VHCS circuit.

The contest, which closes June 19, offers vets prizes exceeding \$500.

ANTA Preps "Talent 48"; Click Means Stem Showing

NEW YORK, April 3.—*Talent 48*, the revue sponsored by the American National Theater and Academy, to be performed at the Maxine Elliot Theater, April 30, is a good bet to go to Broadway if the presentation clicks. Blevins Davis, who brought *Skipper Next to God* to a Broadway house, is evincing an interest in the show. It would be done on the same basis as *Skipper*, the profits going to ANTA. The show will comprise scenes from different shows. Naturally, there is plenty of auditioning going on now among thespes to pick the best scenes, both musical and dramatic, for the program. Hiram Sherman will emcee the proceedings and act as the hub of the production. If the show should hit the Stem, the format is such 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 Evelyn, Jinx Falkenburg, Oscar Karlweis, Canada Lee, Tex McCrary, Mary Small, Nini Tarasova and Blanche Yurka will participate in the One World award presentation ceremonies at Carnegie Hall, April 27, as a tribute to "one world" objectives.

William L. Shirer, radio commentator, will be honored with the One World award, along with Dore Shary, film producer. A special La Guardia award will go to thesp John Garfield.

season a few weeks hence. Incidentally, the Johnstones' pans are pictured in the latest issue of *Conjurors* mag.

Burlesque

By UNO

TOMMY RAFT, comic in a Hirst unit, his first road tour after eight years in clubs, returns to niteries upon completion of his contract, this time via Leon 'n' Eddie's, Manhattan. . . . Marion Hayden (Sandra Seers) is a first-timer on the Hirst wheel, a promotion to principal after two years' chorusing at the Gayety, Baltimore. . . . Melody DuFree, an Eddie Kaplan act, will be unable to work for several months due to severe injuries sustained in a fall out of a cab. . . . Kathleen Lucky, Pat Robins and Peggy King, chorines at the Empress, Milwaukee, are doing parade specialty bits. . . . Al (Biff) Wiener, concessionaire for Oscar Markovich, is associated financially with the Palace nitery in Manhattan. . . . Parker Brothers, acro team, extra attraction in Hirst houses, took time off last week for a trip to Elmira, N. Y., to collect damages in an auto accident suit. . . . Mack D. Ferguson, after 12 weeks in stock at the Grand, Youngstown, O., as house straight and stage manager, is working clubs in that sector with Happy Ray and Vivian Keenan for the Lou Iroff Agency. They're current at the Pines, Youngstown.

GLORIA GLAD moved from the Roxy burly stock in Montreal to the House of Rinck nitery, Cincinnati, thru Herbert Lynn, March 29. . . . Mervin Harmon and Melaine LeBeau are back to burly road tours after 18 months retirement in Halifax, N. S., where Harmon was called because of the serious illness of his mother, Catherine, who died last August. His dad, Robert George, died two months later. . . . Merrill Sevier, former straight man, and his wife, Ina Lorraine, are in Spokane, Wash., where Merrill is now a post office employee. . . . Kay Sterling, organist, is subbing in the Blackmoor Room of the Wisconsin Hotel, Milwaukee. . . . Pat Murphy, Dian (Mrs. Murphy) Ross, Peggy and Hi Green, Sherry Everett, Janet Drey, Doc Brown, Harry Wilson and Jane Vitale Gerken were parted March 16 at Gibbie's Isle of Capri, North Arlington, N. J. . . . Winnie Garrett is the feature at the 19th Hole nitery, Greenwich Village. . . . Bobbie Bert is out of the front line of the Hudson, Union City, N. J., because of illness. . . . Hattie Noel and Roberta followed Ginger Healy into the Leon Lord show at the Mayan, Los Angeles. . . . The Gem, Chicago, has Billy Gordon and Herbie Burke, comics; Jack Beverly, straight; Lea Morria, vocalist; two strips and six girls in line. . . . Sammy Spears, comic, after 27 weeks on the Midwest Circuit, has shifted to a Hirst unit opposite Sammy Smith. . . . Mickey Carroll, ex-Boston nitery worker, and Dick Bernie, former comic (1942) of *This Is the Army* show, were recent first-timers at the Grand, St. Louis. . . . Bobby Morris is featured at Earl Carroll's nitery, Los Angeles. . . . Ada Leonard, who dropped her ork recently in San Diego, Calif., plans to do a single in vaude.

End of Beecher Era

SIOUX FALLS, S. D., April 3.—Curtis Beecher, son of the late Fred Beecher, veteran showman, has resigned as acting manager of the Sioux Falls Coliseum, thus ending 20 years of the Beecher family's association with that civic show place. He has taken a job as promotion rep for Paramount Attractions, Inc., Chicago, with an office here.

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Variety Theaters Progenitors of Vaude's Big Stars

POPLAR, Calif., April 3.—Will H. Locke, commenting on early-day show business this week, recalled that during the 1870's, '80's and '90's, every city had its variety theaters, which he says was the most popular form of entertainment. Locke says the old varieties were the progenitors of our modern vaudeville and many of the world's greatest artists emanated from them.

Locke's cousin, Kitty Whitland, played them all from Tony Pastor's in New York to the Bella Union in San Francisco. "She was," Locke reports, "a versatile performer, singer, dancer, musician and actress, with a large repertoire of 'turns' that enabled her to hold long 'stock' engagements. My first recollection is of being with her playing Chicago and other cities. That was during the 1870's."

"Later on, Kitty, my mother, younger brother and I, migrated to Texas where Kitty played indefinite engagements at Bells' in Austin, Niemyer's Standard in Dallas, The Fashion in San Antonio, Holland's My Theater in Fort Worth, and others.

"Most variety theaters during those days maintained their own boarding house for their performers, and mother managed some of them. The shows ran until midnight, and I remember what fun the folks used to have, gathered around the long table for the after-the-show lunch mother had ready for them, how they all loved her and affectionately called her Aunt Bertha.

"Those old varieties were the progenitors of our modern vaudeville, and many of the world's greatest artists emanated from them. Let me mention a few of the performers I knew in my boyhood: There was Charley C. Mathews, a clean-living, scholarly gentleman, actor and versatile circus performer noted for his difficult cloud swing. He taught me the rudiments of a trapeze act and set for a me a professional pattern that I ever emulated. There was Tommy Fay Jerome, all-round performer, who taught me clog dancing, song-and-dance, splits, nippups, legmania and tumbling. My cousin, Kitty, taught me sand-jig dancing. Zamora and Johnson, aerialists, came from Orrin Bros.' Circus, Mexico City, doing double trapeze and ladder of life. They, too, taught me some trapeze, altho I never made a specialty of it. Juan Zamora was a handsome, high-class Mexican, and a fine performer. I understand that in after years he became the father of the great Zamora Family of aerialists with the Ringling circus.

"Among other performers of my boyhood days were Horace Wambold,

Annon Reopens To Good Biz in Paxville, S. C.

PAXVILLE, S. C., April 3.—Annon Bros.' Show, following a two-week lay-off for repairs, reopened here March 27 to good business. Since bowing last May, show has played West Virginia, Virginia, South Carolina and Georgia, with the show enjoying good business despite much rain. Unit was particularly hard hit in Georgia and was forced to lay over in some spots on several occasions because of washed-out bridges and non-negotiable roads. Business thru Georgia was only fair. Karl Annon reported.

Much work has been done on equipment and show has been enlarged. Karl Cartwright, last season with Sparks Circus's Side Show, is a recent addition and will work the stagershow in addition to operating a novelty stand.

Red Hull is in charge of top, while Nora Hull has the popcorn privilege. Grace Annon is in charge of the ticket box. She also is operating a ball game. Show will play its established territory and Annon says a complete two-week's run of pictures was obtained recently.

Karl Annon continues as manager, with Mr. and Mrs. W. E. Annon, of Baltimore, owners. J. C. Annon is in charge of the front door.

Rogers Okay in Texas; Plans Oklahoma Jaunt

LIBERTY, Tex., April 3.—Arnold E. Rogers, whose novelty and magic show has been operating in halls in this sector to fair business, will add short-cast bills and several more people soon for a tour of Oklahoma this summer.

Rogers says he does not plan to use his tent, which is stored in Amarillo, Tex.

singing banjoist; Hank Robinson, Negro singer and knock-about song-and-dance man; Charles K. Knight, actor, author, director; Lottie Archer, jig dancer; Harry Parker and sister, singing-dancing team; the Dutch Mendels (Gus and Bertha), wooden shoe dancers; Jenny Morton, serio-comic singer; John Burns, extemporaneous monologist; Helen Jewell, ballad singer; Wiley Hamilton, Junie McCree, Charles Christie, of the old Christie Minstrels; Baker and Faron, (Faron was a female impersonator and was later featured in the part of Queen Isabella in the great spectacle at the World's Fair Columbian Exposition at Chicago in 1892). There were many others whose names evade my memory.

"The next generation following my time brought performers who, starting in the varieties, went far up the ladder of big time, Swor brothers, Copeland brothers, John King, Hi Tom Ward, Jack McGreevy, and Beason and Fox. Beason's daughter, Lulu, became the world's champion buck-and-wing dancer.

"Those old-time variety performers were thoro' professional and held the traditions of the stage inviolable. Such things as singing their songs, springing lines, gags and dances in public places, cafes, hotel parlors, on trains, going on the street with make-up as is done today, was considered amateurish and unpardonable.

"Among those I knew in the ancient days were some of God's finest people whose influence has benefited my entire life. What I learned from them has been a valuable asset in my many years on the legitimate stage."

Rep Ripples

RALPH BLACKWELL is in his fourth season, and third straight, with Bisbee's Comedians, which began rehearsals Monday (29) at headquarters in Memphis. Opening is skedded for April 7. . . . Charles and Bonny Sawtelle have a three-people flesh show in the Redwood Falls, Minn., area. . . . Dreker's Show, in Lincoln County, Wyoming, has gone all flesh, playing E. F. Hannan's *Ah, There, Professor*. . . . Willis and Durgin open their Northern New York tour June 1 near Glens Falls, N. Y., with a three-people flesh org. . . . Albert Boyd, Waterville, Me., states that he has been playing religious pix the past six weeks to good results in Northern Maine. He has sold his tent outfit to Raymond French, who will play Maine coastal towns with films and vaude. . . . Clifford Dunn is in Northern New Hampshire with *King of Kings*, religious film. . . . C. E. Burlingame concluded 10 weeks of religious pix in Eastern Pennsylvania to good results. . . . Carlton Players finished a 30-week season in the St. Louis area. . . . Eleanor F. Brayton has an option on a hall in Hazleton, Pa. for a summer theater. . . . Wilbur Tyler will have a summer flesh org playing halls in the Adirondacks with a four-people cast. . . . Grayson Novelty Show has been in the Ogden, Utah, area recently with films, flesh and small animals. G. J. Grayson says he will pass up tents this season and stick to halls. . . . Northampton Players will locate at Brandon, Vt., after middle of June. . . . Melvin O'Malley will have a summer show near Malone, N. Y., using local talent.

Heart Attack Takes Sam O. Bright, Vet Actor, in Green Bay

GREEN BAY, Wis., April 3.—Sam O. Bright, 57, veteran stock and repertoire man, died here March 31 of a heart attack following his return from Antigo, Wis., where he had been appearing with the Town Hall Players, who headquarter in Green Bay out of Station WTAQ.

Bright entered show business in 1908 with the old Jennings Show and during his career had appeared with the Albert Taylor, Roy E. Fox, Brunk, Harley Sadler, Madcap, Neil Schaffner, Norma Ginnivan, J. B. Rotnour, Majestic Showboat, Jimmie Hull and Federal Theater companies. A native of Tyler, Tex., he and his surviving widow, Betty Fromen, had been associated with the Town Hall Players since 1941. He also did radio work over WHO, Des Moines.

Bright is also survived by three children, Mrs. Ervin T. Landphair, Ocala, Fla.; Cpl. Betty Allen, Fort Crook, Neb., and Glen O. Bright, a student at University of Oklahoma, and four sisters, Mrs. C. T. Lindsay, Waco, Tex.; Mrs. Kate Stewart, Jacksonville, Tex.; Mrs. Nell England, Athens, Tex., and Mrs. Helen Perrin, Douglas, Ariz.

Crowe Jaunt Good; Pix - Novelty Show To Tour Wyoming

BEATRICE, Neb., April 3.—L. K. Crowe, vaude-pix show operator, recently completed a successful eight-week tour with religious films at Lincoln, Neb. He plans, however, to return to presenting regular films and a novelty show.

Slated to open near here soon, unit will play halls in this sector before moving into Wyoming where Crowe has some established territory.

Jewell-Harris Launches Tour In Fort Worth

FORT WORTH, April 3.—Jewell & Harris Shows, Inc., moved in here Monday (5) to launch its 1948 season. Local stand will be for six days, after which the unit hits the road. Admissions here were set at 60 cents for adults and 30 cents for children. An estimated 600 reserve seats were pegged at an additional 20 cents.

This year's line-up includes Bobby Jewell and Larry Harris, owner-managers; Margot Jewell, Anna Harris, Anita Jewell, Jenne Mathis, Diane Cogburn, Mary Tyre, Trixie Maskew, Marie Zoder, Bert Dexter, Howard Johnson, Gene Mathews, Ray Mathis and Mack Johnston. Gale Wolfe is in advance.

Concessionaires include Neal Ray, Jimmy Beard and Henry Beard. Howard Johnson is stage director, with Bert Dexter handling the comedy. Red Cogburn directs the orchestra in addition to his organ feature. Margot, Anita and Bobby Jewell again will present their magic turn. Show will present a concert nightly.

New Orleans Okay For Bright Players

NEW ORLEANS, April 3.—Bright Players, under direction of Fred W. Bright, has been playing this sector to above-average business.

Currently doing sponsored engagements, the four-people unit is mulling plans to play summer dates under canvas.

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THE FINAL CURTAIN

BIELING—John H., 79, tenor with the Hayden and the American quartets, March 30 in Hempstead, L. I., N. Y. The Hayden Quartet pioneered in making recordings, cutting numerous cylinders for Victor and Columbia. His widow, three sons and three daughters survive.

BRIGHT—Sam O., 57, veteran stock and repertoire man and a member of the Town Hall Players, Green Bay, Wis., March 31 of a heart attack at his home in that city. Services and burial in Green Bay, with members of the Town Hall company acting as pallbearers. (Details in the Repertoire Department.)

BROWN—Milton, 52, 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. Burial in Los Angeles.

BUTLER—Burrige D., 80, newspaper publisher and owner of several radio stations, including WLS, Chicago, and KTUC, Tucson, Ariz., March 30 in Tucson.

DILLON—J. M. (Jack), 65, former arena director of the Calgary Stampede and a director of the International Rodeo Association, March 15, in Calgary after a lengthy illness.

DUFFY—Richard E., 45, advertising manager for Samuel French, theatrical publisher, March 28 in Paterson, N. J. His widow, two sons and a daughter survive.

FARRINGTON—Charles (Captain Spud) 70, vaude performer and circus troupier, March 25 in Charity Hospital, New Orleans. A native of Liverpool, England, Farrington made his stage debut in New Orleans 50 years ago. He had previously been associated with the Montigue Robot Minstrels in Great Britain. Subsequently he traveled with the Barnum & Bailey Circus for several years. Survived by his widow, Helen; three sons, Charles, Robert and Vincent, and a daughter, Helen. Burial in St. Patrick's Cemetery, New Orleans, March 27.

GEER—Mrs. Charlotte Van Courtlandt Nicoll, 61, writer and radio editor for *The Newark (N.J.) Evening News*, April 1 in Montclair, N. J. She conducted the column, *The Dialist*, for 15 years, and also wrote several plays. Her husband, daughter and sister survive.

a member of the Buffalo Philharmonic Orchestra and conducted several concert bands. His widow, sister and brother survive.

LAWRENCE—Frank M., 75, secretary of Batten, Barton, Durstine & Osborn, Inc., radio advertising organization, March 27 in Glen Ridge, N. J. He had been with the firm 51 years.

LEFAUCHEUR—Louis Joseph, 80, former theater and amusement park executive, March 27 in Norfolk. He was associated with the entertainment industry for over 50 years. He managed the old Norfolk Academy of Music, was successively manager of the Granby, Colonial and Wells theaters, and then assistant general manager of the Wells chain of 45 theaters thruout the South. Later he managed Ocean View Park, Norfolk, for the late Otto Wells. His widow, son, daughter and sister survive. Burial in Norfolk.

LEONARD—Mrs. Mary Rebecca, 86, mother of Robert Z. Leonard, film director and one-time stage actor, in Bel-Air, Calif., March 31. Burial in Forest Lawn Memorial Park, Glendale, Calif., April 3.

MAEL—Aaron, 57, silent film actor and vaude performer, March 26 at his home in Sheboygan Falls, Wis., of a heart attack. He was a character actor with Universal Studios, had played in stock companies and later in life was a make-up artist. Survived by his widow, Mabel. Services in Sheboygan March 30, followed by cremation in Milwaukee.

MARCIN—Max, 68, stage, screen and radio writer, March 30 in Tucson, Ariz. His first play, in collaboration with Roy Atwell, was *Are You My Wife?* Other of his plays included *The House of Glass*, *See My Lawyer*, *Cheating Cheaters*, *Eyes of Youth*, *Here Comes the Bride*, *The Woman in Room 13* and *Three Live Ghosts*. In the early 1930's he went to Hollywood to write for pictures, but he returned to New York in 1939 to work for the Columbia Broadcasting System. The last few years he was supervisor, director and occasionally the writer of *Crime Doctor* and *This Is Your FBI*. Survived by a brother, Julius, and sister, Mrs. Emma Willis.

MCRORIE—Robert H., life member of the Perdue, Sask., Agricultural Society, in Perdue, March 11. His widow, two sons and four daughters survive. Burial in Perdue.

MONGANI—Anthony, 39, former stage actor, in Los Angeles March 29 of a heart attack. He was on the stage 10 years and was a member of the Pacific Coast Showmen's Association. Burial in Holy Cross Cemetery, Los Angeles, March 31. Survived by his widow and two children.

NASH—George T., 48, concessionaire for many years with the Conklin Shows, March 23 at his home in Vancouver, B. C. Survived by his widow, parents and two sisters. Interment in Ocean View Cemetery, Vancouver.

SACASTIN—Joseph (Peter Jackson), 76, for 42 years an elephant trainer, recently with the Ringling Bros. and Barnum & Bailey Circus, March 27 in Providence. Survived by a brother.

SAENZ—Frank (Stachso), 40, concessionaire and electrician with the Home State Shows, March 12 at Aransas Pass, Tex. Survived by his widow, Shelma (Billy) Saenz, and a sister, Mrs. Jesse Andrade. (Further details in Carnival Section.)

SCHAFFER—Mark D., 68, vaude actor and singer, March 24 in Indianapolis. He toured with his own show, the Ezra Buzzington Rustic Revelers. His widow, son and two daughters survive.

STRATTON—George B. (Si), 80, former clown on the old Barnum & Bailey Circus, in Falmouth, Mass., March 13. (Details in Circus Department.)

SUGERMAN—Abraham J., 50, vice-

president of the Cleveland Merchandise & Novelty Company since its founding 23 years ago, March 31 at his home in that city. Survived by his widow, Jeanette; a son, Robert; daughter, Anita, his parents and five brothers. Burial in Mayfield Cemetery, Cleveland, April 1.

WILSON—William (Blackie), 64, former ride operator with the Mighty Sheesley and Dodson's World's Fair shows, March 19 in Receiving Hospital, Detroit, of a heart attack. Survived by his widow. Burial in Cincinnati.

WILSON—Mrs. J. H., known professionally as Sweet Adeline, the Dancing Fat Girl, March 24 in Hartford (Conn.) Hospital of a heart attack. Survived by her husband, a daughter, four sisters and four brothers.

Marriages

ALDRICH-DEGORNIO—Al Aldrich, nitery entertainer, and Marie De Gornio, March 20 in Pittsburgh.

COLE-ELLINGTON—Nat (King) Cole, of the King Cole Trio, and Marie Ellington, former vocalist with Duke Ellington, but no relative, March 28 in New York.

DAVIDSON-STRAUSS—Jacques Davidson, Columbia Broadcasting System short wave announcer, and Elizabeth Valentine Strauss, March 25 in New York.

DORSEY-NEW—Tommy Dorsey, band leader, and Jane New, New York dancer, in Atlanta March 24.

GORE-GOLDMAN—Larry Gore and Selma Goldman March 28 in New York. Both are press agents.

HARRIGAN-SEMONSKY—Tim Harrigan and Delores Semonsky, legit actress now in *Annie, Get Your Gun*, March 20 in Pittsburgh.

HAVANIC-WATTS—John Havanic, musician, and Melody Watts, nitery entertainer, recently in Youngstown, O.

HUNTLEY-SCOTT—Spencer Huntley, formerly with Cole Bros., Brookfield Zoo and Clyde Beatty, and Helen Scott, formerly with Cole Bros. and Clyde Beatty, March 16 in Hugo, Okla.

HUTCHENS-KEEL—John T. Hutchens, owner-manager of J. T. Hutchens' Modern Museum, and Mrs. Maud Keel, in Columbus, Kan., March 4.

KERNS-COWAN—Charles Kerns Jr. and Irene Cowan, March 19 in Pittsburgh. Both are with Station WJAS.

LEE-WALDO—Robert Lee, radio producer, and Janet Waldo, star of the radio show *Meet Corliss Archer*, in Hollywood March 30.

LOVELL-BOGAN—Alan Lovell and Mary Bogan, with *Ice Cycles of 1948*, March 12 in Akron.

MCGARVEY-BISHOP—James F. McGarvey and Miriam Bishop, of Station KGO, San Francisco, traffic department, March 12 in San Francisco.

MOODY-HAKER—Albert Moody and Barbara Haker, both with the World of Mirth Shows, recently in Kansas City, Mo. Bride is the daughter of Mrs. B. F. Wigge, formerly with the same shows.

MURTHOUGH-ANDERSON—William Murthough, radio engineer with Columbia Broadcasting System, and Harriet Anderson, March 15 in Las Vegas, Nev.

NABOKOV-PAGE—Nikolas Nabokov, composer, and Patricia Page, March 21 in Harrison, N. Y.

PARKER-DE LEON—Jack Parker, juggler, and Marion De Leon, of the De Leon Sisters, dancers, March 29 in New York.

PROSK-MYERS—Gerald Prosk and Sylvia Myers, both in the *Show Boat* cast, March 16 in Chicago.

REBER-MILLER—John U. Reber, veepee in charge of radio accounts for J. Walter Thompson Agency, and Milena Miller, songstress, March 19 in Beverly Hills, Calif.

TAYLOR-BAKER—Frank E. Tay-

lor, with the Charles Hogan Agency, Chicago, and Bonnie Baker, cafe singer, March 16 in Leesburg, Ga.

TESCH-SNYDER—John Tesch, staff announcer at Station WBEN, Buffalo, and Shirley Snyder, receptionist at WHAM, Rochester, N. Y., March 12 in the latter city.

WALLER-HIETT—Theodore Waller, author, and Helen Hiett, former National Broadcasting Company war correspondent, March 28 in Pekin, Ill.

Births

A son to Mr. and Mrs. John Venekus March 13 in Chicago. Father is a pianist with the Jack Tatner Song Weavers Trio, in Milwaukee.

A son to Mr. and Mrs. Julian Elkins March 20 in Mineola, L. I., N. Y. Parents are technicians at FM Station WABF, New York.

A daughter, Sheryl Ann, to Mr. and Mrs. Roy Neal March 15 in Philadelphia. Father is an announcer on WIBG, that city, and conducts his own television show on WPTZ.

A daughter to Mr. and Mrs. Anthony A. Tomei March 14 in Frankford Hospital, Philadelphia. Father is former president of the musicians' union there, and is now French horn player with the Philadelphia Orchestra.

A son, James L. III, to Mr. and Mrs. James L. Cox Jr., March 6 in New York. Father is the Eastern representative of Broadcast Music, Inc.

A daughter to Mr. and Mrs. Millard Mitchell March 16 in New York. Mother is Peggy Gould, legit actress; father is now rehearsing in *The Cup of Trembling*, a new legit.

A son to Mr. and Mrs. Ray Barr March 12 in New York. Mother is vocalist Betty Johnston; father is a musician.

A daughter, Linda Louise, to Mr. and Mrs. Jack Leopard, of the Couble Show, recently in San Antonio. Mother is the former Priscilla Plunkett.

A son to Captain and Mrs. Bertha Ritz March 17 in Eustis, Fla. Parents are with the Motordrome on the Royal Crown Shows.

A son to Mr. and Mrs. Ed Gardner, March 24 in Santa Monica, Calif. Father plays Archie in the *Duffy's Tavern* radio show.

A daughter to Mr. and Mrs. Charles E. Daniels Jr. March 26 in Allentown, Pa. Mother is a former show girl at the Grand, St. Louis burly house.

A son to Mr. and Mrs. Clifford C. Juergens Jr. March 29 in Deaconess Hospital, Cincinnati. Father is a musician.

A daughter to Mr. and Mrs. Edward B. Mawson recently in Worthing, S. D. Father is maintenance man with Northern Exposition Shows.

A daughter to Mr. and Mrs. Karl Malden March 23 in New York. Father is a legit actor, now playing in *A Streetcar Named Desire* in New York.

A son to Mr. and Mrs. Joe Cook Jr. March 24 in Hollywood. Father is a free-lance actor; mother is a nitery singer.

A daughter to Mr. and Mrs. Dale Morgan March 21 in Des Moines. Father is program director of Station KCBC, that city.

A daughter to Mr. and Mrs. Jeremy Hawk March 19 in London. Mother is the former Tudi Kroeck, dancer; father is an actor.

A daughter to Mr. and Mrs. Robert W. Brashear March 21 in Salt Lake City. Father is a news editor of KDYL, that city.

A son, Joseph Anthony Jr., to Mr. and Mrs. Joseph Ellul recently in Detroit. Father is owner-manager of the Empress Theater, Detroit burly house.

A son to Mr. and Mrs. David Wayne March 23 in New York. Father is a legit actor, currently appearing in *Mr. Roberts* in New York.

IN MEMORY
Of My Dearly Beloved Husband
FRED N. GARNEAU
Who Passed on April 11, 1941
Mimi Garneau
You shared my load as we traveled the road
side by side.

HAMILTON—Mrs. Ruby K., soprano, March 30 in New York. She was also known as a sculptor. Her husband and daughter survive.

HYMER—Warren, 42, actor, March 26 in Los Angeles. He appeared in vaude at the age of eight; his mother, the former Elsie Kent, being an actress and his father, John B., an actor and playwright. His early legit experience including touring in England and later appearing on Broadway in plays including *The Gray Fox* and in *Crime*, the latter written by his father. He later became a film actor and appeared in *Up the River*, *Born Reckless*, *Madison Square Garden* and *Little Miss Marker*. Survived by his widow, Virginia, and parents.

JARECKI—Felix, 56, coach for many noted opera singers, recently in Paris. Two brothers survive.

KOGLER—George P., 64, bandmaster and musician, March 19 in Buffalo. A violinist, Kogler was formerly music director of the old Teck Theater and an assistant music director at Shea's Buffalo theater. He was

Coal Strike Headache to Rail Shows

Strates, R-B Move as Freight

WASHINGTON, April 3.—The Office of Defense Transportation (ODT) has geared its machinery to lift the ban on special circus and carnival trains within a few minutes of an official end to the soft coal walk-out, A. G. Gass, chief of ODT's railroad division, told *The Billboard* this week.

Gass made his announcement as President Truman was preparing to release the report on the coal situation made by his fact-finding board. Altho the report had originally been slated for release Thursday (1), the President held up publication apparently in hope that the walkout would be settled before further proceedings were necessary. Today there appeared little hope of any early settlement of the walkout, altho 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 attorney general would take several days at the earliest to consummate.

In making his statement regarding show 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. "We'll do the same thing this time," Gass declared.

Despite a general feeling of hope that the work-stoppage would soon be over, it was recognized that a continuation would work increasing hardships on circuses and carnivals. The procedure for shows using coal-burning trains to switch their cars to regular freight trains is considered not only cumbersome but so costly that it would prove impractical except for long stands.

Recognizing this factor, Melvin D. Hildreth, local attorney for the Ringling circus, 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 *Coal Strike Hurts on page 80*)

Building Limit On Amusement Enterprises Ends

WASHINGTON, April 3.—Building restrictions on amusement parks, arcades, skating rinks and other entertainment enterprises were removed Thursday (1) 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, signed by President Truman earlier in the week, makes no mention of amusement construction. Prior to the enactment of the new bill, all plans 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-Winter Bow

CINCINNATI, April 3.—Foundations are in and barring protracted delays in obtaining labor and materials, there is a good chance that the \$2,000,000 Cincinnati Arena, recently announced in *The Billboard*, will be ready for operation by late fall or early winter, Charles Sawyer, local attorney and president of the operating company, said this week.

Sawyer said the project going up on Seymour Avenue near Langdon Farm Road will be the largest indoor arena between New York and Chicago. Of concrete construction with brick facing, the building will have 11,000 permanent seats, and for such events as boxing or wrestling bouts it will accommodate 15,500 seats. Indoor height of the building will be 100 feet, Sawyer said, allowing ample space for installation of rigging if circuses are booked in. He also

pointed out that interior steel supporting columns will be erected in a way 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, 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; Huedepohl 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, hockey, etc., aren't technically show business, Paul H. Huedepohl, present executive secretary of the National Association of Amusement Parks, Pools, and Beaches (NAAPPB), Chicago, will give you an argument. And Paul will have some sound arguments in his favor because, he will tell you, it 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 best known men in the amusement park industry. For years a park operator as manager of Jantzen Beach, Portland, Ore., Paul knows 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, last but not least, as a front-office man.

His career has been colorful, starting from the time he played hooky from school to go swimming—an incident which marked the end of his regular schooling—to the present day, where his job calls for him to know almost everything there is to know about the amusement park industry.

From the time he was a young lad, the spirit of adventure which, Paul maintains technically is the spirit of show business, has been characteristic of the NAAPPB executive. It was this adventurous spirit which led him to Seattle and Portland and eventually into the park business. With a grin, he relates that he really didn't start for the Pacific Northwest when he left Chicago to seek adventure. He really planned to go to Alaska and "make my fortune." Fate, in the form of going 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've enjoyed every minute of it."

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 was first introduced into promotion.

Born in Chicago May 14, 1890, Huedepohl 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 was a crime 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 81*)



PAUL HUEDEPOHL

Sunbrock Fined 5G for Failing To Pay Wages

NEW YORK, April 3.—Larry Sunbrock, circus and rodeo promoter, yesterday paid a \$5,000 fine imposed last Friday (26) in Special Sessions Court after he had pleaded guilty to a charge of failing to pay \$12,000 in salaries accruing from his ill-fated Big Top circus staged behind the Roxy Theater here in 1943. The alternative to the fine was six months in the workhouse. Presiding Justice Bernard A. Kozicke suspended execution of sentence on a one-year penitentiary term pending good behavior.

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

In announcing the ruling, which was concurred in by Associate Justices Irving Ben Cooper and William A. Farrell, Justice Kozicke told Sunbrock that he realized that the history of show business showed many losing ventures.

"It is a precarious business and many schemes fail and leave chaos behind," he said, "but we also must make you realize that you have reached the end of your rope. When there is any instability about a venture you must leave it alone. It is the duty of a producer to see that wages will be paid."

Philip B. Gale, Sunbrock's attorney, urged leniency for his client, saying, "This is not a case where one made money and cheated others." He added that Sunbrock has reached a settlement with those who held claims against him and that \$6,500 cash bail bond would be turned over to the creditors.

Philly Ops Vie For Locations Near R-B Lot

PHILADELPHIA, April 3.—A battle between two local concessionaires intent upon contracting real estate adjacent to the Ringling Bros. and Barnum & Bailey Circus grounds came to life this week when the city refused the Big Show a permit for its usual lot at 11th Street and Erie Avenue. While Ringling agent, L. W. Pickett, was hunting for an alternative site, Samuel Harris, operator of the Harris Novelty Company, revealed he already had paid out \$3,000 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 the old lot it was learned that pressure was being applied to City Hall authorities to offer the use of Municipal Stadium to the circus. John Quinn, Harris's chief competitor, owns the concessions at the stadium. Last year Quinn was the first to contract real estate adjacent to the show grounds. Then, as now, the battle for space and locations was aired in the local press.

"As early as January I started buying rights from property owners," Harris said. "When Quinn got there later he discovered he had missed the boat. The next thing I knew the fire marshall had clamped this 'fire hazard' (See *Philly R-B Lot Deal, page 76*)

R-B May Nix Philly Date

2 substitute lots are turned down—bid made to show suburban Upper Darby

PHILADELPHIA, April 3.—Because it was barred from its customary lot at 11th Street and Erie Avenue as the result of a ruling by the fire marshal, Ringling Bros. and Barnum & Bailey Circus may bypass Philadelphia this year and play suburban Upper Darby. Show representatives conferred here Thursday (1) with the Upper Darby Township Commission and asked permission to stage the show there. Their petition will be considered at the next regular meeting of the commission Tuesday (6).

The site involved is a 15-acre tract at 69th Street and Marshall Road where the Big Show has appeared twice previously, the last time in 1937. Present plans call for a six-day stand, starting May 24. William J. McCarter, local realtor, negotiating the Upper Darby deal, said the circus agreed to underwrite the cost of hiring 60 special officers to police the area during the engagement.

John J. Quinn, who is sole concessionaire at Municipal Stadium, a substitute site offered the Big Show, said that he had spoken by telephone Thursday night (1) to Zack Terrell at Louisville and that Terrell was ready to bring his Cole Bros.' Circus here if Ringling dropped the city from its itinerary.

Some insiders have claimed that a battle between Quinn and another local concessionaire, Sam Harris, who acquired the right to real estate adjacent to the old circus lot, was the reason for the fire marshal's ruling. (See story in General Outdoor section, this issue.)

Indignation at the action of city officials was expressed by Ellis Gimbel, merchant and philanthropist, who annually takes 10,000 underprivileged children to the Ringling show as his guest, and Frank Palumbo, local nitery op, who has several thousand youngsters in his party.

Two sites in the city offered the circus were rejected by Waldo T. Tupper, general agent. He ruled out the city's stadium because it would necessitate expensive grading. Another site in the Eastwick section of the city was barred as inaccessible. Unless the Upper Darby site is secured, Tupper indicated, the show will bypass the Philadelphia area entirely and move to Pittsburgh instead after stops in Washington and Baltimore.

English Ballet Girls Join Cole

NEW YORK, April 3.—Frank J. Lee, of Cole Bros.' Circus press department, is in town to meet a troupe of English ballet girls arriving this afternoon on the liner Washington. Girls will join the Cole show where they will be featured in the Ponce de Leon spec and in three production numbers.

Girls are being brought over by the English booking agent, Digger Pugh, whose wife works with the girls. Pugh arrived here by plane recently and six more girls will arrive next week on the Queen Mary. Pugh's troupe is partially made up of members of his two troupes, the Aussies and the Wallabies, who present several novelty routines in addition to their ballet numbers.

Pugh's girls are not new to the sawdust as most of them have been at the Tower Circus, in Blackpool, and with circus units in England.

Advance Sale Big as R-B Arrives for Gotham Stand

NEW YORK, April 3.—Advance guard of Ringling circus personnel, headed by General Manager Art Concello, arrived in town early yesterday, motoring in from the New Jersey side of the Hudson while the circus train made the roundabout trip to the railroad yards. The circus opens at Madison Square Garden Wednesday (7). The 51-car train, which left Sarasota winter quarters March 29, arrived in the Harlem yards shortly after 3 p.m. yesterday and began unloading.

The advance sale has been heavy and it looks as tho the show will do all right during its stay here.

The train was routed thru in one section as a regular freight train and carried several cars of perishable foodstuffs in addition to circus cars. Only delay occurred when an air line broke shortly after the train left Florence, S. C., holding up the train several hours. Two workmen, a cook-house helper and a canvas man were injured by shifting wagons when the accident took place.

Rehearsals All Set

While the garden arena will not be turned over to the circus until after tomorrow night's hockey game, this will result in little delay. Workmen moved in this morning and by midafternoon most of the aerial rigging had been hung so that rehearsals can start Monday (5).

So far, little information is available as to the exact line-up of acts in this year's show. However, in addition to imported acts which have been listed, there will be a number of veteran acts back with the show. Among the old-time aerial acts set for the premiere are the Flying Behees, Albert Powell and Ira Millette. In addition, Art Concello will have three of his aerial acts in the line-up.

While last year most aerial rigging was hung from heavy cables strung

Kalamazoo Date Proves Winner For Polack Org

KALAMAZOO, Mich., April 3.—A new date here, booked for Polack Bros.' Western Unit to fill the gap between Dayton, O., and Indianapolis, wound up satisfactorily March 31, and yielded the Knights Templar a good profit.

The opening, Monday night, was a little better than fair, and business the remaining four performances was excellent.

Central High School Auditorium has seating accommodations for almost 3,000, but limited stage space presented a problem that tested the ingenuity of Barney (Soldier) Longsdorf and his riggers. A dearth of dressing rooms forced the clowns to use the high school boiler room.

Sam Ward sandwiched this date in between Akron and Fort Wayne, Ind. After Fort Wayne, the Wards will spend some time in Chicago and Memphis before heading for California. The date for Al Malaikeh Temple, Los Angeles, back in the route this year, will be handled by Ward.

Show moves from here to Indianapolis for opening Sunday (4) in Murat Temple's own building. The 10-day schedule calls for 23 performances.

Mr. and Mrs. I. J. Polack visited here March 30 en route from Madison, Wis., to Clarksburg, W. Va., for the Eastern Unit.

across the arena, this year all rigging, including that of aerial ensembles, must be hung separately from the top of the Garden, entailing additional work.

Publicity Out

Roland Butler and his crew of drum beaters hit today's papers with feature stories and pix covering arrival of the train. Big Show ballyhoo will hit a high in the next few days when several big magazines will hit the newsstands—most of them with flashy circus pix on the covers. Among mags coming out with circus pix and stories are *Holiday*, *Collier's*, *Look*, *Ladies' Home Journal*, *Pathfinder*, *Parents' Magazine*, *True Comics*, *Parade* and several comic strip mags.

Reduced Prices Aid Davenport

Gross first four days \$15,000 or 25% ahead of four-day receipts year ago

SIOUX FALLS, S. D., April 3.—Reduced prices paid off in increased gross receipts for El Raid Shrine, which presented Orrin Davenport's Circus here this week. Org opened Monday, March 29, and closes tonight. Gross the first four days was \$15,000, or 25 per cent above the four-day receipts a year ago.

Attendance thru the first four days was 21,400. Attendance at the entire six-day show a year ago was 26,000. Matinees on three of the four days attracted 11,300 persons, while four night shows drew 10,000.

The bulk of the matinee tickets were purchased by merchants at 25 cents each and distributed free to school children. A year ago the Shrine sponsors put the bulk of 3,500 available seats on a reserved basis. General admission was \$1, reserved bleachers 25 cents extra, and reserved chair seats 75 cents extra.

This year the general admission was the same, but the number of reserved seats was cut to 370. They sold at an extra 50 cents.

Show received good opening publicity when Herb Bechtold, staff columnist of *The Sioux Falls Argus-Leader*, joined the eight-man clown crew to pick up a backstage story.

Garden Bros. Draws Big in Toronto Bow

TORONTO, April 3.—Garden Brothers Circus winds up a six-day run at the Coliseum tonight. The opening matinee, Monday (29), drew close to 5,000, and business continued good thruout the run which was under auspices of the Danforth Lions Club.

Among the featured acts appearing in the three-ring show were Dolly Jacobs's elephants, Gladys Gillem's lions, the Flying Lamars and the Melzoras, trapeze; the Gretonas, high wire; Two Hits and a Miss, roller skaters, and Clark's bears.

Show reaped columns of free publicity when one of Gladys Gillem's lions escaped during the opening matinee and scattered the audience as it rambled thru an aisle and out thru a corridor, where it ripped the clothing of a young boy and scratched his arm. Fortunately, the lion was trapped and caged before doing further damage or causing a panic.

Beatty Draws Four Straws At San Diego

Movie Stars on Hand in L. A.

LOS ANGELES, April 3.—Southern California remains the golden fleece of the circus business with Clyde Beatty following the phenomenal reception of Bailey Bros. into this territory.

The Beatty org played to four straw houses in San Diego. Six performances in three days in the Port City gave the first railroad circus 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 lush Los Angeles date, brought two capacity houses.

A typical Hollywood style opening, complete with Klieg lights and film celebrities, introduced the show to Los Angeles. An unadvertised matinee found a near-capacity big top, a real surprise to show officials who remember that the local stand in the past has always been slow starting.

Movie Stars on Hand

Among the cinema stars attending were Van Heflin, Don Ameche, Donna Reed and Red Skelton. Showfolks greeting the show included J. Ed Brown, Walter W. Matthie, Hugh McGill, Marilyn and Louise Rich, Poodles Hanneford and family and S. L. Cronin.

Personnel is as follows: Clyde Beatty, owner-manager; D. W. Helms, general superintendent; William Moore, legal adjuster; Paul Eagles, general agent; James Albanese, treasurer; W. N. Petty, auditor; Louise Nath, secretary; Walter D. Fleck, press and radio representative; C. W. Primrose, contracting press; Ray Smith, schools; Dave Murphy, press and radio (back); Norman and Shirley Carroll, Los Angeles radio; Harry Mellon, contracting agent; Dan Dix, 24-hour man; Francis Kitzman, boss billposter; Robert Fontaine, banner man.

Brown Heads Tickets

The ticket department is headed by Harry N. Brown, superintendent, and includes James McGee, Harry Minor, Tom Short, George Penny and Joe Clapp (downtown); white wagon, Harry Drummond; William Lewis, front door superintendent; Ray Maxwell, Frank Walter and Woody Royal.

Boss canvasman, George Wells; chief usher, Howard Menz; menagerie, Joe Applegate; props, Ralph Winarski; cookhouse, John Staley; concessions, Max Tubis; boss porter, Dutch Givler; light plant, Ward Nath; trainmaster, Pat Graham.

Among the folks who make the performance are John Cline, equestrian director; Charles Cox, announcer; Victor Robbins, bandmaster, and Gene (Whitey) Haven, superintendent of elephants.

George B. (Si) Stratton, Former Bailey Clown, Dies

FALMOUTH, Mass., April 3.—George B. (Si) Stratton, 80, former head clown on the old Barnum & Bailey Circus, died at his home here March 13.

Funeral services were held March 16 in Falmouth, with the Veterans of Foreign Wars in charge. Surviving are his wife and three children.

J. Hugh King, CFA, secretary-manager of Central Washington Fair, Yakima, attended the College of Fairs meeting in Sacramento.

H-M Record Gross Seen In Buffalo

Roberto Zacchini Is Injured

BUFFALO, April 3.—The 14th annual Hamid-Morton Shrine Circus, which ends a six-day run at Memorial Auditorium here tonight, seems destined to eclipse the record \$120,000 gross racked up here last year. Matinees have all shown to capacity (11,000), and no tickets are available for today's performances. Night shows have all drawn near capacity. The Easter school vacation, plus a solid selling job, helped considerably. Ducats were scaled from 50 cents to \$3. Advance sale broke all records.

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

Dummies 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.

Col. Robert Morton, co-owner, who handled the announcing chores, presented a show loaded with top talent, including many acts new to these parts. Included were Bob Cimse and Company, aerial motorcycle acrobatics; the Norbertys, aerialists; Les Idalys, aerialists; Therons, novelty cyclists; Captain Clemens's wild animals; Slivers Johnson, clown auto; Peaches O'Neil's Aerial Ballet; Janet and Paul, aerial perch; Cooper's Liberty Horses; Monroe and Grant, trampoline; the Two Adamsons, perch act; the Canestrelli family, ladders; La Tosca, bounding rope; James M. Cole's elephants; the Flying Romas; the Flying Hartzells; Florence Hin Lowe, Dawson and Lavalle, contortionists; Ridola and Company; Hip Raymond, table rock; and Georgette's and Roberto's comedy animal acts. Joe Basile's band played the show.

Henry P. Bronkie served his 13th year as director general for the sponsoring Ismailia Temple. Chris Schwab and General Edwin G. Ziegler assisted in the promotion. Len Humphries is personnel manager for the circus.

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

DENVER, April 3.—Second annual Junior Chamber of Commerce Circus, promoted by Dave Malcolm, Chicago, attracted 20 per cent more attendance this year than last, according to Malcolm.

Attendance thru the first four days (show opened Monday, March 29 and closes tonight), according to Malcolm, totaled 31,886. This, he said, compared with a total six-day attendance last year of 28,000. Event is being staged in the Denver Stockyards Stadium.

Malcolm said both newspaper and radio publicity this year topped that of last year and that is the main reason, he said, for the attendance jump over last year. Price scale was lower, too, this year, with general admission at 60 cents, reserves at \$1.20 and boxes at \$2.40, compared with general admission last year at \$1.20, reserves, \$2.40 and boxes at \$3.60.

Clyde Beatty Circus

(Reviewed in Los Angeles, March 31)

The Clyde Beatty Circus moved into Los Angeles after a 20-day trek from Shreveport, La. It is basically superior to its 1947 performance. However, there is tightening to be done. In clipping off some of its two hours running time a much smoother and faster show can be given. What it needs most of all is an announcer who can give the acts their proper build-up. The talent is there but Charlie Cox, who serves in the capacity of spieler, isn't given the opportunity to do it. The George Hanneford Riding Troupe is definitely the hit of the show and with good verbal build-up would have gone over even better, if that is possible.

The Program

Display 1. The spec. "The Circus on Parade," serves only to get the show rolling.
Display 2. Clyde Beatty pinch-hit for Harriett Beatty in the arena in center ring, handling the elephant riding tiger. Act builds nicely with the tiger jumping thru the fiery hoop for the wind-up.

Display 3. The Stuart Troupe in Ring 1 and the Rogers Troupe in Ring 3 offer comedy aerial bar turns. It is the usual stuff with the broom pratt dust-off and the exploding mallet. Still good for laughs.

Display 4. Dorothy Herbert in Ring 1 and John Cline in Ring 3 each with a set of well-trained Shetlands.

Display 5. Center ring arena holds Clyde Beatty and his lion and tiger act. Nothing new has been added. It is still Beatty all the way with his whip and pistol. Act progresses smoothly with the spinning and rolling tiger trick helping to build to the trainer's last-minute dash for the gate. Beatty still sells it.

Display 6. Trampoline turns with the Doles in Ring 1 and the Sensational Fords in Ring 3. Accent is on comedy.

Display 7. Clown walkaround—Marc Anthony, producer, with Mel Rennick, Mary Lane Sylvester, Samuel Gifford Sylvester, Bill Bailey, Charles Hilderra, Laurence Cross, Joe Clemons, Delbert J. Emery, Arthur J. Montagne, Bobbie K. Smlley, Wyatt Davies, Lou Walton, Charles Browley, Shorty Kinkle; Huey, the clown, and company; Bozo LaMont, Scotty Davis, Bernie Griggs and Art LaRue.

Display 8. Liberty and high-school horses in Rings 1 and 3. This act is spotted to entertain while the arena is being dismantled. A. W. Kennard has Ring 1 with eight and Cline Ring 3 with an equal number of Palominos. Cline gets the applause because of the Shetland being added to the end.

Display 9. Ten girls take the swinging ladders over the hippodrome track while the center ring is filled with three femmes doing webs. Okay.

Display 10. Eileen Marty and Fred offer tight wire in Ring 1 and Billy Powell is on the ribbon in Ring 3. The Hanneford Duo is featured in the center ring with their roly-poly work. Miss Hanneford does a shoulder stand with her brother balancing on the cylinder. Entire turn gets a good hand with Powell coming in for additional mitting when he does a foot-to-foot backward somersault on the wire.

Display 11. Clowns in center ring with their reducing gag.

Display 12. Eight well-trained elephants by Spencer Huntley, divided in two equal groups for Ring 1 with Helen Huntley, and Ring 3 with Gee Gee Engesser. Pachys work fast and finale of top mount march on track wins beg-off applause.

Display 13. The Great Antaleks score heavily with their high perch work in center ring. Troupe of five moves swiftly and smoothly from one trick to another, building suspense as the act moves along. Wind-up is a shoulder perch with two femmes doing spread eagles and the third a hand-stand in the top of the tent. Sock entertainment.

Display 14. Clowns in center ring with their prize fight routine.

Display 15. Dorothy Herbert working a high-school horse in the center ring. War Cloud follows with John Cline in topper and falls up. Act is smooth but not fast. Miss Herbert on a spirited horse for a trip around the track.

Display 16. Aerial work with Jean Evans over Ring 1 in a single trap; Frank Doyle doing heel-and-toe catches over Ring 2, and the Petroffs offering double traps over Ring 3. Plenty of action and it sells well.

Display 17. The Hanneford Troupe (5) sell their act well and get generous applause. Young Hanneford's backward somersault from one horse to another well executed and could have been a show-stopper with proper announcements. Troupe is making its first appearance here in many years.

Display 18. Clown walkaround.

Display 19. The Flying Harolds over Ring 2 offer a smooth flying double trapeze to wind up the performance. Featured are Elden Day, Jack Harris, Dick Anderson, Bob Porter, Harold Harris, Christine Johnson and Ann Russell. Needs announcer selling only.

Vic Robbins and His Band (11) turn out a good circusy brand of music.

Girls in the ensemble include Pauline Penny, Connie Conroy, Dorothy Brown, Janet Winarski, Helen Huntley, Vivian Powell, Mary Lou Hudson, Eileen Marty, Sue Staley, Gee Gee Engesser, Marguerite Kleindinst, Rose LaMont, Ann Russell, Christine Johnson, Albina Beatty, Jean Evans, Joan Day, Eileen Voice, Dorothy Herbert, Kay Frances Hanneford.—SAM ABBOTT.

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and Leotards, silk, \$4.50 each, made to order. 3-day service. Ostrich Plumes, curled or straight, all colors, \$1.10. Ostrich Fringe, \$1.50 yard. Rhinestone Pouches, \$4.50. Rhinestones and Sets, \$1.85 gross. Free folder. Orders shipped day received.

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Minimum Storage Maximum Durability

Hardwood folding chair built for long years of service. Folds flat. Stacks flat. Smooth finish, light in weight, solid, long-lasting.

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We also make lawn chairs, tents, and other items for shows, auditoriums and schools.

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CLYDE BROTHERS' CIRCUS

WANT

Acts, Clowns and Bandleader. Year around work. Hap Johnson and Arnon Bros., clowns, wire or write.

HOWARD W. SUESZ
Belleville Hotel, Belleville, Ill.

WANTED 2 PROMOTIONAL MANAGERS

Must be sober, reliable, know how to handle Phone Men and not broke. If you have those qualifications and can start to work immediately, write or wire. State where you can be reached by phone to

JACK MILLS
MILLS BROS.' CIRCUS
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WANTED

24-HOUR MAN WITH CAR
ALSO MAIN STREET LITHOGRAPHER

Seat Men, Riggers and Workingmen, come on.
JACK MILLS
MILLS BROS.' CIRCUS
FAIRGROUNDS, CIRCLEVILLE, OHIO

ROGERS BROS.' CIRCUS

Can use sober Banner Man with car, also Man capable getting out schools. Want Boss Canvas Man and two White Face Clowns. Tiny Uptegrove, contact

CHARLEY SMITH

Booneville, Miss., April 5; Savannah, Tenn., 6; Lawrenceburg, 7; Fayetteville, 8; McMinnville, 9; Crossville, 10; Clinton, 12; all Tennessee.

FOR SALE

Thirty-three sections A-1 Nine-High Blues with 30-ft. Semi and Trailer, Tanglely Caliope, one Light Plant and Cables with Semi Model T Clown Car, young dapple Four Pony Drill.

TOM EWALT
GENEVA, NEBR.

DRESSING ROOM GOSSIP

Orrin Davenport

The 14th week of the season found us in Sioux Falls, S. D., where we opened March 29 and closed April 3. This is the land where the Indians used to roam, but even in their wildest days I don't believe they could match the antics of some of the Indians of this opera. First of all, the clowns on this show deserve some long overdue orchids. There are 23 numbers in the show and the funny-men perform in 11. A low bow to Otto Greibling, Earl Shipley, Chester and Joe Sherman, Freddie 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, Ortans, Marion, Corcita and Louise, come out for the web number. The boys warm up for the show with their teeter-board act, featuring Ortans. Louise comes in for her trap routine and a few minutes later is back on the perch pole with Daviso. The climax comes with the riding act, with Lucio, Belmonte, Mogador, Oscar, Daviso and Pete, and an assist from June, Ortans and Corcita showing to advantage.

Orchids also should go to Harry and Ruby Haag, with their dogs and elephant; Al Fleet, with Mickey and Minnie assisted by Bill Moore; Tiebor's seals, worked by Francis Hogan, assisted by Vern Henry; Mr. and Mrs. Rink Wright and their balancing ladder; to Tommy Comstock and his calliope, and Harry Thomas. As if to prove he is versatile, Rink Wright is still in the second hand clothing business. Harry Haag is the latest victim.

Big event of the week was the fish fry staged by Fish Fry Brownie. Caught with fish in their mouths were Lucio Cristiani, Daviso, Otto Greibling and Earl Shipley.

Famous last words, via long distance telephone: "Mr. Davenport, I will be unable to make the show today. . . . My car broke down again."—DICK LEWIS.

Clyde Beatty

Visitors have included members of the Siebrand carnival, Edith De Graw; R. N. (George) Lake, aerialist; Chic Dell and Walt Mathie, clowns; Larry Vogt, ticket man; Amos Thompson, musician; Red Hovious, cowboy; Janie Staatz, cowgirl; Jack Skimens, bar actor; Art Lind, foot juggler; Esther Escalante, aerialist; Milonga Cline, aerialist; Poodles and Gracie Hanneford, riders; Ernestine Clarke and husband, Parley Bear; Mrs. Elizabeth Clarke, and Walter L. Main.

The journey from El Centro to San Diego was enjoyed with many sitting on the platforms marveling at the scenery. Three engines were required to tow us over the craggy peaks.

The San Diego engagement proved a busy one. Circus fan Al Hubbard joined clown alley; Fire Marshal Harlan De Will was kept busy with the stringent fire regulations; Shirley Carroll dashed about the lot laying out the radio line-up for our Los Angeles premiere and John Staley erecting his new cookhouse top, finished by an Easter dinner complete with colored eggs. As of now the lot is laid out in new canvas. Even the usher-ticket sellers top is new.

Easter Sunday was quite a day for rehearsing. Working at the same time were the flying act, a ring of elephants, Liberty horses; the Martys on their wire; Tommy and Kay Hanneford tumbling; Christine Johnson and Connie Conrey on the ladders; Ruth Flannegan on a single trap, and Sue Staley practicing perch with the Anteleks.

Billy Powell's birthday was enjoyed by everyone at the swank Circus Room of the Club Chi Chi as guest of the management. Milonga Cline sang several numbers.—DICK ANDERSON.

WINTER QUARTERS

King Bros.

MACON, Ga., April 3.—Practically everything is ready for the opening here Saturday (10), auspices of the Lions Club. The publicity campaign is under way under direction of Pop Smith, managing editor of *The Macon Telegraph*, assisted by Walter Nealand, org's general press representative.

Frank L. Anders, show's legal adjuster, is reported showing marked improvement following a throat operation.

Charles Poplin, equestrian director, is working on the new Liberty horse act, recently purchased by the show. Joe Sullivan, display advertising manager, reports that he will have plenty of new ideas for telling about the show this year.

Lillian St. Leon, former well-known rider and member of the St. Leon (See KING BROS. on page 99)

Mills Bros.

CIRCLEVILLE, O., April 3.—Official opening is set here for April 17. The cookhouse tent is in the air and accommodates a host of workers. Robert E. (Bob) Boyd, who had the cookhouse on the show in 1946, has returned as steward.

Ed Burddige and his assistant have the new band sleeper painted. Frank and Virginia Noel have arrived in quarters after an 850-mile drive from their Wichita, Kan., home. Upon arrival, Frank started putting Burma thru her paces, and Virginia began practicing the head carrying bit.

The writer and other members of the press corps, including Ray Sohn, Fred Stafford Jr., and Wayne Welde, are busy with advance press material and making plans for the dinner party for the press which will be held between the matinee and night (See MILLS BROS. on page 99)

Polack Bros. Western

Under promotional direction of Sam Ward, the date at Kalamazoo, Mich., was off to a good start March 29, marking three firsts for the Polack org this season, namely, the date itself, the first date not sponsored by the Shrine (sponsorship, Knights Templar), and the first "knowledge box" of the season. Owner I. J. Polack drove over from the Eastern unit to be on hand for this virgin spot.

Facilities in the high school auditorium were excellent but skillful planning was necessary to hang the show on this small stage. It made the web number very effective, however, with the girls close enough to touch each other.

An opening night surprise was given by Gus Bell, who, tiring of hobbling around on his pogo sticks, donned his tights and worked his act, doing the carrying leap despite his broken foot, which is still in a cast.

Organist Wally Newbury renewed acquaintances with Chuck Lynch, program director on WGFG, and assisted on his midnight platter show. Both had previously been employed by the same station in Waterbury, Conn.

Jack Klein and Don Dorsey, the latter now answering to the nickname of Red, visited in Chicago between the Dayton, O., and Kalamazoo dates. Pete and Elizabeth Ivanov found themselves 200 miles closer to New York, the result of a wrong turn en route.

When an irresistible force meets an immovable object the result is one battered semi-prop truck and trailer and a sick-looking tree. The tree, fortunately, stopped the runaway truck from crashing into the building which housed the elephants and horses in Dayton.

Frank Torrence joined the concession department in Kalamazoo. John and Malikova, high-wire performers, and Kris Krinkle from the Eastern unit, visited opening night.

—HAROLD BARNES.

Polack Bros. Eastern

Opening night in Madison, Wis., saw the Shrine band playing in front of the Parkway Theater. Spring weather prevailed the greater part of the local run and attendance was excellent. One night of show didn't seem to bother customers.

Charley Borza and Gene Randow celebrated Easter by smashing eggs over each others heads during the trampoline act. Nate Lewis suffered a sprained ankle when he slipped on some ice, while Jaunito Lohez sustained a deep head cut when struck by a shackle which plunged from the girders. Newly formed social club is under way and everyone is waiting for the kangaroo court. The Shriners gave a dutch lunch for the gang back stage. Madam Maree and Irene Lafferty are back in the fold. The Ericksons make a neat appearance in new capes. Skip Manley's new trick at the end of the cloud swing is going over big. Excitement ran high when one of the pachyderms left a hole in the stage. The Cycling Sidneys, who follow, had to watch a chalk-marked circle or they'd have fallen thru. Audience and show personnel got a kick out of Charlie Post's band taking off like mad, instruments in hand, when a certain act did its break-away. A chord was managed, but it came from various sections of the theater.

Jimmy De Cobb joined clown alley, giving that department a total of seven and one-half members, the half being Pat Lyte, midget tumbler. Those new trailers belong to the Harry Mays, the Dime Wilsons and the Karl Ericksons.—BILLY BARTON.

NOTICE TO OUTDOOR SHOWMEN

FINAL CLOSING TIME for late show ads is

5 P.M. SUNDAY

(Eastern Standard Time)

If You Mail any ads after Wednesday be sure to send them SPECIAL DELIVERY to insure immediate handling in Cincinnati Saturday or Sunday.

UNDER THE MARQUEE

Members of the Polack Bros.' Circus Eastern Unit were guests of the local circus fans at a dinner during the engagement in Madison, Wis., recently. Guests of honor were Mr. and Mrs. Irv J. Polack, Mr. and Mrs. Nate Lewis and Mr. and Mrs. Richard Sidney. Ringmaster and toastmaster was attorney Sverre O. Braa-then.

Harry Kerr, Beverly, Mass., miniature circus builder, recently was the subject of a feature story in *The Boston Globe*. Story was written by staffer Hazel Streeter Davenport.

Troupers' only sure cure for miss-meal cramps is an early opening.

Russell Harrison, a member of the Clyde Bros.' Circus band, is in Veterans' Hospital, Lisbon, Tex., receiving treatment for a back injury sustained recently.

Willie (Straight Ahead) Downing, ticket counter with the Ringling-Barnum circus for many years, is in Eastlawn Sanitarium, Northville, Mich., and would like to read letters from friends.

Trouper is never a real trouper until he has been chased off of at least five shows.

Tige Hale cards that he has signed his Gold Medal band with Hunt Bros.' Circus this season. Hale's band will have seven men and a Hammond electric organ. Hunt Bros. open the season April 26 at Bordentown, N. J.

Rex, Fannie and Milton Ingham recently visited Mr. and Mrs. Jethro Almond at Society Hill, S. C. The Almonds, former circus owners, have a tent theater there. The Inghams also visited Mr. and Mrs. Al Connors, circus troupers who play schools during the summer, in Raeford, N. C.

Early-day circus annually used a different title, but retained its old characteristics.

Spencer Huntley, former bull man on the Clyde Beatty show, recently purchased an elephant from Obert Miller, of the Kelly-Miller Circus. Huntley, it is reported, is building a trailer and plans to have a bull act.

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I have my own Training Barn. Can train your Horses, Ponies and Dogs, Liberty Acts, High School Horses, etc.

MILT HERRIOTT
Phone 934-LW, St. Peter, Minn.

CIRCUS WAGON PHOTOS

Special sale of old wagon photos from my collection. Ringling Bros., Forepaugh-Sells, Buffalo Bill-Pawnee Bill, Sells-Floto, Christy Bros., Al G. Barnes, Sparks, Barnum & Bailey, etc. Also 1947 views of Sharks, Dailey, Beatty. Others. Write for large free list. Rush postal NOW. **ROBERT SAMS, 3009 15th St., Ensley, Birmingham, Alabama.**

AVAILABLE, DUE TO DISAPPOINTMENT

Well trained Lion Act. Finest equipment, for Circus, Carnival, Fairs, Parks. Address:

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DONKEY BALL GAMES

10 young, well-trained Donkeys. Play soft ball and basket ball. First 6 to 8 games will pay for them. Doctor orders me to leave the road.

Only \$1,000.00 F. O. B.
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WANTED

Circus Acts of all kinds. Also Clowns for E. N. Williams Hippodrome Thrill Circus, opening Jacksonville, Fla., April 26th week. Contact

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203 N. Wabash Avenue CHICAGO, ILL.

CIRCUS PHONE MEN

Season's work. 25 per cent. Tickets, Banners. Must be sober. Contact

H. R. MARTENEY

Southern Hotel COLUMBUS, OHIO

Sale of the animal to Huntley leaves the K-M org with nine bulls.

So many beginners are joining shows nowadays that being a first of May is no longer a license to forget orders.

After playing 12 weeks with the E. K. Fernandez Circus in the Hawaiian Islands, the Wallenda unit arrived back on the mainland March 24 and opened at the Denver Jaycee Circus March 29. Following the Den- (See *Under the Marquee* on page 99)

Marizles M. Wirth, Well-Known Circus Performer, Is Dead

NEW YORK, April 3.—Marizles Martin Wirth, 78, former bareback rider, manager and ringmaster of the Wirth Family riding act, died at her home in Flushing, L. I., Tuesday (30) night.

Mrs. Wirth was born in Dalby, Queensland, Australia, the daughter of John Wirth, founder of Wirth Bros.' Circus, oldest and largest circus in Australia. Following circus usage her husband, the late John Martin, deceased in 1907, took the Wirth family name.

Mrs. Wirth started her active circus career at the age of 13 and soon acquired renown as a rider. With her brothers, George and Philip, and her husband she toured the world with Wirth Bros.' Circus, of which she was the business head. Her brothers died a few years ago in Australia.

Called "Auntie"

"Auntie" Wirth, as she was familiarly known, was a globe-trotter, her tours with the Wirth circus taking her thruout Australia, the veldts of South Africa, South America, England, Europe, India and the East Indies.

With her two daughters, May and Stella, top-notch riders, and their husbands, Frank and Philip Wirth (adopted sons of Mrs. Wirth) she came to America about 35 years ago and appeared for 14 years with the Barnum & Bailey and Ringling Bros.' circuses. Mrs. Wirth acted as ringmaster of the act and May developed into one of the outstanding riders of the period. After the Wirth act retired May Wirth continued as a single and played Europe as well as America.

Survivors Listed

Philip Wirth is still active as an equestrian director, while Frank Wirth has for years engaged in the theatrical booking field, at present being head of the Frank Wirth Booking Association, New York, active in Shrine circus promotions and booking outdoor events.

Mrs. Wirth is survived by her daughter, May, and May's husband, Frank Wirth, and her daughter, Stella, and husband, Philip Wirth. Services were held Thursday (1) afternoon at the Fox Funeral Home in Forest Hills, L. I. Fred C. Murray, chaplain of the National Showmen's Association, attended the services, and Frank Wirth came down from Syracuse, where he was directing a Shrine circus.

Former R-B Bull Man Dies

PROVIDENCE, R. I., April 3.—Joseph Sacastian, 76, for 42 years an elephant trainer with the Barnum & Bailey and the combined Ringling-Barnum shows, died at a local hospital March 28. Sacastian, who worked under the name of Peter Jackson, retired five years ago and made his home here with a brother, Amos Sacastian.

Wirth Syracuse Date Looms Big

SYRACUSE, N. Y., April 3.—Frank Wirth's Shrine Circus opened a 10-day run at the Jefferson Street Armory Monday (29), with a matinee audience of around 3,500. Local papers have played up the circus, and Shrine groups have hypooed attendance by hosting groups of kiddies and wounded veterans. Two performances daily have been drawing near-capacity audiences at all shows.

The program is excellent, with Capt. Joe Walsh's tigers; Laddie Lamont, equilibrist; the Bricks, trampoline; the Herzogs (three fems), trapeze; Kay and Karol, jugglers; Rubinoff's horses; Nana Woolford's Dachshunds; Captain Tiebor's seals; Tsin Tsi Lei Troupe, Chinese acrobats; Hunt's elephants presented by Capt. Roy Bush; the Maschinos, tumblers; Monte d'Oca, trampoline, and the Flying Valentines. Mickey Sullivan's band provided the music.

Frank Wirth, personally directing the show, was called to New York Wednesday (31) due to the death of Mrs. Marizles Martin Wirth, his mother, in Forest Hills, L. I.

Prelim. Injunction Granted by Judge in Bailey - Beatty Tiff

LOS ANGELES, April 3.—Clarence M. Hansen, judge of the Superior Court, Los Angeles, has granted a preliminary injunction against the Clyde Beatty Wild Animal Circus, Paul Eagles and the Eagles Hay & Grain Company, alleged general agents of the show, and Callan & Kennedy, advertising firm, from further interfering with the advertising of Bailey Bros.' Circus. Action was taken by the court March 29 and supersedes the previous temporary restraining order issued by the court March 12.

R. G. Bates, attorney for Bob Stevens, owner-manager of the Bailey show, requested the injunction after the show's paper allegedly was again covered in Ventura, following issuance of the restraining order.

Bailey Bros. also is plaintiff in a \$53,000 damage suit against the Beatty show and various officials for alleged unfair practices. This action has not yet been slated for trial, it was said.

When contacted by *The Billboard*, Eagles said that of the defendants only himself, the Eagles Hay & Grain Company, Harry Callan and George Kennedy had been served with notice of the action. Eagles issued a general denial of the charges and declined further comment.

Halifax Seeks Bill For Circus Stands

HALIFAX, N. S., April 3.—This city is sponsoring a bill in the 1948 Nova Scotia Assembly, now in session, which would allow the city authorities to license and regulate circuses showing within the city limits.

The bill demands the posting of a bond, not to exceed \$5,000, by circuses as a guarantee the show will comply with conditions as set up by city fathers. The bond, if the laws are lived up to by the show, will be returned. Under the sought-after legislation, the license fee for a circus would be \$100.

Present indications are the bill will pass with little or no changes.

Sonny Sontheimer and Carl Carlson, CFA members of Yakima, Wash., returned from Sarasota, Fla., where they spent the winter.

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SNAKES!

FOR GOOD DEALS
TRY D. A. DALIE,
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PHONE, WIRE, WRITE CO-6201
BOX 191 WAYCROSS, GA.

ATTENTION, SHOWMEN

We offer for sale a complete Snake Show, consisting of thirty display cages decorated with hand painted murals, electric lights and a variety of live Reptiles, such as Pythons, Boas, Diamond Backs, Beaded Lizards, etc. We offer also a complete Beaver Show, consisting of a 6x12 foot tank, 12x28 foot wire cage, floor and three beautiful large Beavers. These displays will be on exhibition at the American & Canadian Sportsmen's Show, Public Auditorium, Cleveland, Ohio, March 31st to April 10th inclusive, for all who are interested.

CHASE WILD ANIMAL FARM
EGYPT, MASS.

FOR SALE
4,450 GAL. ENAMEL

You can add pigment to make it black, brown, green, etc., if desired. Waterproof. Use exterior or interior. Undercoating or final coat. For parts, undercarriages, etc. Armstrong's Lusterless Olive Drab Enamel Paint in 55-gal. drums, A-1 condition. War surplus. Meets gov't spec. Worth several times our price of only \$2.00 per gal. in bar. Lots. F. O. B. Cleveland, O.

FEDERAL IDENTIFICATION CO.
1910 Classen Blvd., Oklahoma City, Okla.

WANTED
COMPLETE RODEO

FOR JULY 2, 3, 4 and 5
Rodeo to furnish players and stock, and take full charge on percentage basis. Have had successful Rodeo here for past eight years.

Terra Alta Volunteer Fire Department, Inc.
Terra Alta, W. Va.

TIGHTS
made by KOHAN

formerly of Brooklyn, now at
17 EAST 16 STREET
NEW YORK 3, N. Y.

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chaiquette Fringes. Other items. Folder? Yes.

C. GUYETTE
348 W. 45th St., New York 19, N. Y.
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MOTORIZED CIRCUS

Cash Only. Apply
CIRCUS, BOX D-274
c/o Billboard Pub. Co., Cincinnati 22, O.

Tulsa's Lakeview Attracts Record Throng at Opener

TULSA, Okla., April 3.—Altho the day was cool and windy, a record crowd turned out Sunday, March 28, for the 1948 inaugural of Lakeview Park here, the 40-acre project opened last July for a six-week season by Cliff Wilson and Cecil Elifritz.

Expenditure of \$250,000 so far by the Lakeview owners represents less

Bay Shore Sees Special Events As Family Lure

BALTIMORE, April 3.—In conformity with the idea of making outdoor recreation and special events the basis of a plan by which New Bay Shore Park, Bay Island Beach, hopes to draw trade by building its reputation as a family resort among people who are indifferent to traditional amusement park appeal, Charles W. Swan has been appointed the resort's director of recreation and special events, it was announced this week by Reese H. Jones, public relations director.

Swan, a leader in the outdoor recreation field, has a wide background of experience, Jones said. He formerly was commissioner of athletics at Washington Park, El Paso, Tex., where he staged some of the biggest events ever held there. He also was associated with the Thomas Wolfe Enterprises in charge of their promotion department, staging hunts and frontier day celebrations among other events. Later he became head of the recreation department of the Glenn L. Martin Company here, where he developed diversified recreational programs for the firm. Swan also staged regular holiday events at Martin Park, including July 4 celebrations which attracted around 40,000 people each year. His Martin Family Day at old Bay Shore Park was always a big event.

It was also announced that preliminary plans are under way for construction of a recreational layout which is to include hardball and softball diamonds, track and field lanes and horseshoe courts. The one-mile sand beach, now under construction, will be used for presentation of aquatic events.

KIDDIE RIDES

WANTED FOR
MYRTLE BEACH, S. C.

(America's Fastest Growing Resort)

Two or Three Kiddie Rides. Must be modern and in first class condition. Have Kiddie Train.

JUSTIN PLYLER
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Myrtle Beach, S. C.
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6 CARS
24 Adults or 36 Children. Good condition. WILL SELL AND BOOK FOR 2 YEARS, OR CAN MOVE.

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P. O. BOX 1006, ATLANTA, GA.
(Phone: Main 1811)

PARK OPENS APRIL 17. ACT QUICK!

than half the over-all sum that is expected to be invested in the plant. Still to come are a Roller Coaster, swimming pool and dance pavilion, which are expected to cost more than \$250,000. It is pointed out by officials that the ban on construction is holding up these projects.

Last year activities were confined to operation of a limited number of children's attractions. This year's offerings, however, include 15 attractions for patrons of all ages. Lined along the 200 by 600-foot midway are such devices as a Whip, Scooter, Dodgem, Spitfire, Pretzel ride, Lindy Loop and a standard-size Merry-Go-Round and Ferris Wheel. In addition, there are a miniature Ferris Wheel and Merry-Go-Round, streamlined train, and boat, kiddie airplane and car rides. Other features include an arcade, cafe, and refreshment and game booths.

Soon to open as an attraction for teen-agers will be a 50 by 100-foot canvas covered dance pavilion priced for limited budgets. Completed or pending improvements include concrete walks, graveled and sodded parkways, installation of additional rides and concessions, terrace umbrellas, and benches and tables for picnickers.

Joyland Staff Post Goes to John Irvin

LEXINGTON, Ky., April 3.—John Irvin has been named to handle exploitation and advertising for Joyland Park here, it was announced this week by G. D. Kincaid, Joyland owner.

Irving joins Todd Ensminger, who was added to the Joyland staff about two months ago, in handling exploitation. They are currently working on a campaign to book school picnics within a 50-mile radius of Lexington.

Irvin, 23, is a recent graduate of University of Kentucky where he majored in journalism and advertising. He handled Joyland Casino promotion while in college and two years ago authored a 230-page regimental history upon returning from Japan.

Sitting 'Round the Table

(Editor's Note: "Do you believe a child nursery is a worth-while idea for your park?" That is the question currently up for discussion in this column, and so far the response has been good. However, there are still many park owners and operators who haven't voiced their opinions on the subject. If you are among those still unheard from, jot down your ideas and mail them to Outdoor Editor, The Billboard, 155 North Clark Street, Chicago, 1.)

Sees No Need
Because of its school picnic activity, Kennywood Park entertains perhaps as many children as any amusement park in the United States. Yet we never have found need for a child's nursery. We do, however, daily care for a considerable number of "lost" children and employ a matron to look after them and return them to their parents. Our police officers and attendants are alert for "lost" children and escort them tenderly to our service building where their names are taken and our public address system announces, "Johnny Jones is waiting at the Service Building for his parents."

A nursery may be a worthy consideration, altho it may have a tendency to become a baby checking department, which might be helpful to some parks.—CARL E. HENNINGER, manager, Kennywood Park, Pittsburgh.

He Likes the Idea

We think this a very worth while idea for any park or beach. We are

Funspot at Home

DAYTON, O., April 3.—Mr. and Mrs. W. J. Brown, for 17 years operators of kiddie rides at Celoron Park, Jamestown, N. J., and for the past seven concessionaires at Marshall Hall Park and Chapel Point Park in Maryland, are planning a children's park in connection with a tourist home and trailer court they bought recently on Ohio Route 25 between here and Franklin. The kiddie spot will include rides, they said.

R. M. Spangler Jr. Joins His Father At Rolling Green

SUNBURY, Pa., April 3.—R. M. Spangler Sr., owner of Rolling Green Park here, announces that his son, R. M. Spangler Jr., has assumed the position of assistant manager of the park. Young Spangler for the last three years has been residing in Chicago where he was senior flight engineer of the Civil Aeronautical Administration.

In connection with the naming of his son as assistant manager, Spangler said that George Gouer, who has been superintendent of Rolling Green the last three years, will remain in that position.

Newark, O., Spot Sets Rural Units

NEWARK, O., April 3.—Mr. and Mrs. Eddie Ruton, operators of Hill-billy Park, 11 miles east of Newark, have returned from a booking trip on which they set a number of attractions for the park which is scheduled to open May 16 for the third year.

Among attractions booked are Lulu Belle and Scotty, the Georgia Crackers, Sally Flowers, Big Slim, Hawkshaw Hawkins, Stoney Cooper, Red Belcher, Jimmy Walker and Joe Barker. Ruton said contracts are pending for several other attractions and that this year's line-up of acts will be the largest and best yet offered by the park.

Pontchartrain Holds Prevues

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

NEW ORLEANS, April 3.—Pontchartrain Beach, one of the South's largest outdoor amusement spots, held a prevue opening here Sunday (28), and will continue to be open Sunday thru April. Formal opening is May 1.

Purpose of the prevues is to show expansion work being done at Pontchartrain. A limited number of rides and stands are open on the special days.

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

Started Last August

It will be completed this summer in time for use part of the season. The work was started last August and hampered by the hurricane in 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 that time.

Plans call for an administration building in the center of the beach proper where umbrellas and other accessories will be rented.

The top of the building will be a stage for Pontchartrain Beach act presented thruout the season. Building also will house a first-aid room and lifeguard equipment.

The entire recreational area will cover 25 acres. Breakwaters at the east and west ends of the beach will extend 500 feet out into the salt lake, which is an inlet of the Gulf of Mexico. They will have space for crabbers and fishermen. There will be three intermediate fingers or groins. A powerboat landing will be constructed at the end of one groin and a sailboat landing at the end of another. The middle groin will not extend so far out and will be used for diving platform.

30,000 Visit Steel Pier Easter Wk.-End

ATLANTIC CITY, April 3.—George A. Hamid, owner-operator, announces that Steel Pier, this resort's only remaining amusement pier, this year drew the second largest Easter crowd since he took it over. Altho weather was unfavorable, over 30,000 persons visited the pier, Hamid said. Rain fell thruout Saturday and Sunday and the temperatures were so low that the boardwalk was largely deserted.

Vaughn Monroe and his ork headlined a strong Easter bill, while Alie Bartha held forth in the ballroom Saturday.

The pier was entirely refurbished in time for the Easter week-end. The pier will continue to open week-end until it goes into full daily operation.

FOR SALE

SUPER ROLL-O-PLANE

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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 endured at the ticket windows may be nearing its end.

Easter Crowd Out

On Easter Sunday more than 350,000 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 vacation attendance records fell when official estimates placed the daily attendance at this one spot at from 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 on one August day last year. County life-guards estimate 205,000 swimmers and 86,000 spectators jammed the 1.3 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 Ray yacht harbor with a capacity of 900-pleasure craft. Project also calls for a 1,350-acre beach park 13 miles long with a scenic drive. 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.

Tops Jones 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-

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rineland 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 blames construction of a breakwater in 1939 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 wash-out are obliterated.

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Mich. School Again Scores Notable Hit

Discussions Prove Fruitful

By Herb Dotten

LANSING, Mich., April 3.—Repeating the successful formula established in '47, the second annual Fair Managers and Directors' School, conducted by the Michigan Association of Fairs here Wednesday and Thursday (March 31-April 1), matched the success of the first school.

Attendance was on a par with the excellent '47 turnout. Participation in the discussions also was as lively and as fruitful, and speakers, some of whom demonstrated considerable advance preparations, made many valuable contributions.

Rose Sarlow Presides

Rose Sarlow, secretary of Ionia Free Fair and president of the State association, presided in an extremely capable manner. Speakers who led the discussions held to relevant matter, and not a few of those in attendance took notes.

Evaluation of the proceedings was placed high. All who attended acknowledged the high merit of the sessions, and some gave illustrations of the value of the '47 school by recounting how ideas picked up then were later put into successful practice at their respective '47 events.

Cites Value of Sessions

Paul Richter Jr., secretary of the fair at Hartford, for instance, pointed out that a discussion of golden wedding ceremonies at the '47 school led to the introduction of that feature at his fair. The ceremony, thus inspired, proved an outstanding success, Richter related, with some 36 couples who had been wed 50 years having their marriages re-enacted as a grandstand feature.

In the presentation of this, the aid of the Lions' Club was enlisted, Richter said. Members of that organization served as escorts to the 36 couples, provided the necessary transportation and did much to make it a successful attraction and at the same time keep the cost down.

The ceremonies, Richter reported, yielded an avalanche of publicity and good will for his fair. Newspapers and radio avidly covered the details, 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 fair execs, and this again proved the merit of such a program. The discussions in every instance bore on ways and means of operating within the framework of the Michigan State aid and laws.

Apart from the stimulation and ideas which those in attendance received, several specific steps were taken by the association. Chief among these was the creation of a grievance committee authorized to hear and act on contract violations by concessionaires and to blacklist those found guilty from appearances at other member fairs.

Ask Wider Aid Policy

The association also renewed its efforts to have State aid cover rental of tents used for livestock exhibition purposes and for the rental of dynamometers in horse-pulling contests. Resolutions adopted authorized the Legislature to take such action as necessary to make State aid available for premiums and prizes to out-of-State exhibitors and entrants.

Gordon Schlubatis, Coldwater, gave (See Mich. School Clicks on page 60)

Fair Management:

Trend in Stock Judging Bldgs. Is To Provide for Varied Uses

By G. R. Lewis, Fair Consultant

THE TREND today in designing livestock buildings is to group them, with a judging pavilion situated centrally so that all horses and cattle can be brought easily into the pavilion for judging or show purposes. Such pavilion should be connected with the barns.

The general procedure is to limit the use of this particular pavilion to livestock and horses, a separate judging unit for sheep and swine being deemed advisable. However, some fairs do use a single pavilion for all of their animal judging.

Among prime considerations in the design of a judging unit is the seating capacity and the arrangement of seats. Trend is to make the unit adaptable for purposes other than during the fair, not a few annuals having their buildings designed for winter athletic events, such as basketball, with the structure so built that it offers a seating capacity ranging from 1,200 to 3,000 for the events.

Flexibility in Seating

To achieve wider use of the building, permanent seats are placed on one side, with removable seats on the opposite side and both ends. Thus, flexibility in arena floor space is available for a variety of purposes.

Careful consideration should be given to the size and shape of the arena, the proper kind of flooring, holding space and pens, proper lighting and ventilation. It is suggested that a fair considering such a building consult first with an architect familiar with the particular needs of that type building.

The cost of building materials constitutes a major concern. However, thru careful designing and planning, quite often the cost of a building now is held to a level where immediate construction is warranted.

Costs Vary Thruout U. S.

Costs vary in the different sections of the country. To illustrate, consider the following building: A junior livestock building, 60 by 180 feet, with the lower four feet of its walls constructed of concrete block, the remainder, along with the roof, posts and stalls of wood. This building, capable of housing 200 head of cattle, was erected in 1947, at a cost of \$7,300 in a North Central State.

However, the lumber in this building cost from \$100 to \$130 per thousand feet. In contrast, this same type of building built 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. A local dairy owner in that instance asked to be placed on the fair board with the understanding his company would erect a livestock building and give it to the fair. The only stipulation was that the fair obtain a better fairgrounds site. This was done, and 60 days after the acquisition a 60 by 200 foot cement block and steel livestock building was completed and donated to the fair with befitting ceremonies on the fair's opening day. It is not unlikely that in other areas a dairy company might undertake a similar contribution out of a spirit of public service or to spur the breeding of dairy cattle.

Bloomsburg Talent Contract to Hamid

BLOOMSBURG, Pa., April 3.—Contract for the grandstand attractions at Bloomsburg Fair was awarded March 27 to George A. Hamid Jr., representing George A. Hamid, Inc. The Hamid firm last handled the lush booking in 1944. Last year the account was held by Frank Wirth.

Competition was keen with representatives of the Barnes-Carruthers, Ernie Young and American Theatrical Agency, Inc., on hand in addition to Wirth and Hamid.

Show will feature Hamid's top revue, *Grandstand Follies*, with the Cantons, Chinese acro troupe; Oldfield and Ware, comedians; Gaudsmith Bros. and their dogs; Linon, European import; Flying Hartzells; Florida Trio, pantomime; The Saltons, and Joe Basile's band.

Mich. Assn. Sets Up Grievance Committee

LANSING, Mich., April 3.—A grievance committee to hear and act on complaints against concessionaires charged with breaking contracts was set up this week by the Michigan Association of Fairs at its two-day managers and directors school.

The group was authorized to blacklist concessionaires judged guilty of contract violations from appearing at other fairs in the association. Clarence H. Harnden, Saginaw, was named committee chairman, with Hans Kardel, Charlotte, and James O. Peet, Ithaca, as the other members.

It was emphasized that concessionaires 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.—California's Centennial Commission has opened its Southern California headquarters at 1212 Wilshire Boulevard here.

From this address, under management of Lloyd D. Mitchell, the commission will co-ordinate plans for the many colorful activities celebrating the three-year centennial period of 1948, '49 and '50, signaling the Gold Discovery, Gold Rush, the Constitutional Convention and Statehood. Mitchell at present has five assistants.

Among new plans is proposed commission aid to the Surrey Days celebration at Redlands May 13-16 and Riverside's De Anza Days event, the dates of which have not been announced.

Winkley Activity To Hit New Peak

Over 100 thrill show engagements, hot rod and big car races scheduled

MINNEAPOLIS, April 3.—Frank R. Winkley, auto and thrill show promoter, who headquarters here, faces his most active season, he disclosed, with his events embracing thrill shows, big car and hot rod races. Over 100 performances will be presented by him, it was announced.

Jimmie James, Chicago; Crash Cook, Minneapolis; Dick Jones, Milford, Ill., and Bobby Jones, St. Joseph, Mo., will be featured with the All-American Thrill Drivers, auto and motorcycle stunt show. Whitey Harris will be in charge of the unit's comedy. Headline drivers to be featured in the big car races are Emory Collins and Jimmy Wilburn.

Brown Heads Flack

William H. Brown will head up publicity and promotion on the big car races and handle the announcing. Jean Zeimet, St. Paul, and Floyd Pryor, Chicago, have been engaged as track aides. Margery Brown will do publicity on the hot rod races, with D. A. Kruse, Minneapolis, and Paul Bjork, Minneapolis, serving as announcer and starter, respectively. Winkley himself will be in charge of the big car races, his wife handling the hot rod races and C. V. Winkley, Webster City, Ia., serving as operations manager and announcer of the thrill show.

The thrill show is scheduled for 45 shows in eight States, with its first date July 16 at the Northwest Water Carnival, Detroit Lakes, Minn. Forty-four big car races will be held, with four of them at the Minnesota State Fair, St. Paul, and three at the Kansas State Fair, Hutchinson.

Books Air Stunter

Twenty-eight hot rod auto races have been slated, with these events to be introduced at the Mississippi Valley Fair, Davenport, Ia., and the Kansas State Fair, Hutchinson, Kan., among other fairs.

In addition Winkley has programmed a 100-mile stock car race July 4 at Hutchinson, Kan., and a motorcycle race meet July 5 at Cedar Rapids. He also has booked the appearance of George V. Waltz, airplane acrobat, at a number of fairs, including the Minnesota State Fair and the Clay County Fair, Spencer, Ia.

New Group Reviving DeRuyter Event

DE RUYTER, N. Y., April 3.—A fair will be staged here for the first time in many years, August 18-21, by the newly organized Four County Agricultural Fair Association. Counties represented are Madison, Chenango, Cortland and Onondaga.

Members of the board are G. W. Irvine, chairman; M. Swan, G. Milks, H. Stahl and F. L. Jones. Officers are W. Lyons and H. Wightman, secretaries, and H. Schellinger, treasurer. C. Rolls, W. Ellis and A. Campbell are department superintendents and H. Stahl is electrician.

Decision to operate was influenced by the staging last year of a three-day firemen's fair which drew 10,000 persons despite bad weather.

Plans for the fair, which will operate day and night, include regular exhibits, 4-H and FFA days, a black and white day featuring a four-county Holstein-Friesian cattle show, a pony and saddle horse show, a horse pulling contest and a rodeo. An independent midway, not yet booked, will be used.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 2.

The complete List of Fair Dates was published in the issue dated March 27. The next complete list will be published in issue to be dated May 29. See each issue of The Billboard for corrections and additions.

- ALABAMA**
Attalla—Etowah Co. Fair Assn. Week of Sept. 27. Riley L. Hamby.
- COLORADO**
Akron—Washington Co. Fair-Rodeo. Aug. 16-18. Brandt Weng.
Greeley—Weld Co. Junior Fair. Aug. 10-12. Chas. F. Lane.
Loveland—Larimer Co. Fair-Rodeo. Aug. 16-18. Paul L. Olinger.
Rocky Ford—Arkansas Valley Fair Assn. Aug. 31-Sept. 2. W. H. Kittle.
- CONNECTICUT**
Chester—Chester Agrl. Soc. Aug. 28-29. Wm. G. Stark.
Durham—Durham Agrl. Fair Assn. (Durham Fair). Sept. 24-25. John A. Jackson.
Woodstock—Woodstock Agrl. Soc. Sept. 3-6. Donald B. Williams, R. 3, Putnam, Conn.
- GEORGIA**
Waycross—Dixie Fair. Oct. 18-23. Liston Elkins, Chamber of Commerce.
- IDAHO**
Malad City—Oneida Co. Fair. Sept. 9-11. K. V. Hanson.
Ririe—Jefferson Co. Fair. Sept. 10-11. C. M. Shaner.
- ILLINOIS**
Antioch—Lake Co. Fair Assn. Aug. 7-10. E. E. Elsbury, Gurnee, Ill.
Melvin—Ford Co. Fair. Sept. 8-11. C. D. Thompson.
Roseville—Warren Co. Agrl. Fair. Aug. 24-27. John Felt.
Salem—Marion Co. Fair Assn. Sept. 6-11. W. R. Hancock.
- INDIANA**
Centerville—Wayne Co. 4-H Fair. Aug. 2-6. Marilyn Rohe, R. E. 1, Richmond, Ind.
Kingman—Kingman Fair Assn. Aug. 9-14. Teresa McAllister.
La Fayette—Tippecanoe Co. Exhibit Assn. Aug. 16-18. Sarah J. Norris, Buck Creek, Ind.
- KANSAS**
Big Springs—Douglas Co. Fair Assn. Aug. 26-27. Carl Kampschroeder, Lecompton, Kan.
Fort Scott—Bourbon Co. Fair Assn. Sept. 1-3. James C. Neal.
Hardtner—Barber Co. Fair Assn. Aug. 31-Sept. 3. J. M. Moiz.
Oberlin—Decatur Co. Fair Assn. Aug. 23-26. E. R. Woodward.
Saint Francis—Cheyenne Co. Fair. Sept. 1-3. Wm. R. Wilber.
- KENTUCKY**
Burlington—Boone Co. 4-H Utopia Fair. Aug. 20-21. Mrs. Vernon Pope.
- LOUISIANA**
Port Allen—W. Baton Rouge Parish Fair Assn. Sept. 23-26. A. E. Camus.
- MAINE**
Embden—Embden Agrl. Assn. Sept. 18. Mrs. Lelia C. Case, North Anson, Me.
Machias—Washington Co. Agrl. Soc. Sept. 14-16. J. L. Andrews, Jonesboro, Me.
North Waterford—World's Fair Assn. Oct. 1-2. Bill Button.
- MASSACHUSETTS**
Littleville—Littleville Fair Assn. Oct. 2. Elmer O. Olds, Huntington, Mass.
Sturbridge—Sturbridge Agrl. Assn. Sept. 4-6. Emery A. Lavallee, Southbridge, Mass.
- MICHIGAN**
Big Rapids—Mecosta Co. Fair Assn. Aug. 24-28. Chas. Midgley, Paris, Mich.
Marne—Berlin Fair. Sept. 14-17. R. M. Ossewaarde, R. 1, Coopersville, Mich.
Marshall—Calhoun Co. Fair. Aug. 23-28. Roy H. Brigham, Battle Creek, Mich.
Mount Pleasant—Isabella Co. Youth & Farm Fair Soc. Aug. 10-14. Maynard Gilmore.
Saline—Saline Community Fair. Sept. 30-Oct. 2. Chas. H. Osgood.
- MINNESOTA**
Faribault—Rice Co. Agrl. Soc. Aug. 5-8. C. C. Adams.
Grand Rapids—Itasca Co. Agrl. Soc. Aug. 19-22. Francis Mullins.
Kasson—Dodge Co. Fair. Aug. 5-8. L. W. Tietje.
Red Lake Falls—Red Lake Co. Agrl. Soc. Aug. 13-14. Elbert T. Larvick.
Thief River Falls—Pennington Co. Fair. Aug. 2-5. A. F. Berge.
- MISSOURI**
Memphis—Scotland Co. Fair. Aug. 24-28. B. H. Hertenstein.
- MONTANA**
Deer Lodge—Powell Co. Fair. Sept. 4-6. Ted Rule.
- NEBRASKA**
Homer—Dakota Co. Agrl. Soc. Aug. 18-20. James Allaway.
Johnstown—Brown Co. Fair. Sept. 4-6. Kenneth Gray.
Kearney—Buffalo Co. Agrl. Assn. Aug. 30-Sept. 3. S. A. Wilson.
Lewellen—Garden Co. Fair. Sept. 9-11. Paul D. Temple.
Saint Paul—Howard Co. Agrl. Soc. Sept. 6-10. Chas. Dobry.
- NEW HAMPSHIRE**
Derry—W. Rockingham Fair Assn. Sept. 3-6. Joseph H. Bodwell, Dover, N. H.

Four-Fold Program Of Activities Listed For Calif. Centennial

LOS ANGELES, April 3.—A four-fold program of activities for the three-year celebration of California's centennial has been advanced by the California Centennials Commission here.

An educational film on California history to be shown in the State's schools has been approved by the commission. Two floats representing the centennial's theme also are to be made available for participation in parades and celebrations thruout the State.

The commission also approved the re-enactment of the trek of Don Gaspar de Portola from San Diego to the Bay of San Francisco in 1769. Sponsored by the Mission Trails Association, with counties along the route participating, the trek enactment will begin in San Diego July 14, this year, and progress northward to San Francisco over a period of 21 weeks.

A fourth part of the program is for California art and music centennials in 1949 and a California literary centennial in 1950.

Edward A. Dickson, president of the Historical Society of Southern California, proposed to the commission that the literary event be held in the Los Angeles County Museum and the music celebration in San Diego.

Turning from its policy of a free front gate, the Shelby County Fair at Harlan, Ia., this year will charge 50 cents for adults and 25 cents for children.

Sandwich—Sandwich Fair Assn. Oct. 12. Wm. P. Hasher, Center Sandwich, N. H.

NEW JERSEY
Paulsboro—Gloucester Co. Fair Assn. Aug. 4-7. George E. Lamb, Woodbury, N. J.

NEW YORK
Hamburg—Erie Co. Agrl. Soc. Aug. 16-21. Frank A. Slade, Erie Co. Hall, Buffalo.
Lowville—Lewis Co. Agrl. Soc. Aug. 16-21. Cyril L. Seymour, Turin, N. Y.

OKLAHOMA
Chickasha—Grady Co. Fair Assn. Sept. 8-11. M. G. Tucker.
Collinsville—Collinsville Tri-Co. Fair. Sept. 9-11. Paul Latture.
Dewey—Washington Co. Free Fair. Sept. 13-16. Howard Nelson, Bartlesville, Okla.
Frederick—Tillman Co. Free Fair. Sept. 8-11. Wayne C. Liles.
Hugo—Choctaw Co. Free Fair. Sept. 14-16. Robt. Massengal.
Pawhuska—Osage Co. Free Fair. Sept. 13-16. A. A. Sewell.

OREGON
John Day—Grant Co. Fair. Sept. 23-25. Chas. A. Trowbridge.

PENNSYLVANIA
Gratz—Gratz Agrl. Assn. Sept. 21-25. Guy R. Klinger, Lykens, Pa.
Hughesville—Lycoming Co. Fair Assn. Sept. 13-18. Elton B. Edkln.
Ligonier—Ligonier Valley Fair Assn. Sept. 3-6. R. A. Hardy.
Oriental—P. O. S. of A. Fair. Aug. 4-7. Wallace Hockenbrock, Mount Pleasant Mills, Pa.

SOUTH DAKOTA
Kimball—Brule Co. Fair. Aug. 27-29. Frank S. Ryan.

TENNESSEE
Gallatin—Sumner Co. Fair. Aug. 18-21. R. M. Reese Jr.

TEXAS
Livingston—Livingston Fair. Oct. 5-9. Mrs. Woodrow Herring.

UTAH
Logan—Cache Co. Fair Assn. Aug. 26-28. M. R. Hovey.

VIRGINIA
Manassas—Manassas Fair Assn. Sept. 6. J. M. Baucum.

WASHINGTON
Battle Ground—Clark Co. Fair. Aug. 26-28. Arthur Kulin, Vancouver, Wash.
Bremerton—Kitsap Co. Fair. Aug. 26-29. H. R. Hubbard.
Port Angeles—Clallam Co. Fair Assn. Sept. 1-4. Melvia Michel.
Yakima—Wash. State 4-H Fair. Sept. 29-Oct. 3. Chas. T. Neenach, Pullman, Wash.

WEST VIRGINIA
Helvetia—Helvetia Community Fair Assn. Sept. 9-11. Mrs. James McNeal.
Huntington—KYOWVA Fair Assn. Aug. 8-14. James T. Hetzer.

WYOMING
Pine Bluffs—Laramie Co. Fair Assn. Sept. 2-4. Chas. W. Stephens.

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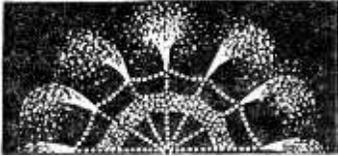


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W. H. Smith To Edmonton

REGINA, Sask., April 3.—President of the Regina Travelers' Day Association and in charge of the Travelers' Day parade held annually in conjunction with the exhibition, W. Howard Smith has been transferred to Edmonton, Alta. He had been on the board of directors of the Regina Exhibition Association for many years.

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Write or see H. L. HOLLINGSWORTH, Secretary, Van Buren Co. Fair Assn., Spencer, Tenn.

Around the Grounds:

\$250,000 Youth Building Under Construction at Albuquerque

Construction has begun on a new 4-H Club and FFA exhibition 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 improvements include the macadamizing of the roadways thruout the grounds.

Stock car automobile races will be held at the Flemington, N. J., fairgrounds May 30 and July 4, with Tommy Grbac, Bound Brook, N. J., promoter. Plans for this year's fair have been delayed due to the death of Maj. E. B. Allen, long-time secretary-manager. The association has not been reorganized, but H. B. Pedrick, Flemington, is the new secretary-manager.

The San Fernando (Calif.) Fair is reducing its front gate from \$1.10 to 50 cents, Henry C. Coles, secretary-manager, advises. A charge of 50 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 fence to cost \$15,000 and an office costing \$3,000 are to be erected at once.

The Sanilac County 4-H Fair, Sandusky, Mich., will introduce two new features, a home talent pageant for one night and a 4-H pageant another night. The fair plans to have a new boys' dormitory in readiness for the 1948 annual, according to C. E. Prentice, secretary.

Plans for construction of a coliseum for holding of future livestock shows

MICH. SCHOOL CLICKS

(Continued from page 58)

the findings of a survey he made on 4-H clubs at county fairs. His survey, conducted by correspondence with 4-H Club leaders in which suggestions and comments on club participation were invited, yielded praise for the co-operation of fairs and also, in some instances, the suggestion for improved facilities, such as modern toilets, dormitories, etc.

Request Liability Guide

Clarence H. Harnden, secretary-manager of the Saginaw Fair and past president of the International Association of Fairs, gave a summary of aid to fairs by States thruout the nation. Harnden also led a discussion on *Legal Liability of Fairs* which resulted in the adoption of a resolution requesting the Michigan Department of Agriculture to compile such liability and make it available as a guide to the fairs.

Among other speakers and their subjects were Harold Sellers, Cheboyan, *Advertising*; Irving L. Pratt, Ludington, *Auto Races*; Allan Williams, Ionia, *Arrangement of Grounds and Types of Buildings*; Arnell Engstrom, Traverse City, *Legislation Affecting Fairs*, and Clarence Prentice, Sandusky, *Grandstand Programs*.

A banquet was held the first night, and to 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 lone out-of-State registrant. Larson also attended the '47 school here.

in Alexandria, La., were drawn up at a recent meeting of 30 State senators and show leaders in Chambers, La. The Louisiana Cattlemen's Association will sponsor the building of the new plant, J. Torras Phillips, president of the Rapides group, said. The State Legislature will be asked to provide the needed money at its May session.

North Louisiana State Fair Association recently was incorporated with headquarters at Ruston, La., F. W. Stewart, secretary-manager, announces. First fair is set for Ruston October 12-16, with plans for new building and larger midway space on old fairgrounds. The group will ask the State Legislature in May for \$10,000. Other officers are T. E. Raley, president; M. J. Cavanaugh, vice-president, and Max Matthews, treasurer.

The board of Tangipahoa Parish Fair Association, Amite, La., has voted for construction of a fair plant in time for 1948 fall event. Bonds in \$25 denominations are to be sold to the public.

Work on the new site for the Heart o' Texas Free Fair and Exposition, Waco, will start April 15, reports R. W. (Tommy) Stevens, manager. Dates are October 25-31. Alamo Exposition Shows will be on the midway.

National Speedways Cards Race Program For Bir'ham April 10

BIRMINGHAM, April 3.—Al Sweeney, National Speedways, is here lining up the program for the big car races to be held Sunday (18) at the State fairgrounds.

Next event is the Chamber of Commerce sponsored rodeo and stock show, May 3-8. Verne Elliott's Rodeo will be featured, along with Bob Wills and His Texas Playboys. R. H. McIntosh, veteran State fair official, will be rodeo director.

A horse show is planned for June 4-6.

Walling Keith, fair manager, said a number of still dates during the remainder of the season are open.

Federal Grants to Canadian Annuals Increased for '48

REGINA, Sask., April 3.—Federal grants to Class A and Class B fairs and provincial summer fairs in Canada will be increased slightly this year, according to estimates tabled in the Commons in Ottawa. Total grants for 1948-'49 were estimated at \$206,500 compared with \$193,500 last year.

Grants to winter and spring fairs remain at the same total as last year, \$85,900. This will include \$5,000 to the winter fairs at Brandon, Regina, Saskatoon, Calgary and Edmonton.

Parker Heads McComb Event

McCOMB, Miss., April 3.—Jewell Parker, McComb, heads the newly formed Four County Show Association organized here by business leaders of Franklin, Amite, Lincoln and Pike counties. Others named were W. L. Barrow, J. R. Ulmer and T. W. Sullivan, vice-presidents; W. A. Bilbo, secretary-treasurer, and E. G. Covington, show manager.

Likes, Dislikes Show in Survey At Calif. Fair

SACRAMENTO, April 3.—Nearly all visitors at the California State Fair liked the event enough to want to come back. That was revealed in statistics obtained in a public opinion survey conducted by the firm of Knight & Parker, according to E. P. (Ned) Green, secretary-manager of the annual.

Green said interviews with several thousand adults and children as they were leaving the grounds last September showed that 98.1 per cent of them "enjoyed the fair sufficiently to want to return next year."

Green was quick to add, however, that not all 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 more than two hours on the fairgrounds, while 60 per cent stayed 3 to 6 hours. About half said they attended the fair only one day, but 28 per cent attended 2 days and 14.5 per cent 3 days.

Sacramento and North Sacramento provided 36.3 per cent of the patrons, while Bay Cities visitors were 31.3 per cent, San Joaquin Valley 13.4 per cent, North Central 12.1, North Coastal 6.2, Central Coastal 3.1, South Coastal .5, Los Angeles 3, and South Central .4 per cent. A small percentage came from areas outside the State.

58% on Tour

Other statistics: 58 per cent made a complete tour of the fairgrounds; 31 per cent saw the horse races; 56 per cent enjoyed some of the free attractions but 44 per cent didn't remember seeing any free shows; 40 per cent said they would like to see auto racing at the fair, and 18 per cent thought there should be an auto display. Fifty-two per cent visited the midway attractions.

Cross, Calgary Stampede Official, Honored by JCC

CALGARY, Alta., April 3.—J. B. Cross, first vice-president of the Calgary Exhibition and Stampede, was presented with the annual citizenship award of the Junior Chamber of Commerce. Award is made to the Calgary citizen who has contributed most to his community and his country.

The Cross family has been associated with the Calgary Exhibition since the first one which was held in 1885. The father, A. E. Cross, was one of the founders of the stampede 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, Corinth, has been named president of the Tri-State Fair Association for 1948. Tentative dates are September 27-October 2. Other officers named were A. R. Settle, Biggersville, vice-president; Lon Taylor Jr., Corinth, secretary, and Charles Caviness, Corinth, treasurer.

A. B. Robinson is finance chairman, and James Smith, Milton Sandy and Richard Penney Jr. are others in charge.

Eat, Drink Price-Cutting Ruinous, Mich. School Told

LANSING, Mich., April 3.—Undercharging by a midway eat or drink concessionaire can do as much harm as overcharging, Lester 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 Managers and Directors School here Wednesday and Thursday, March 31-April 1, under the sponsorship of the Michigan Association of Fairs. Referring to cookhouses, grab stands and juice joints operated by such civic organizations as service clubs, churches and veterans groups, Schrader said that not infrequently there is a disposition on the part of a few of those organizations to share all of the midway patronage by slashing prices.

Urges Floor Under Prices

This is a ruinous practice, Schrader insisted. He urged fairs to maintain their own price control as a defense against such practices, recommending that these price floors be set in concession contracts.

"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 organizations, 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 State association, revealed how his annual keeps its nut for fair help down by enlisting the aid of such service groups as the Rotary Club, Lions, Junior Chamber of Commerce, etc. On each day of his fair, he explained, members of these organizations from all over the county serve as ticket takers and in other capacities, with a different group providing such assistance each day of the fair.

Cautioning that fairs face an increasing need to watch their outlay for help, Kardel conceded that the use of free help as ticket takers was not without objection. However, checks showed the advantages outweighed the disadvantages, he maintained.

Hike Advance Sale

Speaking on "Gate and Grandstand Charges, Passes and Admission Charges," Kardel detailed how his fair had built up a substantial advance sale of tickets. Each 4-H Club member who sells two tickets to the annual in advance is given free admission to the grandstand on one set night. "This practically assures the attendance of their parents, increases the advance sale and gives us 'insurance' against rain," he said.

In a discussion of "Free Space for Organizations and Government Exhibits," 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 the space to a local business concern which in turn makes it available at no cost to such organizations.

Types of enterprises which lead in sponsoring such space are banks and newspapers which subscribe to the practice on the theory that they gain more good will that way than by building an exhibit plugging their own enterprise. Custom is for the sponsoring firm to have a small placard displayed at the booth, giving its name as the donor of the space.

The merit of this system was emphasized, several fair execs pointing out that they are now short of space to meet the demands of commercial exhibitors and if they were to give the space free to the many public service organizations which request it that their fairs not only would disappoint many commercial exhibitors but would sustain the loss of much-needed revenue.

Mrs. Marion D. Huston, of Livingston, Mich., speaking of "Financing

Hamid Books Acts, At Valleyfield

VALLEYFIELD, Que., April 3.—Joseph H. Hughes, representing the George A. Hamid office, this week contracted to furnish grandstand entertainment for the Valleyfield Exhibition, August 10-14.

Show will include a Hamid revue plus Capt. Tiebor's seals; Shirley Lavalle, aerialist; A. Robbins, the banana man; Herbert Gladfelter, organist, 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 Kitchen, Jack Smith and H. C. Armstrong, vice-presidents; W. C. Cooper, secretary, and O. Blakely, treasurer. Treasurer's report showed \$2,500 in the bank.

Stampede and horse show is set for June 23-24. Features will be a stock-cutting contest, a musical quadrille and a showing of Palomino horses. Chutes will be improved and the grounds enlarged.

Fairs," provided a humorous account of how the Montgomery County Fair was launched successfully last year at Atlanta, Mich., without a fairgrounds, any fair buildings and little money.

The start was made with some \$300, Mrs. Huston recounted, this money having been raised by dunning everybody and his brother for small contributions in the sparsely settled county which has only between 1,300 and 1,400 farmers. That initial \$300 was augmented by some \$180 thru the advance sale of tickets.

A local airport was secured as the grandstand site. The airport's small office was used as the fair's headquarters 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 bad weather, the event, which paid out more than 100 4-H premiums and more than 125 open class prizes, ended with the initial \$300 bankroll intact and all bills and premiums paid.

What's more, its success has inspired plans for a permanent fairgrounds. Already, the annual has been offered a gift of 14 acres. But Mrs. Huston and her associates, who learned promoting the hard way, are now out to promote more land than that and more money. The task should not be too difficult, judging by the hurdles they took last year and in view of the '47 success.

That the event was a success was further emphasized by Mrs. Huston, who pointed out that barely a few months before the fair there were few 4-H Club members in her small town of Livingston. Now, principally as a result of the fair, she said there are more than 50.

Speed Round-Up

Three New Records

LAS VEGAS, Nev.—Three midget auto racers set new track records at Hotel Last Frontier Sportsdrome asphalt speedway here March 28. Rod Simms, Los Angeles, won the 40-lap main event in the record time of 9:11.17; Walt Faulkner, San Diego, set a record in the 20-lap semi-main with the time of 4:46.63, 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 Carrell Speedway here. Time was 11:40.28. 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. Inky Ingram copped the semi-main. Trophy dash was won by Carl Brown.

Westerburg Named Manager

WINNSBORO, La., April 3.—Louis R. Westerburg, secretary-treasurer of Franklin Parish Fair Association, also has been named general manager for 1948 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 5. William Trimble, Crowley, remains as co-chairman.

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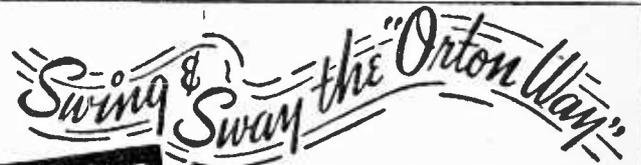
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STRATES GETS '48 UNDER WAY

First Rail Org To Bow

Train, up to 40 cars, moves despite coal strike — admissions are sliced

By Jim McHugh

WASHINGTON, April 3.—An enlarged James E. Strates Shows, first of the nation's railroad orgs to break the ice on the regular 1948 season, preemed here Thursday (1) at Benning Road and Oklahoma Avenue, N. E. The opening was sandwiched in between a morning deluge and intermittent showers which started about 10 p.m.—just in time to water the cream of the day's take. Despite the weather, Owner Strates viewed the opening, which drew about 6,000 paid admissions, favorably, and without hesitation predicted a good season in the offing.

Org arrived here Saturday (27) from its Jacksonville, Fla., winter quarters on 40 cars, including three system flats, five more than last year. As a result of the Office of Defense Transportation (ODT) edict banning special trains, the show train moved as regular freight over the Atlantic Coast Line and Richmond, Fredricksburg & Potomac Railroad behind a string of cars containing perishable vegetables.

Altho considerable work remains to be done, as the consequence of a long siege of inclement weather which hampered winter quarters' activities, the org as it was presented here is strictly top-bracket. The equipment, most of it new since the 1945 winter quarters' fire which destroyed practically everything but the train, is in tiptop shape and in sufficient quantity to justify any superlatives that might be included in the show's billing. The show's general appearance denotes massiveness and the attractions are good enough so that it will be unnecessary to rely 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 gross won't suffer, patrons will be happier, and there is more competition for the entertainment dollar now than there was during and immediately after the war.

The reductions, averaging about 5 cents, have all been in the higher admissions. The 30-cent rides have been cut to 25 cents, including tax; the Merry-Go-Round, the Ferris Wheels and the front gate are all in the 20-cent bracket. Kiddie rides are 12 cents.

Spending here appeared to be free and if the weather is at all favorable this week-end and thru the show's closing Saturday (10), the date will be a big winner. Strates' optimistic outlook for the season hinges on the fact that people are working and that is all it takes for a carnival to make the grade.

As a matter of fact this date, altho 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*)

Show Maintenance Man Gives Assist To Old Man Stork

SIoux FALLS, S. D., April 3.—Instead of attendants at a Sioux Falls hospital delivering a baby to the expectant parents, Mr. and Mrs. Edward S. Mawson, Worthing, S. D. (father is maintenance man with Northern Exposition Shows), the Mawsons delivered a 6-pound, 10-ounce girl to the hospital one night recently.

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 the driver sought to get more speed out of the vehicle and father Mawson tried to remember how the situation was handled in the movies. The car arrived at the hospital 15 minutes after the baby was born.

Mother and baby were reported in good health the next day, but hospital attendants were wondering how the "place of birth" space on the birth certificate should be filled in. "I sure don't want that to happen again," Mawson said. "My work as maintenance man isn't exactly training for the medical profession."

Mrs. Mawson is a war bride from England who joined her husband 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 California orgs to work the year-round, has been expanding their equipment and adding rides, it is announced by officials.

Recently acquired by Ben Martin, owner-manager, is a new Caterpillar with capacity of 60 passengers. Ten other rides, in addition to the standard Merry-Go-Round, kiddie rides, two shows and 20 concessions are carried. Show travels on 10 semi-trailers and several trucks.

Playing 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 Premier Shows, is in a critical condition in a local hospital as a result of injuries sustained in an auto accident while en route to this city from Florida last night (2). Hospital physicians reported that Wright had suffered broken arms, a fractured collarbone, seven broken ribs and internal injuries.

Mrs. Wright planed in here from their Florida home to be at his bedside.

Kelley Show Joins Marks

RICHMOND, Va., April 3.—Mr. and Mrs. T. W. (Slim) Kelley arrived here to get their side show in readiness for the April 5 opening of the John Marks Shows in Richmond. This will be the first time in years that Kelly has his show booked with an Eastern organization. In recent years he has been with Cavalcade of Amusements and prior to that with Midwestern shows.

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 with the biggest line-up of rides, shows and concessions that Sam Prell and his three sons, Abe, Ben and Joe, have ever had on the road. Free attraction is Selden, the Stratosphere Man, who has joined for the season.

Shows got off to a good start at Charleston, S. C., where they opened their season March 18. New rides, trucks and equipment have been added since the org went into winter quarters last November, and many of the shows have been revamped with new canvas, new fronts and stages.

Prell now has 15 major rides, 6 kiddie rides and 14 shows. Eight new International trucks and tractors have been added to the fleet, making a total of over 45 semis, with more rolling stock on order. Truck fleet is under the supervision of chief mechanic Joe Peterson and his assistant, Charlie Gutmuth.

At Charleston most of the old faces were back on the show, such as Abe Wolf and Johnson, who are again handling the Monkey Speedway, which has been fitted out with new canvas. Jake Ottman's Side Show of 14 acts opened big at Charleston, and Professor Vadalina has his *Harlem on Broadway* all-Negro revue with 24 artists. Big Tim and Bertha have taken over the Fat Show and brought in new banners from Philadelphia. (See *Prell Bows In on page 80*)

Gooding Lands Springfield, O., Blytheville, Ark.

COLUMBUS, O., April 3.—Floyd E. Gooding, president 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 Clark County Fair, Springfield, O.

Gooding also announced the signing of a contract to provide the midway attractions at this year's Northeast District Fair, Blytheville, Ark.

Imperial Exposition Staff Is Announced

CARRUTHERSVILLE, Mo., April 3.—Martin Arthur, manager of Imperial Exposition Shows, who is directing winter quarters activities here, announced the org's staff for the season. Besides Arthur, staff members are J. C. McCaffery, general representative; E. W. Wells, contracting agent; N. E. Beck, press representative; W. E. Jack, billposter; Carl Hanson, auditor; Lois Hanson, treasurer; M. L. Stewart, master electrician, and Frank Segear, builder and trainmaster.

Imperial Exposition is a unit of Amusement Corporation of America, in which McCaffery, Arthur, and Herbert Bye, Chicago attorney, are associated.

Raynell Girl Show Is Seeking Name Star for C&W Unit

PETERSBURG, Va., April 3.—Mrs. George A. (Raynell) Golden has practically completed contracting personnel for *Raynell's Show Girls*, unit to be featured with the Cetlin & Wilson Shows, she announced here at the C&W winter quarters.

Bob Williams' five-piece combo has been inked, along with Bob and Betty Carr, skaters; Joe Patanie, tenor; Dale and Evans, dance team; Dixie Gordon, strip feature; Stormy Dale, blues singer, and Billie (Zoot) Reed. An eight-girl line has been cast.

Mrs. Golden says she now is dickering for a name star to place with the unit.

The show will go out with a new front, 23 feet high and 106 feet long. Stage will be 22 by 50. New specially built top will be used, and striking lighting effects are to be introduced on the inside, according to Mrs. Golden.

Jack Bryendine is in charge of construction, which has been under way for four weeks. Only finishing touches remain. Lon Stratton will handle the front.

St. Paul Re-Enacts Wartime Show Rule

ST. PAUL, April 3.—This city's turbulent carnival situation was settled once and for all—they hope—Thursday (1) by members of the city council who re-enacted a war-time rule that at least 30 days must elapse between dates at the same location.

Regulation was adopted after the council received several applications for carnival dates at a lot near the St. Paul downtown district. Each applicant sought to get first dating, claiming he would lose money if he had to follow other sponsoring organizations by a week or two.

The 30-day rule had been invoked during the war to give war workers living in the vicinity of a carnival lot a chance for some uninterrupted sleep.

Meanwhile, city council approved dates for the operation of carnivals at six city playgrounds. The action came in the face of objections by three groups who urged that enough funds be acquired thru other means so that carnival operations would not be necessary on the playgrounds.

Carnival proponents argued successfully that funds derived from such sponsorship enabled them to buy athletic equipment for playground youngsters, as well as providing them with Halloween parties.

Riley Shows Preem April 12 in Philly

PHILADELPHIA, April 3.—Matthew J. Riley Shows will preem here Monday (12) with seven major rides, including a recently added No. 12 Ferris Wheel and two kiddie rides.

Sylvester A. (Bill) Kerr, who is starting his second season as manager, recently purchased a Sunshine kiddie train and a kiddie Whip.

George (Curley) Ingram will again have grab joints, candy apples, French fries and popcorn.

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Striker, Scales, Age and Weight, Novelties, Fish Pond, Duck Pond, Palmistry. Have few choice
Wheels open. SHOWS—Have brand-new outfits for Minstrel Show. Shorty Ward wants Girls
for Girl Show; salary paid from office. Will book any Shows not conflicting. Will book Kiddy
Train, Autos, Pony Ride. Want General Agent for season with car. Positively first show in
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ROX GATTO, Owner
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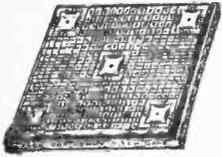
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WANT FOR SPINDALE, N. C.

In heart of town. First one in this year. Spring Festival, sponsored by American Legion.
Concessions of all kind open. A few choice Concessions open. Good opening for Frozen Custard to
join on wire. Will book Roll-o-Plane with or without transportation for season. Have complete Side
Show with 150 ft. banner line, office owned, for right party with acts. Bancrofts, get in touch at once.
Want A-1 Lot Man that can get it off and on lots. Top salary. Ride Help and Semi Drivers, come
on; can use you. All wires to

FRANK HARRISON, Owner and Manager

Spartanburg, S. C.; then as per route



PENNY PITCH GAMES

Size 46x46", Price \$37.50.
Size 48x48", With 1 Jack Pot, \$45.00.
Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

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75-Player Complete\$6.00
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1/3 Deposit on All Orders.

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All Readings Complete for 1948

Crystal Balls; Imported

On hand in these sizes: 2 3/4; 3 inch; 3 9/16; 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity, Each1 1/2¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10¢
FORECAST AND ANALYSIS, 10-p., Fancy Covers, Ea.5¢
Sample of each of the above 4 items for25¢
No. 1, 45 Pages. Assorted Color Covers50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 1125¢
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
Signa Cards, Illustrated, Pack of 3615¢
Graphology Charts, 9x17, Sam. 5¢. Per 1000 \$7.50
MENTAL TELEPATHY, Booklet, 21 P.25¢
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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"HIGHEST QUALITY AT LOWEST PRICES"
WRITE FOR PRICES

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Popcorn Machines & Concession Equipment & Supplies

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SIX CATS

Buckets, Skillos, everything else you need.

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WANT TO HEAR FROM CIRCUS ACTS, SHOWS, RIDES AND CONCESSIONS

for Big July 4th Celebration to be held July 1-2-3-4 at Casey, Ill. Auspices V.F.W. Contact
ROBERT D. MILLER
106 W. Main St. Casey, Ill.

MIDWAY CONFAB

Frank J. Hatch spent the winter in Philadelphia.

It's not so much the accent used by sticks that counts; it's what they're saying.

J. E. (Jimmie) Tiernan, general agent, Dick's Greater Shows, recently visited Philadelphia on business.

Mr. and Mrs. W. A. White, former concessionaires, have opened a novelty shop in New Orleans.

Ed Kennedy, guess-your-weight concessionaire, is playing California dates.

Most concessionaires understand that "prefrontal locative" isn't the name of a tooth.

Ben Martin, owner of Martin's United Shows, is planning to put out a No. 2 unit.

Til Taylor left Crafts 20 Big Shows following the recent Orange Show date at San Bernardino, Calif.

money from home and staged a preview of his first pay day after the show opens.

Curtis L. Bockus, general agent for Endy Bros.' Shows, and his wife spent three days in Philadelphia last week on business.

William (Bill) Owens has taken charge of advance billing for the John H. Marks Shows which open Monday (5) in Richmond, Va.

Jack O'Bryan pens from Tampa, where he wintered, that he will return to St. Louis in June when he plans to spring with a girl show.

Lou Johnson, former secretary of the Pacific Coast Showmen's Association, has returned to Los Angeles from a business trip.

Johnny Strong, West Coast concessionaire, and his wife, Ruth, are now in the record manufacturing business. Their first disk, a kid platter, features a calliope. The Strong's are keeping their concessions.



MRS. J. C. McCAFFERY entertained with a luncheon in her cabana at McFadden Deauville Hotel, Miami, March 16 in honor of Mrs. Iva Morris and Mrs. Max Goodman. Left to right, seated: Mrs. Max H. Kimerer, Mrs. Art Breese, Mrs. Ben Weiss, Mrs. Happy Buxton, Mrs. Louis Baldwin, Mrs. Sam Solomon, Mrs. Clif Wilson, Mrs. Neil Berk, Mrs. Sam Leiberwitz, Mrs. Ralph Endy and Mrs. Art Lewis. Standing: Mrs. Dale Weer, Mrs. Bob Parker, Mrs. Pete Manos, Francis Silverman, Mrs. Morris, Mrs. McCaffery, Mrs. Goodman, Mrs. Dave Endy, Mrs. Jack Neal and Mrs. Andy Markham.

Max Goodman visited Bob Roberts, cookhouse operator, while in Philadelphia last week on business.

Following a winter in Ruskin, Fla., Mr. and Mrs. Edgar C. May are en route to Detroit.

Dick Cavanaugh, veteran outdoor advertising man, is reported seriously ill at his home in suburban Grove City near Columbus, O.

While in quarters Old Lush received

D. Wade, general representative of the W. G. Wade Shows, is confined to a Detroit hospital. He expects to be there about 10 days.

By all means, 40-milers should be allowed on concession rows of midways. How else do you expect them to get hepped up?

Ralph Peters, musician, for several seasons with the *Paradise Revue* on Cetlin & Wilson Shows and last season with Raynell's *Girl Show* on Royal American Shows, is a patient in Vet-

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODORE
2908-14 Smallman St.
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JOE MOSS
1261 E. Sixth St.
Los Angeles 21, Cal.

LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE COMING SEASON, PLACE YOUR ORDER NOW FOR THESE TIME-TESTED, SURE-FIRE

MONEY MAKERS by EVANS!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
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CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.

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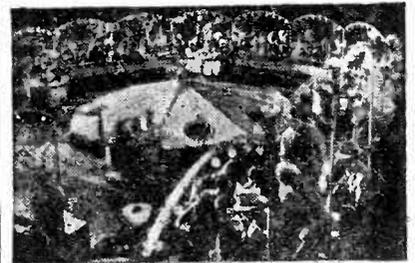
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America's Pioneer
Manufacturer of
Corn-Popping
Machines

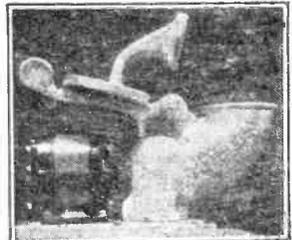
C. CRETORS & CO., Chicago 16, Ill.

BOOMERANG

1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947



WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
298 Junius St., Brooklyn, N. Y.



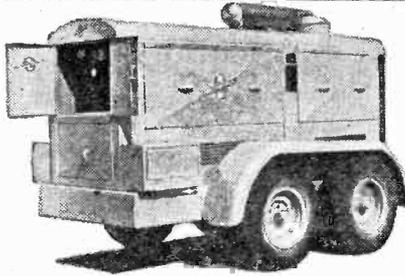
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With Motor
\$60.00

With Stand
\$65.00
\$15.00 Deposit on C. O. D. orders.
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Order now for sure spring delivery. Write for latest free catalogue.

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★ For every conceivable purpose . . . each designed to meet the exacting needs of the industry served.
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**Electric Power Units
Portable or Stationary
Made to Order**

80 Kw. General Motors Diesel Powered generator set designed especially for R. G. Wolff Studios, Hollywood, California, by STEWART & STEVENSON SERVICES. Unit furnishes electric power for "on location" sets in the production of motion pictures.



Anywhere SERVICE • PARTS Anytime
G. M. Diesel Engines
Continental Red Seal Engines
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erans' Hospital, Aspinwall, Pa., and would like to read letters from friends.

Walter (Wingy) Schafer reports the W. G. Wade Shows, now playing at West Warren and Livernois, Detroit, will open in the Highland Park suburb about April 10.

Captain and Bertha Ritz, Motor-drome operators on Royal Crown Shows, are celebrating the arrival of their third son, Henry Paul, who was born recently in Eustis, Fla.

G. L. Patrice cards from Sacramento that he is getting ready to hit the road. He reports he'll have 4 kiddie rides, 16 ponies and 5 concessions.

Nellie Baker and Fred Ramsey, who have been on a trip thruout the United States since January 3, report they are now heading back for San Francisco.

Edward K. Johnson, contracting agent, Cetlin & Wilson Shows, arrived recently at the org's Petersburg, Va., quarters. He is starting his 12th season with the show.

Business was reported good at the recent National Orange Snow, San Bernardino, Calif., by Pat Treanor and his son, Raymond, who had nine novelty stands.

Karl Alzara cards from New Bern, N. C., that he and Danny McNamee will have the side show on W. C. Kaus Shows this season. Bud Valier has booked his Sahara Rose Revue on the same org.

Trouper who left the road for a simple country life, asks, "Besides midway jackpots, isn't there another cure for insomnia?"

Dan Fast, who closed with Hennies Bros.' Shows recently, has joined the Thomas Joyland Shows in Lexington, Ky., where he will be chief electrician. He also has booked his Snake Show with the org.

Walter Byers, owner of Byers Bros.' Shows, is clearing the 20-acre tract he recently purchased near Worthington, O. He plans to build a home, general office and a winter quarters set-up on the land.

Press agents' copy is becoming so confusing that half of us can't understand what they mean by "The 1948 revised edition of So-6-So Shows."

George Pence, manager of one of the Floyd E. Gooding Amusement Company's ride units, is preparing to head north after a winter in Ruskin, Fla., where he purchased a new home last fall.

Peggy and Louis Hall worked the nine-day Mardi Gras which closed

BIG MONEY MAKERS
1948 IMPROVED SUNSHINE CHOO CHOO TRAIN AND ELECTRIC PUTT PUTT BOAT
Biggest money makers on any Midway for labor required, space needed and money invested.
Price Choo Choo Train: Three Cars, 18 passenger, \$1800.00; Four Cars, 24 passenger, \$1955.00; Five Cars, 30 passenger, \$2100.00. Price: 24 passenger Electric Putt Putt Boat, \$1955.00; quick delivery. All F. O. B. Tampa, Fla. Fast truck delivery and set up for 15 cents a mile one way. Send dollar for large photo and complete description.

SUNSHINE MFG. CO.
2105 E. CHELSEA ST.
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Member Tampa Chamber of Commerce

Want Bingo Counterfemen
That Can Drive
Salary, Still Dates, \$50.00 week
Address
JOHN CHAPMAN
815 N. High St., Greystone Court Apt. 1,
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THE BIGGEST BARGAIN IN YEARS!
MODEL 120 CONCESSION FLOSS MACHINE
WITH ALL LATEST DEVELOPMENTS IN SMOOTHER OPERATION

FEATURING—
Direct Drive variable speed vertical motor.
Rubber mountings—no vibration.
Compact—base 18"x10"x10".
Machined cast aluminum spinnerhead, Concession's original 1-piece self-centering double band.
Heavy duty collector rings.
Heavy gauge 25" polished aluminum pan.
Heat and motor speed rheostats for regulation.
Fused for line overhead—no burn-out.
Handy switches for operation.
All aluminum enclosed case.

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 25%, balance on delivery.

CONCESSION SUPPLY COMPANY
3916 SECOR ROAD TOLEDO 6, OHIO

Buy Now and Save!

SOUTH AMERICAN HYBRID CORN
First Year Purdue Hybrid 31-32.
From 100 Lb. Bags to Carloads.

GLASSINE BAGS in all sizes
POPCORN BOXES in all sizes

COCOANUT and PEANUT OIL
5 Gal. Containers, Drums and Tank Cars.
From a 5-Gal. Can to a Carload.

Prices on Request
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POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

Frostee
MALTO-MILK SOLIDS
FOR **FROSTY MALTED MILKS**
FULLY PREPARED
● DELICIOUS ● CONVENIENT ● PROFITABLE
Can Be Used in Any Custard Machine
For Sample, Details and Price Write to
THE DAYTON FOOD PRODUCTS CO.
436 WAYNE AVENUE DAYTON 10, OHIO

The **TILT-A-WHIRL** Ride
A Man That Owns One Says:
"It is a splendid job throughout"
—Manufactured by—
SELLNER MFG. CO. Faribault, Minnesota

Two Models — New 1948 Wesco — Two Models
TICKET BOOTHS
MORE DURABLE MORE ATTRACTIVE
New Puncture Resistant Materials. Plastics and Chrome Trim Built-in Electric Sign Talkers Stands. Special design and manufacturing.
Send us your problems.
WESELY MFG. CO.
1280 N. 18TH ST., SALEM, ORE.

INSURANCE
IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

NEW IMPROVED CHAIR PLANE SWINGS
V Belt Drives. Steel Cut Pinions. Disk Clutches. Le Roi Power Units. Steel Tubing Fences. Split Towers.
RIDE-HI MFG. CO.
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IN NEW ENGLAND
For Your **POPCORN** Requirements
Top quality at most competitive prices.
Corn, Seasoning, Boxes, Salt, Machines.
THEATRE CANDY CO., INC.
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NOTICE, CONCESSIONAIRES
NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park, Dallas. If you can't call, write or wire
BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Supplies.

POPCORN, IT POPS!
BUY DIRECT AND SAVE 20%
THE OHIO POPCORN CO., INC.
Greenville, Ohio

WANTED
Ferris Wheel, Swings, Merry-Go-Round, or amusements of that nature for annual Trenton, Illinois, Homecoming, July 3 and 4. Contact:
D. L. SCHAEFFER, Chairman
TRENTON, ILLINOIS
FIFTEEN ACRE LOT AVAILABLE
For Carnivals and Shows. Central Location.
40 AND 8
P. O. Box 1 Texarkana, U. S. A.

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COCONUT OIL
POPCORN SEASONING



... has that rich golden color that makes 'em buy more popcorn than ever before. Get bigger profits the easy way with SEAZO!

For those states where colored oil is not sold — use Simko brand.

By the makers of POPSIT PLUS!

Seazo
COCONUT OIL
POPCORN SEASONING

Simonin of Philadelphia

Sunday (4) 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. Jones Exposition the last three seasons, plans to open a kiddieland in Amarillo, Tex., late in June.

Millard F. (Bill) Wyble and Lee Holley, of Dawson, Ga., were tendered a wedding party in Brundidge, Ga., March 24 by their friends. Bill is the son of Glen D. and Katherine Wyble, who have their three rides with the Johnny J. Denton No. 2 Shows this season.

Visitors to the Don Franklin Shows' lot at their opening in Angleton, Tex., March 13 included Jim and June Taylor, Mr. and Mrs. Arthur Curl, Mr. and Mrs. Elmer Durstin, Pat and Evelyn Templeton, Charles and Grace Goss and Jimmie Byers.

Winter trouping in Florida can only be judged in early April when we meet and 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's Market and Ninth streets included Benny Swartz, Steve Graham, Dave Lodge, Jerry Betoff, Alabama Thunderbolt, John Kelley, Harry Boston, Jimmie O'Conner, Joey Welsh and Leon M. Gubre.

Rex 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 Aschy was celebrated on the L. B. Lamb Shows at Laurel, Miss., recently. Attending were Alan and Mom Richards, Gladys Levitan, Jennie Cochran, Mary Barr, Esther Wilkinson, Henrietta Sinderson, Evelyn Hill, T. J. Sullivan, Bernice Jackson, Jerry Vasulka, Margaret Peterson, Mel Fournety and Leone Murray.

Fred A. Miller, public relations man with the W. G. Wade Shows, and Harry Mamas, concessionaires, returned to Detroit to get equipment in shape for opening. Miller recently acquired a 20-acre farm in

THE NEW ALLAN HERSCHELL

Kiddie AUTO Ride



NOW EQUIPPED WITH
FLUID DRIVE!

Safe, foolproof, rugged and easy to operate. New fluid drive mechanism firmly mounted on center base; platform-supports quickly lock to center and to jackstands. Platform edged with angle iron. Cars are sturdy cast aluminum; wheels have Alemite fittings, puncture-proof tires. New circular cornice of angle iron and masonite styled like major Allan Herschell rides. Brilliant, sparkling illumination, combining fluorescent lights and stainless steel reflector panels on outside, ten powerful sealed-reflector flood-lamps on inside. Entire ride easily loaded on 16 ft. truck. Needs only 23 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.

PUSH BUTTON CONTROL—NO CLUTCH! FULL SPEED SMOOTHLY IN 8 SECONDS

Makers of THE MOON ROCKET, CATERPILLAR, LOOPER, HURRICANE, WATER SCOOTER, CARROUSELS and other famous riding devices

ALLAN HERSCHELL COMPANY, Inc.
NORTH TONAWANDA, NEW YORK
World's largest manufacturers of amusement rides

CONCESSION TRAILERS



This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

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SOCIAL HOUR No. 2 (10¢) 10M or more (Less than 10M \$7.50M) \$7.40 Per M	Betty Zane No. 2 (10¢) 10M or more (Less than 10M \$8.50M) \$8.40 Per M
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OHIO SUPER YELLOW AND DWARF WHITE HULLLESS POPCORN. In 50 and 100-lb. moisture-proof bags. Also supplies. Write for catalog and prices.

BETTY ZANE CORN PRODUCTS, INC.
638 Bellefontaine Ave. Marion, Ohio

OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides
EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

MODERN CHAIRPLANE AND KIDDIE AIRPLANE RIDE
IMPROVED
WRITE FOR CATALOGUE.
Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.
SMITH & SMITH, SPRINGVILLE, N. Y.

Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples
Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.
GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

FOR SALE AT ANY FAIR OFFER LARGE CAPACITY PORTABLE FROZEN CUSTARD OR FROSTI MALT MACHINE—BUILT INTO TWO-WHEEL CONCESSION TRAILER.
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TYPE AND PICTORIAL
SHOW PRINTING CARDS
Specialists in Stock Designs
for parks, carnivals, rodeos, circuses, fairs, sports, races, magicians, orchestras, tent shows, etc. — Special Designs (Union Printer). **24 HOUR SERVICE**

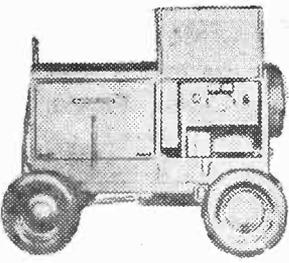
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Government Paid \$15,000 for Complete Unit . . .

PORTABLE POWER PLANT

Same Unit NOW \$695 each Lots of 3 \$650 each

Same unit converted to 300 AMP. ELECTRIC WELDER \$895

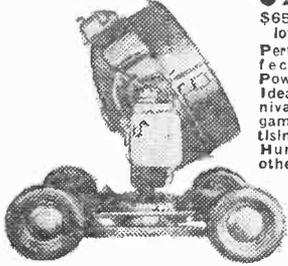


HERCULES 6-cyl. gas engine. Model JXD 4x4 1/2. Self starter. Operating panel, complete, ready for operation.

800 MILLION CANDLE POWER SEARCHLIGHTS

\$695 each

\$650 Ea. in lots of 3 Performs perfectly with Power Plant. Ideal for carnivals, outdoor games, advertising purposes. Hundreds of other uses.



(Send 25% with order, balance C. O. D.)

ALBERT H. MILLER, Ltd.

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CARBONS for 60" SEARCHLIGHTS

A very advantageous purchase of SEARCHLIGHT CARBONS from surplus stocks permits us to offer them to you at a fraction of their normal cost.

These Carbons are for 60" searchlights and are manufactured by the National Carbon Co. They are type 1, which is a high intensity, white flame.

Each set consists of one Positive 16mm. x 22" and one Negative 16mm. x 12". There are 25 sets to a metal container. These are factory packed 20 containers to a wood case. In excellent condition.

\$4.00

Per Container when purchased in case lots, as long as stock lasts. Terms: Net Cash F. O. B. Los Angeles.

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Opening Franklin Road Showgrounds

Downtown PONTIAC, MICH., Tuesday, April 27

CAN PLACE for long season operation Octopus and Caterpillar Rides. Must be in good condition and with transportation.

Good opening for CLASS HOUSE and ANIMAL SHOW (Wild or Trained).

Legitimate STOCK CONCESSION contracts now being let for the season.

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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 wooded grove, dance pavilion, 300-seat capacity dining room. 28 PICNICS BOOKED FOR ENTIRE SEASON—WELL ADVERTISED.

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AL-FAY ENTERPRISES, INC. 3309-11 NORTH PULASKI ROAD CHICAGO 41, ILLINOIS

SPECIAL CALL CONCESSIONAIRES SPECIAL CALL GREAT SUTTON SHOWS

Due to disappointment, can place Fish Pond, Pitch-Till-You-Win, Penny Pitch, Watch-La, Cork Gallery, Jewelry, American Mitt Camp, Scale and Age, and any other Hanky Panks. Will also place G-Cat Outfit. Have a very good proposition for a good, clean up-to-date Frozen Custard Joint for season. Can place good, sober, reliable Pea Pool Agent. CONCESSIONAIRES: IF YOU ARE TIRED OF BLANKS AND WANT RESULTS INSTEAD OF PROMISES, I CAN PLACE YOU ON A MIDWAY THAT GIVES YOU THE FLASH OF A RAILROAD SHOW AND HAS THE FINEST SPRING STILL DATES IN THE COUNTRY ALREADY CONTRACTED AND WE DEFINITELY KNOW WHERE WE'RE GOING. I ALSO HOLD CONTRACTS FOR 12 OF THE FINEST COUNTY FAIRS IN THE MIDWEST. Contact me at once, as we will carry only a limited amount of concessions. We don't promise good weather, but we do promise a Blue Ribbon Route of Spring Still Dates. CAN ALSO PLACE ROLL-O-PLANE, OCTOPUS, SPITFIRE, LOOPER, GOOD FLASHY PONY RIDE AND KIDDIE TRAIN. Batesville, Miss., this week; Blytheville, Ark. (Downtown), April 12-17 (this is the big spot of our Spring Route—get your Bankroll there); Sikeston, Mo., week of April 19. 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.

Book Frozen Custard and Grind Stores. Wire:

E. W. BURR

Manchester, N. H.

LAST CALL

TWIN CITY SHOWS

LAST CALL

Opening in Aurora, Mo., April 10. Concessions—Can use Glass Pitch, Hoop-La, String Game, Coke Bottles, Basket Ball, Lead Gallery. Fairs and Celebrations starting in June, playing in Missouri, Iowa and Nebraska. All Shows open, work for committee's per cent. Fair Secretaries Celebrations and Committees, we have open dates for Iowa and Northern Missouri. We have eight Rides and thirty Concessions and Shows. Wire or write

GEORGE CRABLE or SAM WELLS

AURORA, MO.

Hey Rube!



ONLY popsit plus!

LIQUID POPCORN SEASONING

gives your customers the **FLAVOR** they favor in popcorn



SEASONING SPECIALISTS TO THE NATION

Simonin of Philadelphia

FOR SALE

TRANSFORMER WAGON

With two 100 K.V.A. Transformers. Two 600 AMP.—six 400 AMP. Load switches. Double "0" Wire—275 feet new—2000 feet used. Wired for three phase, mounted on Hi-Trailer, Federal Tractor with new engine. Price \$3,000.00.

2 Light Towers and Marquee Fronts with light bulbs—\$400.00.

Aerial Joy Ride with International Power Unit. Hauled on 32 ft. special built Low Boy Trailer. Pulled by 1940 G.M.C. Heavy Duty Tractor—\$5,000.00.

Kiddie Roto Whip, used 3 months, with drop frame furniture Van Trailer to haul same—\$2,500.00.

10 Sheets of 1/2x36x78" Glass; 5 Mirrors, 1/2x36x78". Ideal for Trailer Glass House. Crated, ready for shipping—\$300.00.

Mechanical City, known as "California." To be assembled—\$250.00.

Office Safe (Hall's), 27" high, 18" wide, 18" deep—\$100.00.

ELLMAN UNITED SHOWS

2239 N. 56th St. Milwaukee 8, Wis.

FOR SALE

Two 10 gal. capacity ELECTRO-FREEZE MACHINES

3 Phase with 5 Gallon Cabinet, used two months. Also Two 6-Hole Cabinets, almost new.

HARRY E. PRINCE

25 Tremont St., Boston 8, Mass.

ARKY BRADFORD

CAN PLACE

Train Hands, Polers and Chalkers. Also want Boss Canvasman and Laborers. Show opens Mobile, April 9. Report at once. All Train Men contact Arky Bradford. All others contact Al Wagner.

CAVALCADE OF AMUSEMENTS

MOBILE, ALABAMA

FOR SALE

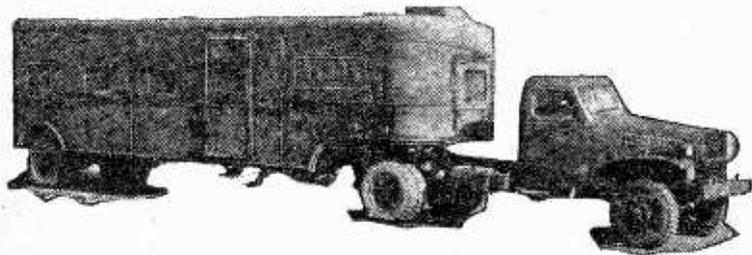
1 SMITH AND SMITH CHAIR-O-PLANE

24-Seat Capacity. Reconditioned Motor.

S. A. GIBSON

7520 N. Seeley Ave. CHICAGO, ILL. Phone: SHeildrake 8338 after 9 p.m.

SHOWMEN!



Ready for '48?

The '48 season is close at hand. All outdoor show people are getting equipment in shape for the first stand. Is your equipment in tip-top shape to stand the long, hard haul?

AVAILABLE IMMEDIATELY

Limited supply of van, rack and platform trailers, tractors and straight trucks. Will finance and trade.

Berman Sales Company

Phone: Pennsburg 521

Pennsburg, Pa.



FIRE INSURANCE

Not all Fire Insurance gives showmen the proper coverage. Don't take a chance on some clause being omitted from your policy.

28 years' experience selling insurance is your guarantee of getting proper coverage. Contact

CHAS. A. LENZ THE SHOWMAN'S INSURANCE MAN
 1728 First St., N. St. Petersburg, Florida
 Phone 5914

A1338 Insurance Exchange
 Chicago, Illinois



FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT RIDE PORTABLE RIDE

STATIONARY & ELEVATED PARK RIDE

NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE

CHICAGO 15, ILL.

WIRE AND CABLE FOR CIRCUS AND CARNIVAL

Three Wire #6 Type S 600V Extra Flexible 131 Strand Rubber Cable in 150 ft. lengths on tubular steel reel with 60 Amp. Crouse Hinds Arkite Connectors both ends, plus extra matching Connector for wall or cable mounting. Condition new. Made by Rome Wire Corp. for USA Portable Field Generators. Can be buried in ground for temporary use. COST \$246 Ea. OUR PRICE ONLY \$37.50. F. O. B. MACON, GA. (Present wholesale cost of Connectors, \$24.20; Wire, approx. \$135.) 27,500 ft. on hand for immediate delivery. Weight, 117 lbs. Sorry, no exports. Prepaid sample for 50¢. Also small amount Two Wire #4, same length, type and price.

Stanton Radio Supply Co. Phone 1178 Macon, Ga.

FOR SALE

TWO 1947 ALLAN HERSHELL 10-CAR AUTO RIDES

Used 10 days. Price, \$2800.00. Factory cost now, \$3400.00. Also Streamlined Addison Train, like new, \$2200.00.

INGALLS AMUSEMENT CO.

COLDWATER, MICH.

PHONE 483-J

Florida to serve as headquarters for his racing stables, and is sending several horses to the Detroit Fairgrounds track.

Leo Lipa, 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 Lipa & Buckley. Lipa, while convalescing is at his home, 15458 Ward Avenue, Detroit.

Mr. and Mrs. O. F. Friend, who were with Pete Kortez 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 Centennial Shows which open there April 23.

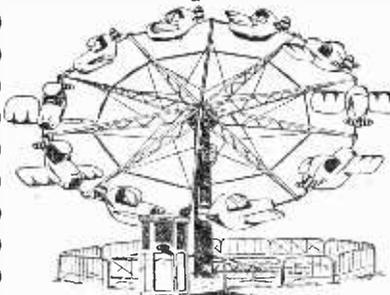
Recent additions to B. & C. Exposition Shows include Boxall's bingo, its third year there; Ed Lowe's plane and train rides; B. Townsend, with stores; William Culerton, midway cafe and French fries; Jack Tolz, ice cream; Ned Bevans, Girl and Posing shows, and J. J. Jeffery, Wild Life and Snake Show.

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 going in 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

1948 Spitfire



Ride & Fly

- SELF-CONTROLLED CARS
- THRILLING
- DEPENDABLE

FRANK HRUBETZ & CO.

SALEM, OREGON

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 GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
 2315 51 W. Huron CHICAGO 12
 Chicago's Big Tent House Since 1870

"AMERICA'S FINEST SHOW CANVAS"

Available for immediate delivery!
 50x110 Round End TENTS.
 10 ft. Side Wall, Blue, Flameproofed, Orange Trimmed

Tents-Side Show Banners

The Best Flameproofed Fabric Available. Forest Green, Royal Blue, Orange, Khaki

BERNIE MENDELSON-CHARLES DRIVER

O. Henry Tent & Awning Co.
 4862 N. CLARK ST. CHICAGO 40

SIDEWALL

NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.

8'x100'	\$82.74	9'x100'	\$ 92.00
7'x100'	72.49	10'x100'	101.74
		8'x100'	\$82.25

Made in any length at the above rate per running foot.

• Satisfaction Guaranteed. Prompt Delivery. "If It's Made of Canvas, We Make It." 25% Deposit—Balance O. O. D.

MICHIGAN SALVAGE
 417 W. Jefferson Ave., Detroit 26, Mich.

SHOW CIRCUS CONCESSION TENTS

MERRY-GO-ROUND
CENTRAL Canvas Company

HARRY SOMMERVILLE-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

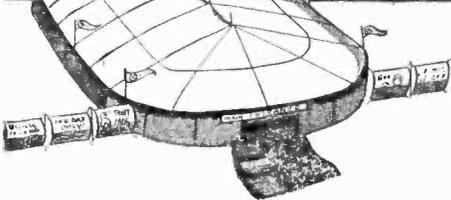
Open now in Lexington, Ky. Want feature Freak and Novelty Acts. Especially interested in good Musical Act. Chuck Kenedy, John L. Webb, come on. Want Man and Wife to work Blade Box. Wire

MARK WILLIAMS
 Joyland Shows Lexington, Ky.

WANT TO BUY 3-ABREAST PORTABLE MERRY-GO-ROUND

Address:
IMPERIAL EXPOSITION
 CARUTHERSVILLE, MO.

Camel SHOW TENTS



have the rest Beat a Mile!
 Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

WRITE FOR OUR FREE LIST...
 DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.
Quick Delivery!
 COMPLETE OFFERING OF CAMP EQUIPMENT



CAMEL Mfg. Co.
 329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE

TENTS FOR SALE OR FOR RENT

14 x 21 feet	28 x 42 feet
16 x 24 feet	30 x 110 feet
20 x 30 feet	40 x 100 feet

Tents Made to Specifications... Any Color... Size Style... Shape • Flameproofed
 Ground Cloths... Change Aprons... Bally Cloths
 Flags... Velours... Fibreglas... Repps. Write Us Your Needs

A. MAMAUX & SON
 120 BLVD. OF THE ALLIES • COURT 3500 • PITTSBURGH 22, PA.

GIANT SALE OF RECONDITIONED TENTS

10 oz. tops, 8' 8 oz. side walls, 20' middles, 20' push poles, hand roped.
40' x 100' as low as \$295.00
 Complete with stakes and poles

ALSO: BIG LINE OF NEW TENTS IN STOCK

Many other widths and lengths available. All tents reconditioned and serviceable.

Send for free list of bargains
C. K. TURK CORP.
 South Bend, Indiana

ANCHOR TENTS

SQUARE UMBRELLAS—BALL GAMES
SHOW TENTS
 BEAUTIFULLY TRIMMED CONCESSIONS—BINGO TENTS
 WIDE SELECTION OF MATERIALS AND TRIM
 PROMPT DELIVERY

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

T-E-N-T-S
 CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.
 "Tents With That New Look."
 Individually designed by Jimmy Morrissey. Beautiful lustrous colors.
 Write—Wire—Phone

ALL-STATE TENT & AWNING CO.
 300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY, MO.

New Ride Thrill... C-CRUISE ACCLAIMED
 by these New Operators...

★ Sol Golden, Ocean Park Pier, Santa Monica, California
 ★ G. D. Kincaid, Joyland Park, Lexington, Kentucky
 ★ Art B. Thomas, Bombshell Shows, Lennox, South Dakota
 ★ George C. Tilyou, Steeplechase Park, Coney Island, New York

EASY TO FILL UP... OPERATE... SET UP AND TRANSPORT!
 Appeals to young and old! A ride bonanza!
 Write for illustrated booklet

C-CRUISE CORP. Seventh and Murlark Avenue, West Salem, Oregon

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

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.

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!

Attract more customers! Protect your equipment!
 McDougall-Butler RECREATIONAL EQUIPMENT Finishes

Quality Finishes Since 1887

McDOUGALL-BUTLER CO., INC.
 BUFFALO 5, NEW YORK
 Branches: Salem, Mass.; Auburn, Me.; Washington, D. C.

TENTS

ANYTHING IN CANVAS

Tents—Concession, Gypsy, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

TENTCO CANVAS, INC.
 130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

TENTS

All Sizes—NEW AND USED—All Styles.
 BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.
 100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

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.
 Priced from \$5.50 per case of 110 packages and up.
 25% Deposit with order, balance C. O. D.

CASEY CONCESSION CO.
 1132 S. WABASH AVE. CHICAGO, ILLINOIS

MAD CODY FLEMING

SOME BIGGER • NONE BETTER

Open April 24—Two Saturdays—Waycross, Ga.
 Want Stock Concessions, \$20.00; cut in \$1.00; total, \$21.00. Eli Foreman, Working Men, if not getting regular pay, come over and never miss a pay day.
 Address: HICKOX, GA.

Used Everywhere for Over 30 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.
 Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000	\$25.00
10,000	\$ 8.50
20,000	10.25
50,000	15.75

Mr. Custard Operator!!

ARE YOU OLD-FASHIONED?

THE OLD METHOD:

You buy sugar, skim milk, evaporated milk, flavor, etc.; you mix 8 pounds skim milk powder, 16 pts. evaporated milk, 10 lbs. sugar, vanilla flavor, stabilizer.

BAD POINTS:

Inventory, delivery, mixing, labor problems; sanitary laws; never a uniform product; no control over age of various ingredients; poor overrun; spoilage.

... Or

ARE YOU A MODERN OPERATOR

... with

THE NEW METHOD:

33c per pound, delivered—packed in 250 lb. barrels, net, 20 lbs. TOTO and 33½ quarts water equal 15 gallons liquid mix. \$6.60 will produce \$50.00 sales.

Plus butter-fat required in accordance with State laws.



GOOD POINTS:

Uniform products; ingredients approved by Health Department; just add water; high overrun; no spoilage.

Send \$6.60 for 20 lb. trial shipment—enough for 15 gallons finished product

ELECTRO FREEZE SALES CO.

TO TOTO MIX DIVISION
165 Broadway
NEW YORK 6, N. Y.

BLEVINS' SPECIAL GET-STARTED OFFER NO. 2 (WATCH FOR OTHERS!)

★ 1000 Two-Color Peanut Bags ★
★ FREE! ★



Just buy 5,000 colorful Blevins Peanut Bags (see cut) at the regular price of \$1.71 per thousand and receive an EXTRA thousand bags absolutely FREE! This offer expires at midnight, April 17, 1948, and shipments are limited to one to a customer.

(There is still time to take advantage of Blevins' Special Get-Started Offer No. 1 and receive a 100-lb. bag of BEE-HIVE Hybrid Popcorn free with a purchase of 10 bags. Orders must be received by midnight, April 10.)

CLIP THIS AD AND MAIL TODAY TO

BLEVINS' POPCORN CO., INC.

IN POPCORN VILLAGE • 3098 CHARLOTTE AVE. • NASHVILLE, TENN.
IN SOUTHEASTERN INDUSTRIAL DISTRICT • 650 MURPHY AVE., S.W. •
BLDG. E UNIT 8 • ATLANTA, GA.

Have You Tried Blevins' No. 1 Virginia Fancy PEANUTS?

Raw, 18c—Roasted, 21c
F. O. B. Nashville Only

LAST CALL EVANS UNITED SHOWS LAST CALL

OPENING WARRENSBURG, MO., APRIL 24
ALL SHOWS AND CONCESSIONS CONTRACTED, ACKNOWLEDGE THIS CALL
WANT WANT WANT
CONCESSIONS: Need Color Game, Ice Cream, Penny Pitch, Glass Pitch, Stock Ball Game, Cork Gallery, High Striker, Coke, String, Scales, Fish Pond, Bumper, Blower, Lead Gallery.
SHOWS: Any good Show with own transportation, except Girl or Athletic.
THIS IS A CLEAN SHOW. NO GYPSIES—NO RACKET.
We have 4 Rides: #5 Eli Ferris Wheel, Merry-Go-Round, Chairplane and Train, playing choice Still Spots until June, then Celebrations.
Contact: CLAY M. EVANS, 3417 WABASH, KANSAS CITY 3, MO.

ZEKE SHUMWAY WANTS

Talker for Sun Bathers' Show; prefer man who has wife that can Bally and do a few Poses. This Show wins money. Joe Mooney, Jack Moore, contact me. Lecturer on Snake Show; good proposition to right man. Leo Carey, contact me. Want man to take care of Animals on Wild Life Show. Eddie Knapp, come back.

HAVE FOR SALE

1941 Snub Nose G.M.C. Tractor and 24-foot van type Trailer, side door, rubber extra good, complete job all O.K., \$950.00; a 20-foot Exhibition Dusenbergs Car with 260-H.P. motor, good running condition, great for bally, price \$350.00. Answer:
Care of IMPERIAL EXPOSITION SHOWS, Caruthersville, Mo.

Jones the ducats on the upside-down display.

Lee Stutz 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 their cat rack and bottle joint with the Johnny J. Jones Exposition this season.

Melvin Bennett, the Stratosphere Sensation, will be the free attraction with the Wallace & Murray Shows this season. A 500-foot slide-for-life and 40-foot swaying pole are innovations to Bennett's act.

Mr. and Mrs. W. A. Davis are back in Caney, Kan., and open April 17 with their concessions on the Cherokee Amusement Company for the fourth season. They spent several months in California and Texas this 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 cook-house and are rebuilding photo and two ice cream dip stands for their string of Midwest fairs. They also will have their own plastic framed cake decorator set on the fair circuit this season.

W. D. (Dale) Winders, showman, printer and office supply man, at present is in 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 West Broad Street, Columbus, and plans to make it into a printing plant.

Glen Cooley, who will have a jewelry layout on the Cavalcade of Amusements this season, left his Ruskin, Fla., quarters recently for the shows' quarters in Mobile, Ala. Bob Goode, electrician on the World of Pleasure Shows, and wife spent a few days visiting Bob's brother in Ruskin, Fla., recently before departing for Detroit. Bob's as-

CARNIVAL — CIRCUS — PITCHMEN STAND OPERATORS, ETC. HI-SPEED MONEY CHANGERS

Makes Change Accurately Easily and Quickly
Durable, long-lasting, well-made, cold rolled steel. 3-Tube Model \$2.00 ppd.
Also 4 and 5-Tube Models. Nickel Plated Finish.
Write for Illustrated Folder "D"
J. L. GALEF & SON, Inc.
85 Chambers St. New York 7, N. Y.

R. W. ROCCO WANTS AGENTS GOLD BOND SHOWS
OPENING APRIL 17, MONMOUTH, ILL. Featuring Cannon Act.
For following Exclusive Grind Stores: Want Head for Bowling Alley. Nick Kelly can use Agent for Itazle Dazzle. Carl Herrick can use one more Agent for Itol Down. Write, or phone: R. W. ROCCO 3170 S.W. 8th St., Miami, Fla. Phone 48-9821

WANTED CARNIVAL RIDES AND CONCESSIONS July, August, September Sponsored by the GOLDEN VALLEY SHRINE CLUB Write FRED WILKINSON CLINTON, MO.

RICHIE KEEFER WANTS Men Skillo, Razzle Dazzle, Hanky Panks, two P.C. Outfits. Address: c/o D. & B. Shows, St. George, S. C., this week.

STEAM TRAIN BURNS COAL



Can be used indoors with compressed air.
Hauls a big load of kids or adults on every trip.
Attracts CROWDS in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY
Mrs. Steam Trains and Kiddie Auto Rides
224 W. Douglas Wichita 2, Kansas

New ELECTRIC CORN POPPER



TAVERNS SCHOOLS DRUG STORES BUS STOPS, ETC.
By all means cash in on the big pop corn business with an Excel, the only low priced big popper on the market. We set you up in business with corn, seasoning, bags, etc., all for \$121.90.
Write Us for Our Amazing Offer
INDIANA POP CORN CO.
MUNCIE, IND.

ORIGINAL ROSECAKE OR WAFFLE MOLDS

Real year around money-makers. 4" commercial size of cast aluminum complete with handles and formulae, \$2.50 each... round, six-sided or scalloped. Terms: 25% with order—balance on delivery. CONCESSION SUPPLY CO. 3918 Secor Rd. Toledo 6, Ohio

FOR SALE ELECTRO FREEZE FROZEN CUSTARD MACHINES
ONE brand new water and air cooled (3 phase) 25 gallon per hour capacity. PRICE FOR TWO, \$2,800
ONE slightly used air cooled (3 phase) 15 gallon per hour (will not sell separately)
M. SEIDMAN
2600 CRESTON AVE., BX. 58, N. Y. Ph.: Fordham 4-4104 (bet. 10 a.m.—12 noon)

WILD LIFE EXHIBIT FOR SALE
Complete with '40 Chevrolet Truck, completely overhauled; new 20x60 Tops. Priced right for cash, \$1,500.00. Can be seen in operation in storeroom at 1470 Hancock St., Quincy, Mass., until April 4. Write to:
ASSOCIATED EDUCATIONAL EXHIBITS
Rm. 404, 204 E. Jefferson St., Syracuse 2, N. Y.

CARNIVAL WANTED
For the week of July 4th. Home Coming and Fourth July Celebration. Full week.
THOMAS VOL. FIRE DEPT.
THOMAS, W. VA.
Chief, G. E. Mosser, Gen. Chairman

FOR SALE
Two 1941 Chevrolet-powered Flexibles with 825/20 tires, 25 reclining seats, baggage racks inside overhead with large baggage compartment in rear of bus with rear-end engine suitable for long distance trips. Buses in service daily over scheduled routes. Priced to sell immediately. Contact HALL BUS LINES, INC., Orangeburg, S. C.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2. 10c each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides, 100, \$30.00. Replacements, Numbered Balls, Ea. .58. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00. 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4 1/2 x 5, M 1.50. 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M 1.75. Adv. Display Posters, Size 24x36. Each Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 9 piece layout for 15.00. Thin Transp. Plastic Markers, Bwn. 1/4 M 1.00. Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 3/8 the size \$2.00 M.

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Illinois

Assistant, Raymond Cooper, stopped over in Ruskin while en route to visit relatives in Pennsylvania before going on to Detroit.

Mr. and Mrs. Lester Tate, of the John H. Marks Shows, were hosts at a wedding dinner March 20 in Newberry, S. C., for their daughter, Lucille, and son-in-law, Bobby Wilkinson, son of Mrs. Billie Cooper. The newlyweds will join the Royal American Shows for the season. The bride was with the Marks org last season.

Billie Cooper, of Royal American Shows, is recovering from an operation in St. Joseph Hospital, Tampa, April 5, and would like to read letters from friends.

BILLPOSTER WANTED

Do not waste my time if you drink. Will pay good man fine salary and bonus. Will furnish Truck; must be able to drive one. Long season.

Wire or write
SAM E. PRELL

Prell's Broadway Shows

ALAMANCE HOTEL
BURLINGTON, N. C.

WANTED

GENERAL MANAGER

Johnny Beam, Bill Kerr, contact at once.

PEPPERS ALL STATES SHOWS

Chester, S. C.

GENERAL AGENT

WANTED

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BOX 165, c/o Billboard

390 Arcade Bldg. St. Louis, Mo.

WANTED

NAIL STORE AGENTS

RED CATHERWOOD

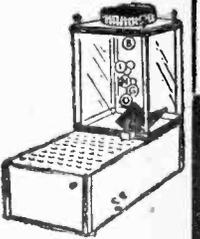
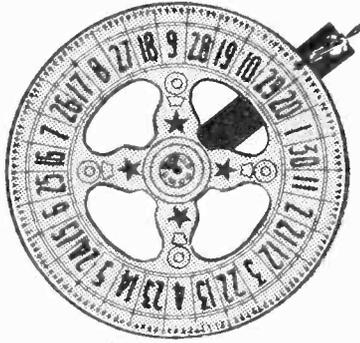
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Pittsburg, Kan., April 3-10

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Apex 4 Star CARNIVAL WHEELS



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Heavy Duty Mounted BINGO CARDS



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THRILLING AMUSEMENTS BACKED BY HONESTY AND SOUND BUSINESS

Stock Concessions (Hanky Panks), one of each kind, \$16.00 per week. Mitt Camp open, exclusive; GEORGE ACOSTA, wire. GEORGE HARR wants Griddle Man and Cookhouse Help, Agents for Scales and Age; also Candy Apples and Snow. Want capable, sober Agents for Grind Stores, Wheel, Pin Store, Skillo, Count Stores, Swinger. Long season. We have 8 Rides, 6 Shows and guarantee 18 bona fide Fairs and four big Celebrations in Tennessee, Kentucky, Indiana and Mississippi. Will book Fun House, Glass House, Motor Drome, Wild Animal Show, Side Show with own equipment and transportation. Mrs. Helen Golden, wire; good proposition for you. All address: BOB MEYERS, Magic Empire Shows, Philadelphia, Miss., this week; then as per route.

CONCESSION SUPPLIES

- Daisy Cork Guns. Ea. \$ 4.95
- Cork Gun Corks. 1,000. 2.75
- Aluminum Milk Bottles. Ea. 1.10
- Wood Milk Bottles. Ea. .50
- Worth Baseballs. Doz. 2.15
- Case of 15 Doz. 30.00
- Weighted Feather Darts. Doz. 1.20
- Dart Balloons (10 Gr. for \$9.00). Gr. 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

PEPPERS ALL STATES SHOWS

CHESTER, S. C., APRIL 5 TO 10—THEN GREENVILLE, S. C.

WANT WANT WANT

CONCESSIONS: Photo Gallery, must be neat and modern. High Striker, String Game, Addem Darts, Huckley Buck and Jewelry. Agents for Bucket Stores (Ben Acers, "Curley" Renfro, wire). Also want Candy Apples and French Fries.

RIDES: Will book a Merry-Go-Round, buy or lease same. Can use for thirty-eight weeks an A-1 Spitfire Ride. Want Foreman for Roll-o-Plane, must be sober, reliable and have driver's license; top salary. (Roy Townsend, McKay, join on wire.)

SHOWS: Will book Mechanical City Show. (Henry Pallsten, 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

Fidlers United Shows

Now at Spring and Chouteau, St. Louis, Mo., with Granite City, Ill., to follow

Want Ride Help for 12 Major Rides. Must drive Semis. Electrician who can handle Giant Searchlights. Shows with or without own equipment. Willard "Pug" Harper, wire me at once.

ADDRESS:

SAM FIDLER, Mgr.
4217 N. Florissant, St. Louis, Mo.

FOR SALE

Sunproof Green Hip Roof Push Pole Show Tops, new spring 1947, two 20x30, one 20x40, one 20x40 with Proscenium for Girl or Posing Show, one 30x50 with Proscenium for Girl or Jig Show with Seats and Stage, one 20x30 for Cookhouse or Bingo. All above Tops with 8-ft. Sidewall and inside and outside full width Sun Border. One 40x80 Khaki Round End Top for Bail Ring or Push Pole. About thirty 30x60-inch Blow-Ups for Girl or Posing Show. 3,000 ft. 2-0 Standard Cable with Lugs, 75 and 100 ft. lengths. 20 Junction Boxes. Chev. Trucks with Semi Trailers for hauling Rides and Shows. Plenty other Show Items. Come, look them over.

L. ED ROTH 1284 Hart Road, Columbus, Ohio
P.S.: 20-Passenger Chevrolet Bus, 1942 model, for Jig Show transportation.

CONTINENTAL SHOWS, INC.

THE SHOW OF HIGH STANDARDS

9 RIDES

5 SHOWS

Opening April 22, Kingston, N. Y.

Presenting the

DEATH DEFYING ★ STARLITES ★ DEMONS OF THE SKY

Can place a few more Concessions, Grind Shows, Cat or Tilt. Show leaves Winter Quarters on April 18th. Address all correspondence to:

ROLAND CHAMPAGNE, Manager

3 Courtney Lane

Phone: 36594

Lowell, Mass.

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CALL

OPENING SATURDAY, APRIL 10, 2600 MADISON AVENUE, INDIANAPOLIS

CONCESSIONS CAN MOVE ON LOT THURSDAY, APRIL 8TH

WANT PHOTO. All kinds legitimate Stock Stores for finest first-in route of Indiana cities. SHOWS—Any good ones with own outfits and transportation.

RIDE HELP—Roll-o-Plane and Wheel Foremen, Second Men for all Rides.

BAKER UNITED SHOWS

2257 MADISON AVENUE

Phone: GARfield 4584

INDIANAPOLIS, IND.

FLOYD WOOLSEY WANTS

FOR BILL HAMES SHOWS

OPENING BATTLE FLOWERS, SAN ANTONIO, TEX., APRIL 19TH.

Side Show People, Fat Women or Man, String Mind Act, Fire Act that knows how. Any strong Working Acts that Pitch, Midgets, strong Annex that can STAND good business. No H. H. We have no Still Dates. All mail and wires:

FLOYD S. WOOLSEY, 206 S. Lake Arthur Ave., Jennings, La.

GOLD BOND Shows

OPENING APRIL 17, MONMOUTH, ILL
A Smart Show—for—Smart Showmen

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, Novelties, Fish Pond, Duck Pond, Penny Pitch, Cigarette Pitch, Basket Ball, Bowling Alley, High Striker, Pitch-Till-You-Win, Ball Game, String Game.

SHOWS

Can place Snake, What Is It?, Girl, Animal, Wild Life, Jungle Rats, Alligator, Motordrome, Mechanical, Glass House, 5-in-1 and Monkey Show. (Major, answer; can furnish some tops.)

FOREMEN FOR RIDES

Can place Foremen for Wheel, Dual Loop, Kiddie Autos, Airplanes and new Train.

WANT SHOW PAINTER

Want Second Men on all Rides, must drive semis. Want Help for Fun House, Arcade and P. C. Joins. (Frenchy Zubel, come on.)

MICKEY STARK, Mgr.

WINTERQUARTERS OPEN AT FAIRCROUNDS BOX 229, MT. STERLING, ILL.
A GREATER "GOLD BOND" MIDWAY IN 1948

JOHNNY J. DENTON SHOWS

CAN PLACE CAN PLACE

FOR SYLACAUGA, ALA., THIS WEEK FOLLOWED BY DOWNTOWN OPELIKA, ALA.

SHOWS: Good opening for Girl Show. Must have three or more Girls. Have new 20x40 Top for same. Special proposition for Motordrome and Monkey Show. Mary and Jesse Brown want Jig Show performers.

CONCESSIONS: Will sell "X" on Jewelry and Frozen Custard. All other Stock Concessions open. This show positively holds 14 bona fide 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 Beat-the-Dealer Agents. Willie Hewitt would like to hear from Foster Bell and Paul McTues. ALL ADDRESS:

LOU RILEY, Mgr.

NORFOLK, VA., APRIL 5-10; RICHMOND, VA. (CHURCH HILL LOT), APRIL 12-17

CAPITAL 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, 20x80, 100-ft. Banner Line and any good Grind Shows.

WANT: Second Men on all Rides. All replies to:

J. L. KEEF

CAPITAL CITY SHOWS, FRANKLIN, TENN., this week.

P.S.: For Sale—36-ft. Parker 2-Abreast Merry-Go-Round, perfect condition, new paint. Top and Tower Unit perfect. Can be seen in operation this week. Reason for selling, have new one.

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"
"OUR SECOND NATURAL"
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 Work for Merchandise.

Ride Men, Foremen, Second Men and Third Men who can drive semis.
Best Proposition on the road.

SELDEN — The Stratosphere Man
Our Free Attraction

Write, wire or phone

SAM E. PRELL, Hotel Washington-Duke, Durham, N. C.

ANDERSON GREATER SHOWS

"The Grand Old Show With The Fine Old Name"

ROANOKE, ALA., FOLLOWED BY JACKSONVILLE, ALA.
BOTH DOWNTOWN LOCATIONS UNDER FIRE DEPARTMENTS.

Want Help on Merry-Go-Round, Octopus, Swing and Kiddie Rides. Want good man to operate large 60-inch Searchlight and to assist Electrician. Margaret Anderson wants Agents for Ball Games and Cigarette Gallery. Legitimate Concessions open. Will sell "X" on Diggers. Can place Bingo that can go over 40 miles from home. SHOWS with own outfits not conflicting with Ten-in-One, Snake or Girl Show. Opening for only 2 Grind Stores. All address:

ANDERSON GREATER SHOWS

downtown ROANOKE, 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 Wrenn, come on. Want Man to handle Snake Show. Frank Little, wire me.

DICK BEST

c/o Cavalcade of Amusements, Mobile, Ala.

D & B SHOWS

Can Place for Monks Corner, S. C.

Big Firemen's Spring Festival, April 12th to 17th, and one more in South Carolina; then the big Strawberry Festival in North Carolina, with other big ones to follow. Can place any Concession that works for Stock. Place one more Flat Ride. Will book or buy Ferris Wheel for cash. Can use good Ride Help and Concession Agents. Place one or two more Shows. We have complete outfits for 5- or 10-in-1 and Snake Show. If you are tired playing blanks, don't miss these spots. Address:

ST. GEORGE, S. C., this week; MONK'S CORNER, next.
FRANK E. DICKERSON — EVERETTE P. BRYANT

HAVE 3 GOOD LOCATIONS

Following people contact at once if interested: Bill McHugh, Danny Dell, Harry Moore, Bill Gooch, Knox Qualles, Maybron Miller, Mac Macolly, Billy Rosen, Mac McCoy, Buckets Sessinger, Couz English or others interested. No collect calls accepted. First calls—first taken care of.

C. S. POOLE

Phone 7280—Ext. 342 Lexington, Ky.
P.S.: McHugh, how much for that equipment?

GEORGIA AMUSEMENT CO.

WILL BOOK

Mitt Camp, Skillo, Razzle Dazzle, Pan Game, Swinger, Nail Joint, High Striker, Six Cat.

WATKINSVILLE, GA., APRIL 5-10

WANT AERIALIST

Young Man—Height, 5 ft. 2 to 4 inches. Weight, 135 to 150 lbs. Work starts end of April in a well-known outdoor aerial sensation. Write what you can do to

ORIGINAL ATENOS

375 East 137th St. Bronx 54, N. Y.

RIDES AND CONCESSIONS WANTED

CENTENNIAL CELEBRATION

July 15, 16, 17, 18. Contact

DUANE S. McCALL

Oconto, Wisconsin Phone 43 or 367-W

1937 CHEVIE TRUCK

Built to live in, all furnished, built-in bed, ice box and stove. 3 Concessions—Country Store, Glass Dime Pitch and Frame and Top that can be made into many outfits. Motor overhauled last fall. Just the thing for show people.

MAZIE CASTOR

1324 Jackson St. ANDERSON, IND. 20 So. 2nd St.

WANTED

Rides—Any type of adult Ride. Will pay cash for Merry-Go-Round or on Concession. Shooting Gallery.

LOG CABIN BEACH

Write

c/o M. T. Whiting

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FOR SALE

Live Shetland Pony Merry-Go-Round, works 5 Ponies. Also 5 good Ponies and Equipment. Also one 1941 Dodge Pony Van. All equipment in first-class shape, has been on show circuit. Must sell on account of injury in auto wreck.

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FOR SALE

Miniature Train and 8-Car Auto Ride . \$2000.00
Big 8-Car Whip With 2 Semi-Trailers . 1800.00
All Rides in good operating condition.
28-Ft. Underslung Fruehauf Trailer—All Steel.
\$1200.00. A Steal!

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FOR SALE

1938 Dodge Truck, good rubber tires, in excellent condition, \$650.00. Also Peanut Roasting Machine, \$50.00; and Popcorn Machine, \$50.00. Can use good Driver for Truck. Best of treatment.

EDWARD ELKINS

c/o N. S. A.
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SECOND-HAND SHOW PROPERTY FOR SALE

\$6.00 Govt. Desk Trunk with lock. Cost \$20.00.
\$35.00 Wax Pin Head in glass case. Money getter.
Diving Suit, Helmet, Shoes, Pump, Telephone. Cheap.
\$5.00 Mummy painted on canvas, seven feet high.
Pennant Flags on Streamers. Four sizes, cheap.

WEIL'S CURIOSITY SHOP

Philadelphia 6, Pa.

ATTENTION!
WEST COAST INDEPENDENT SHOWMEN

We are contracted to furnish the attractions for the following Fairs in the West: We want to contact now Showmen in the Far West, Northwest and Southwest who have their own completely equipped Shows. Everything must be in first-class shape and well presented. Want Shows of all kinds. Write us in detail—tell us the exact size of your front, your canvas and style of show. If possible mail photo. These dates are recognized and established.

- Cheyenne, Wyoming, Frontier Days
July 26 thru July 31
- Monte Vista, Colorado, Sky-Hy Stampede
Aug. 2 thru Aug. 6
- Sterling, Colorado, Logan County Fair and Overland Trail Round-Up
Aug. 9 thru Aug. 14
- Larimer County Fair, Loveland, Colorado
Aug. 16 thru Aug. 21
- COLORADO STATE FAIR
Pueblo, Colorado
Aug. 23 thru Aug. 28
- Arkansas Valley Fair, Rocky Ford, Colorado
Aug. 30 thru Sept. 4

- BEST LABOR DAY FAIR IN THE WEST
Torrington, Wyoming, County Fair
Sunday, Sept. 5 thru Wednesday, Sept. 7
- Scotts Bluff County Fair, Mitchell, Nebr.
Sept. 8 thru Sept. 11
- KANSAS STATE FAIR, HUTCHINSON
Sept. 18 thru Sept. 24
- LUBBOCK, TEXAS, FAIR
Sept. 27 thru Oct. 2
- GREAT STATE FAIR OF TEXAS
DALLAS, TEXAS
Oct. 9 thru Oct. 24
2,000,000 People in 16 Days

ALL REPLY IN DETAIL:

Associated Independent Midway Operators, Inc.
380 ARCADE BLDG. ST. LOUIS, MO.

BULLOCK AMUSEMENT CO.
Lean entertainment for the whole family.

WANTS

Grind Shows with own outfit. Legitimate Concessions. Can use one more Percentage Dealer. Playing manufacturing towns with large weekly payrolls. No racket, no gate. Lancaster, S. C., this week; then Badin, N. C., week April 12th.

★ ★ ★ **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 GOODWALT, O. C. BUCK SHOWS
1115 5th Avenue, Troy, N. Y.

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WANT RIDE HELP

Capable, reliable Ride Superintendent and Foremen for Octopus, Super Roll-o-Plane, No. 5 Ferris Wheel, Chairplane, Kiddie Whip, Kiddie Airplane. Top wages. Must be sober and reliable. Others need not apply. Save my time and your embarrassment. FOR SALE—Electro Freeze Custard Machine, completely equipped, excellent condition. Mounted on beautifully equipped trailer, fluorescent lighting. Will sell or trade for what have you? All replies to:

DE LUXE SHOWS

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 uptown locations.

CONCESSIONS of all kinds—Mitt Camp, Grab, small Bingo, Photo, Cigarette and Lead Galleries, Six Cat, Swinger, Slum Skillo, Dart, Heart Pitch, Cigarette Pitch, Glass Pitch, Guess Your Weight or any other Grind Concession; privilege \$15. SHOWS—Can place Geek, Snake, Animal, Mechanical or any Show with own transportation. Want Chairplane Foreman and Agents for Grind Stores. All replies to

MILTON McNEACE

PELZER, SOUTH CAROLINA; TREN PER ROUTE.

WANTED HELP FOR ALL RIDES

Merry-Go-Rounds, Ferris Wheels, Tilt-a-Whirls, Octopus, Rockets, Kiddie 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 Game, Coke, Age and Weight or any legitimate Stock Store. Fred Trosper, I wrote; letter returned. Can use all your Concessions except Pop Corn.

SHOWS—Any Grind Show and Penny Arcade.

NEED RIDE HELP that drives on Ferris Wheel, Chairplane and Merry-Go-Round.

COMMITTEES—Have two weeks open in July. Rest of route filled with bona fide Fairs and Celebrations. Route to interested parties. Contact

ALBERT BARKER, 2850 Boyd Ave., Indianapolis, Ind.

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10 DAYS—OPENING APRIL 15—10 DAYS
MIDDLETOWN, CONN.

WANT RIDES—Roll-o-Plane. Want Funhouse and Grind Shows. Want Ride Help that drive.

Paul Smith wants Ball Game Agents and First and Second Man for Ferris Wheel.

Wendell Kuntz wants Acts for Side Show. For Sale—Four 30 Kw. Light Plants, A-1 shape, \$900.00 each.
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B & W SHOWS

LAST CALL!

GARFIELD, N. J.

ON ROUTE 6

APRIL 15

J. VAN VLIET, Mgr., 404 Garibaldi Ave., Lodi, N. J.

WANT Hanky Panks, all open. Shows—Can place Drome and Side Show, due to disappointment. Have 20 by 80 with 110-foot Front for same. Any good Grind Shows, also Monkey Show.

RIDES: Want Rides—Can place Tilt, Spitfire, Sky-o-Plane and Roll-o-Plane. Also Kiddie Rides.

WANT Ride Help on all Rides. Semi Drivers preferred. Don't write, come on.

SNAPP Greater Shows

OPENING APRIL 10, NEVADA, MISSOURI

WANT Penny Arcade, Mechanical City, Motordrome and any Shows of merit not conflicting.

WILL BOOK Frozen Custard for season.

Bill Chalkias wants Freaks and Acts for Side Show.

Our Fairs start in Wisconsin, July 21. Address

WM. R. SNAPP, 118 Virginia Ave., Joplin, Missouri

PIEDMONT EXPOSITION SHOWS

Opening April 12, St. Pauls, N. C.—Auspices Civitan Club

WANT Iron Lung, Wildlife or any Grind Show. Dart Game, Fishpond, Jewelry, Hoop-la and any Stock 10c Store. WANT Penny Arcade and Fun House. Address Fayetteville, N. C., until April 10; then St. Pauls, N. C.

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 Corn. No Mitt Camps. Foreman for Allan Herschell 2-Abreast Merry-Go-Round and Second Help that can drive Semis.

EMIL J. ZERBES

Bismarck, North Dakota

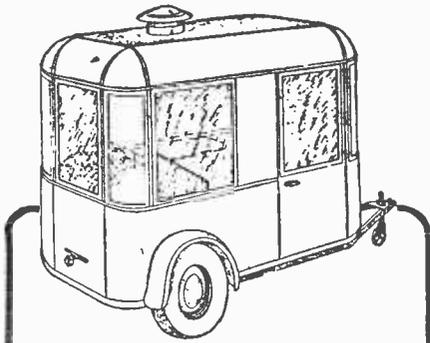
WANTED CANDY FLOSS OPERATOR

Good proposition to experienced man.

JACK GREENSPOON

Oceanview Park

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, carmel corn, cotton candy, etc.

Orders taken now on our 2 large standard models . . . 2 weeks delivery.

THE CRYSTAL COACH SR.
THE ROLL-O-MART

Available Through Our Distributors
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The Calumet Coach Co.
11575 S. WABASH AVE., CHICAGO 28

**INTERNATIONAL SHOWS
WANT**

Ride Help—Second Men on all Rides. Will book any Shows not conflicting. Slum Concessions of all kinds. Want Lead Gallery, Frozen Custard, Snow Cones, Candy Apples, Floss, Popcorn. Hanky Pank Agents of all kinds. Gerald Wantz, Pee Wee, Crip Born, get in touch with Chas. H. Sutton. Paul Bejano wants Side Show Acts. Address:

COLEMAN LEE, Mgr.
Holdenville, Okla., April 5 to 10

**IMPERIAL EXPOSITION
WANTS**

For Office Owned
SIDE SHOW
SCOTCH BAGPIPERS FOR BALLY. 1 MORE
FREAK TO FEATURE. ADDRESS:
JIMMY HURD
BOX 37 CARUTHERSVILLE, MO.

**COOK HOUSE HELP
WANTED**

A-1 GRIDDLE MAN, A-1 COOK, COUNTER-
MEN. JOIN ON WIRE. TOP SALARY.
Address:
MARVIN TUCKER
c/o Peppers All States Shows
Chester, S. C., this week

WANTED

Experienced Ride Help for All Rides
HADJI DELGARIAN
2303 N. Melvina CHICAGO 39, ILL.

SURPLUS SALE

Two Trucks, good motors and tires, complete Freak Show with 25 attractions, ready to run, a real money maker; also Kiddie Airplane, cheap. Come, look at it.
JOE LEMKE
8617 W. McMyron St., West Allis 14, Wis.

**Portable Public
Address System**

**18 WATT PEAK. MODEL RA-155
WILL FIT ALL YOUR NEEDS!**

Audience coverage up to 3,000 people, area coverage up to 10,000 sq. ft. For indoor or outdoor use. Carnivals, halls, sporting events.

- Consisting of attractive, sturdily built, leatherette covered carrying case.
- Heavy magnet 12" P.M. Speaker, no distortion.
- Turner crystal mike—velvet chrome stand; or available with floor stand if required for additional \$3.50.
- RA-15 Raparco Amplifier, featuring Mike and Phone Input, 2 separate Bass and Treble Tone Controls, 6 Tubes, Frequency Response 30-17000 Cyc. + 1/2 DB.

This high fidelity range gives excellent results when the amplifier is used with FM tuners or recordings.

PRICE COMPLETE \$64.50

We can supply amplifier units to accommodate any situation; mobile, portable or fixed, any output range. Send for our catalog.



Radio Parts Company, 614 RANDOLPH ST., CHICAGO 6, ILL.

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. Ride Help—Can use sober, reliable men. This is the show you have heard so much about. No finer equipment on earth. I have a Pay Gate, which is the reason that I can play large towns where the City Licenses are high. It also helps me to paper my show Circus Style. This alone 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

**MIGHTY
PAGE
SHOWS**

Featuring **CAPTAIN SHIN SONGER'S 110 FOOT FIRE DIVE** Nightly on the Midway

WANT SHOWS, not conflicting; especially want Fun House, Glass House and Motor Drome. Want Snake Show; Mose Smith, answer. CONCESSIONS: Penny Arcade, Novelties, Jewelry, Basket Ball; Swede, answer. C. A. Kirkland wants Agent for Age. Bob Buffington wants clean-cut Bingo Help. Frank Zorda wants Side Show Acts. Salary guaranteed from office. WANT: First-Class Mechanic that can move show. Want Ride Foremen on Wheel, Octopus, Tilt and Chairplane. Also Second Men that drive semis. C. A. Kirkland in charge of Lot and Rides. The following people answer at once: Leon Roche, Ray, Red and Ken, formerly with L. B. Lamb Shows. All replies to:

BILL PAGE, Mgr., Mighty Page Shows
KINSTON, N. C.

P.S.: Barney Spear and Frank Long, contact me at once.

W H E E L S

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers
142 W. 24th Street New York 11, N. Y.

2 I. K. WALLACE ATTRACTIONS 2
SATURDAYS OPENING APRIL 24TH, AMELIA, VA. SATURDAYS
Auspices Ball Club

All people holding contracts please report on lot April 20th. Want Grind Shows with own equipment. Long season of Celebrations and Fairs. Concessions—Can place Custard, Duck and Fish Pond, Glass Store, String Game, Balloon Dart, High Striker or any Grind Store not conflicting. Want Man and Wife for Illusion Show, nice frame-up for two people. Can place Chairplane Foreman, Second Man on Wheel. Write
I. K. WALLACE, Chesterfield Court House, Va. Route 10 out of Richmond.

NOLAN AMUSEMENT COMPANY

OPENING APRIL 24, MOUNDSVILLE, W. VA.

WANT

Concessions and Shows. Ride Help for Wheel, Octopus, Merry-Go-Round, Loop and Chairplane. Andy, Curly, Max, Dick, wire or write.

FRED NOLAN
MEXAHALA PARK, SOUTH ZANESVILLE, OHIO

LIGHT UP!



UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh, Wisconsin

WANT FOREMEN

For Merry-Go-Round, Eli Wheel, 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 42026

NEW VAGABONDS

Westcrafts and Main-Lines at new low prices. A real showman's trailer. Trade now. We finance up to 36 months. No payments during winter months may be arranged. Contact

E. J. WEST
at East Lansing, Michigan, or
RAYMOND SELFHORN
at Sarasota, Florida.
CONCESSION TRAILERS
All Aluminum, \$1,595.00 and up.

FOR SALE

1 8-Car Mangels Whip

Good condition, \$2100.00.

MILLER AMUSEMENT ENTERPRISES
La Grange, Ill.

**WANT WANT
MERRY-GO-ROUND**

Will pay cash for same; must be in A-1 condition. Not interested in junk.

JOHN QUINN

3550 Cass Ave. Detroit 1, Mich.
Tel.: TE 3-6822

AGENTS WANTED

For Bowling Alley, Count Store and Hanky Pank. Agents, if you must drink to work save your time.

JACK THOMAS
J. R. LEERIGHT SHOWS

Holdenville, Okla., April 5 to 10; Henryetta, Okla., 12 to 17.

WANTED
SHOWS AND CONCESSIONS of all kinds.
Also Ride Help.

FOR SALE
Brand-New Allan Herschell Streamlined Kiddie Auto Ride.
MOUND CITY SHOWS
1417 Grattan St. ST. LOUIS 4, MO.

MERRY-GO-ROUND

For Sale—A 30 Ft. Two-Abreast. New Tent. Horses. Organ, Motor; also an extra Band Organ. See in operation.

A. D. SHARPE

Cooper Arms Apt. Long Beach, Calif.

FOR SALE

7-Car Tilt-a-Whirl, good mechanical condition; 1941 Chevrolet Tractor with 24-foot Nabor Trailer, 1945 Chevrolet Tractor with 30-foot Nabor Trailer; priced right. Sickness reason for selling. Want good Truck Driver and man to handle Show. Old Help, let me hear from you.

J. ROBERT WARD
General Delivery, North Little Rock, Ark.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

Opening Wyandotte, Mich., April 15

WANT—Merchandise Concessions and Grind Shows of all kinds. Ride Foremen and Helpers report April 8th. Billposter that can drive truck; must be first class lithographer. Good territory for well framed Penny Arcade.

FOR SALE—30x50 Khaki Tent, 9 ft. wall, used six times.

WANT—Will pay cash for Merry-Go-Round in good condition.

JOHN QUINN

3550 Cass Ave.

TE. 3-6822

Detroit 1, Mich.

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 Games. Want Girl Show, with or without outfit, 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-Plane Foreman, Octopus, Caterpillar, Auto Kiddie Ride, Edison Kiddie Train, Kiddie Dye Boomer. This Show has nine office-owned Rides. No racket. No gate. Drunks and chasers stay away. All replies to:

JIMMIE CHANOS

801 EAST 5TH ST., GREENVILLE, OHIO, UNTIL APRIL 14; THEN RICHMOND, IND.

BORUP'S UNITED SHOWS

Can place Bingo, Glass Pitch, Ball Game, Add A Ball, Balloon Darts, Add 'Em Up Darts, Bumper, Novelties, Custard and Palmistry. A Couple to operate Pan Store. Want P.C. 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; couples, can use wives in Ticket Boxes. Can place two more Grind Shows 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.

Call—IMPERIAL SHOWS—Call

OPENING DATE—VIRDEN, ILL.—APRIL 26-MAY 1

WANT

WANT

WANT

WANT—Foremen and Second Men for Merry-Go-Round and Super Roll-o-Plane. Top salaries. Chuck and Mary Havens, answer and come in. CONCESSIONS—Milk Bottles, Bowling Alley, String Game, Frozen Custard, Glass Pitch and Penny Arcade. No Mitt Camps, please. RIDES—Will book flashy Kiddie Auto and Train Rides for season. Playing 10 of Illinois' best proven Fairs and numerous Celebrations. Address: **BILL GULLETTE, MGR., IMPERIAL SHOWS, ASHLAND, ILL.**

BOGLE & REESE SHOWS

F. C. BOGLE—CO-OWNERS—DAVID S. REESE

Opening Saturday April 10th, Arma, Kansas. No Gate—No Racket—No Gypsies.

Want Agents for office-owned Concessions, Man for Bingo, Man for Funhouse and Unborn Show, P.C. Dealers. Second Men for all Rides—must drive semis. Will book Flat Ride, Shows with own transportation, Stock Concessions not conflicting. Wire, phone or write

BOGLE & REESE SHOWS, ARMA, KANSAS.

FOR SALE

2 Count Stores
2 Stum Skillos
1 Hit & Miss
Pan Game

Beat-the-Dealer
Pea Pool
2 Line-Up Stores
Popcorn, complete with panels

Sno Cone
18' Grab Outfit on trailer,
ready to go

All Concessions complete with flash, like new, with new Ford Van type and International. Extra Tops and Frames. Will sell all complete, cheap. Reason for selling: other business. Harry Lamont, contact me. No collect wires or calls.

JOE GOODWIN, Colonial Inn, Bedford, Ky., Phone—4201

CENTRAL STATES SHOWS

20 Rides and Shows, 35 Concessions, 6 Fifty-Foot Light Towers.

Ella Carver's Internationally Famous Fire Dive Free Act.

Have 16 of the best Fairs and Celebrations: Kansas, Nebraska and Oklahoma.

Want Second Men on new C-Cruise Ride. Can place a few more Stock Concessions. Have good opening for Grind Shows with own equipment. Want Banner Man with car that can handle paper. This is not a war-born midway.

Ponca City, Okla., this week; Wellington, Kans., April 12-17; Great Bend, Kans., next.

FOR SALE OR TRADE

Late Model FLY-O-PLANE

This Ride is in good condition, new gears, cars now being painted. Has late type safety devices. Price, \$8,500.00, with one-half down, balance on terms to responsible party.

E. L. BATES

343 Atlas Ave.

Grand Rapids 6, Mich.

Endy Bros. Shows

35 RAILROAD CARS

WANT—Foremen for Merry-Go-Round and Roll-o-Plane; general Ride Help.

CAN PLACE—Dark Ride, Fun House, Skooter, Octopus. Have wagons for same.

WANT—Men to take full charge Unborn Show. Ready to operate. Also 2 headed Baby Show.

CAN PLACE—Monkey Show or Animal Circus. Complete equipment for same.

WANT—Polers, Chalkers, Tractor Drivers. Apply trainmaster, Pat Riley.

CANVAS MAN—General Show Help. Apply Gen. Supt. John Dempsey.

CAN PLACE—Scale and Age for season. Also Novelties, Hanky-Panks, Ball Games; all open.

Now operating Miami, Fla. All answer

ENDY BROS.' SHOWS, 743 Seybold Bldg., Miami, Florida

DICK'S GREATER SHOWS, INC.

CALL

CALL

CALL

OPENING APRIL 17TH, BRIDGETON, N. J.

Can place a few more Grind Stores: Pitch-Till-You-Win, Photos, Penny Arcade, Scales.

WANTED: SHOWS, Motordrome, Funhouse, useful Show People, CANVAS MAN, Ride Help on all Rides, ROCKET FOREMAN. Top salaries; Semi Drivers preferred. Have opening for one more Ride: ROLL-O-PLANE. FRANK KING, wire me.

R. E. GILSDORF

Box 1582, Norfolk, Va., until April 10th; then Bridgeton, N. J.

FREE GATE

"Building America's Cleanest Midway"

NO FLATS OR GYPSIES

JOLLYTIME SHOWS

OPENING! APRIL 23RD, BERWICK, PENNA. 2 SATURDAYS—2 PAY DAYS.

Sponsors, VFW Drum & Bugle Corps—City Fathers Attending. RIDES—BOOK, BUY, LEASE Merry-Go-Round, Roll-o-Plane, Octopus, Mr. Howard, New Kensington, Pa., Thompson Brothers, Altoona, Pa., please contact at once. SHOWS with own equipment and transportation offered an unusual opportunity here for season. Can place Five or Ten-in-One (CHARLIE HALLER, contact Mitch), Girl and Posing Shows, Illusion and Grind Shows. CONCESSIONS—All Concessions considered EXCEPT Bingo, Pop Corn, Apples, Floss, French Fries, Cookhouse and P.C. Positively NO FLATS or Gypsies. NOTICE: Will ACE NICHOLS please contact G. C. Mitchell at once, good deal for you. Book any others not conflicting with above. SPECIAL NOTICE: Will E. J. FRANK, who wired deposit on February 6th from BOWLING GREEN, Kentucky, please advise us his address. We MUST REFUND your DEPOSIT, as we are POSITIVELY UNABLE to PLACE you. This notice is to prevent you making a long and unnecessary trip here.

FLOYD SHEAKS CAN PLACE Agents for Fish Pond, Watch-La and Duck Pond, or will sell; same can be booked on Show. Agents for Over and Under 7, Kelly Pool, Pea Pool, Willie, answer if coming. P. O. BOX 154, St. Marys, Ohio, till April 15th; then Berwick, Pa., c/o Show.

FAIR COMMITTEES in SOUTH, have few open weeks in October and November, especially North Carolina, Virginia and Georgia. PLEASE write G. C. Mitchell regarding Southern States. All replies to

JOLLYTIME SHOWS

W. R. PRICE, General Manager
Box 105, Berwick, Penna.

G. C. "MITCH" MITCHELL, Gen. Rep.
Telephone 233-J

WANT

SHOWS AND CONCESSIONS FOR SPRING FAIRS

CONFIRM RETURN WIRE

J. GILMAN

Care Crafts Shows

Montebello, Cal.

STREAMLINE MINIATURE TRAIN WANTED

Gasoline powered. Must be in first class condition, no junk.

Will pay cash. Wire particulars.

BOB FISHER

Royal Crown Shows, Albany, Georgia

WANTED FOR RADIO SHOWS OF AMERICA

Big Ferris Wheel and Merry-Go-Round and other Rides and Concessions of all kinds. No still dates. Show is booked solid under auspices of various organizations. Some Sunday matinee and evening shows. Featuring free acts, rodeos, fireworks shows and big radio name acts. Contact

ARTISTS SERVICE BUREAU

37 E. 5TH AVE., YORK, PA.

Show opening May 18th

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: Looper, Pretzel Ride. (Harry Beach, better wire me you are coming.) Scooter Ride will get big "biz" here.

SHOWS: Hillbilly, Minstrel Show and Unborn. Also Mickey Mouse or any other good Grind Shows.

Can place capable man to operate Sound Car and put up Front Arch.

Capt. Frank Allen wants Acts for Side Show, prefers Mental Act, Fire Eater, Half and Half. Will book all Merchandise Concessions. No Wheels, no P.C., all Skill Concessions.

FOR SALE: #12 Eli Ferris Wheel, perfect shape, has been used five seasons. Will take \$5,000.00 Cash.

ALAMO EXPOSITION SHOWS**JACK RUBACK, Mgr.**

2240 E. Houston St.

(Phone: Fannin 1812)

San Antonio, Texas

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 Mitt Camp.

SHOWS—Will give 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, Mgr. Robertson Bros.' Shows

Sparta, Tenn., this week; then the big one.

P.S.: Mr. Ward! Will contact you.

OPENING APRIL

30 TO MAY 8

A.M.P. SHOWS

8 BIG DAYS

2 FRIDAYS AND

2 SATURDAYS

PHOENIXVILLE CENTENNIAL FUND

Want Electrician, Foremen and Second Men for Wheel and Merry-Go-Round, men for Kiddie Autos, Kiddie Whip and Kiddie Aeroplane, Second and Third Men for Wheel, Tilt, Roll-o-Plane and Chairplane. Wheel Shorty and Jig Shorty, write. Want man or man and wife for office-owned Custard. Want Diggers, String Game, High Striker, Penny Pitcher, Mug Outfit, Hoop-La, Age Scales, or any Ten or Fifteen Cent Slum Store. Want Fun House, Monkey Show, Unborn, or any Show not conflicting with what we have. Stanley Girnas and Billy (Shamrock) O'Connor, write Ducky Miller.

A. M. PODSOBINSKI, Gen. Mgr.
814 High St., Phoenixville, Pa.All replies: MARK (CURLEY) GRAHAM, Bus. Mgr.
757 N. E. 126th St., N. Miami, Fla.**WANT**

RIDE HELP—Foreman and Second Men for rides. Must drive semi-truck. Positively no drinking tolerated. Long season and winter's work in Florida. This show never missed a pay day. You get what you are promised every week.

MECHANIC'S HELPER—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

LAST CALL

BRIGHT LIGHTS EXPO. SHOWS**WANT AGENTS WANT**

THIS IS A CLOSED MIDWAY, I HAVE EVERYTHING

Want Clothes Pin Agent to take charge of Store. Wheel Agent. Skillo Lay Down Agent. All the boys who worked for me before, contact me or come on, can use you. We open April 15. Everybody report April 12. Slim Lily, contact me. Whity Rogers, contact me; I wired you. Do you want the Skillo Lay Down? (No drunks.) All reply:

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, Chairplane and Kiddie Whip. Concessions open: Bingo, French Fries, Basketball, Scales, Guess Your Age, or any Legitimate Concession not conflicting. Ride Help, top salary, short moves. Drunks and agitators, save your stamps. Cocoa from Holyoke, answer. This is the best Ride and Concession date in New England this spring, and this Unit has never been booked better, with outstanding Fourth of July; also Shrine Circus date in Waterbury. Ride Help contracted, report Winter Quarters April 12.

FRANCIS J. KELLY, 97 Washington Ave., North Haven, Conn. Phone 25004**Strates Gets '48 Under Way; First Railroad Org To Bow**

(Continued from page 62)

hidden. A regular stream of space seekers was being turned down yesterday and today.

Sothern on Hand

Strates this year invaded the "name" field by acquiring blond stripper Georgia Sothern. The belief that Miss Sothern is strong enough to rate considerable publicity, supplementing a couple of reams of stuff recently acquired in the New York press, appeared justified opening night when photos representing local dailies turned out in force at the behest of press agent Starr De Belle.

The Sothern show is not expected to go into high gear until next week. Opening night was given over to preliminary rehearsals without any intention of springing, until the curiosity of natives became too apparent to ignore, and some 200 were admitted, sans bally, at a 65-cent fee. A 75-cent admission will go into effect with the full operation of the show.

A new front, about 96 feet long, massive and loaded with neon and chrome, has been provided the feature attraction. Also furnished is a new 60 by 120-foot top with a well-appointed stage.

Four Wagon Fronts

Show has four wagon fronts, all new. A new main entrance will be erected here. There is considerable shop activity with multiple projects scheduled for completion within the next few weeks.

Show units presented here include the Baby, Monkey, Minstrel, Motordrome, Hula, Funhouse, Illusion, Georgia Sothern, Snake, Hillbilly, Wild Life, Side Show, Glass House, Midgets, War and Arcade.

Rides are Merry-Go-Round, kiddie auto, train, Whip, four Ferris Wheels, Scooter, Heydey, Octopus, 2 Rollo-planes, Moon Rocket, Caterpillar, Looper, Pretzel, Spitfire, Fly-o-Plane and Tilt-a-Whirl.

A new Hi-Ball, manufactured by Frank Hrubetz Company, and a new Lucas kiddie boat ride, built by Harry Travers, will be added here.

Show is carried on 111 wagons, about 70 of which are equipped with springs and double pneumatic tires. Rail equipment includes 29 show-owned flats, 3 system flats, 1 box car, and 7 coaches, two of which were recently acquired from Ringling Bros.' circus. A total of 40 staterooms, including five in Strates's private car, and 20 berths comprise the train accommodations.

Show has ample power, including

5 Case tractors, 1 Ford, 3 trucks and 2 caterpillars. Other equipment includes an army surplus fire truck with a 2,000-gallon tank and an automatic pump, as well as other special chemical fire-fighting equipment.

The staff, many of whom have been with the org for years, remains the same as last year. Nick Bozinis is in the office, along with Percy Morency. W. C. (Bill) Fleming is general agent; Roy Jones, business manager, and Dick O'Brien, superintendent.

All of the Strates children and Mrs. Strates were on hand for the opening, altho Elizabeth, a Vassar senior, had to return to school before activities really got under way. E. James and Theodora, the twins, will finish out their school vacations with their parents.

PHILLY R-B LOT DEAL

(Continued from page 51)

ard' ban on the whole Erie Avenue site."

Mayor Bernard Samuel said he was positive the show would find a new site here, stating that he and other city officials will co-operate in finding a suitable spot. "The circus means so much to everyone in the city, particularly the youngsters, that I would hate to 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. One of them, he said, is the question of whether the elephants might give the coup de grace to the stadium's prized turf. But, Buckley said, the concessionaires would offer no problem to whoever leases the stadium since they could choose their own.

WANTED**FIRST CLASS CARNIVAL**FOR ONE WEEK STAND DURING PERIOD
15 JULY AND 15 AUG.

Must Be Clean
No Immoral Shows
No Gambling Devices

Mt. Pleasant Lions Club

Contact

WALTER S. BUGALA

Penn Francis Hotel

Mt. Pleasant, Pa.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00
SPECIALY PRINTED •
Above prices for any wording desired. For each change of wording and color add \$3.75.
For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS

1 ROLL \$1.00
5 ROLLS @ 75c
10 ROLLS @ 60c

WELDON, WILLIAMS & LICK

• FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

WANTED FOR**CARAVELLA AMUSEMENTS**

Now Open For Season 1948

French Fries, Novelties, Age and Scales, Jewelry, or any Legitimate Concessions open.

Also Agents and P.C. Dealers who can stand prosperity, contact Benny Herman.

GIRLS—Attractive, young, for Girl Show, office owned. Also Talker who can show results.

All new Tops and Fronts.

RIDE HELP—Can use a few more good First and Second Men who are willing to work.

Can use good, reliable Billposter. 32-week season. A good route of Fairs.

Wire or write—REIDSVILLE, N. C., all this week.

FRANK CARAVELLA **ROY DE LANO** **BENNY HERMAN** **JOHNNY WATKINS**
Owner-Manager Secretary Bus. Manager Lot Supt.

FOR SALE

40 Arcade Machines, including five Diggers, one Rotary, Mutoscope Punching Bag, etc. 48-ft. Front, Wire, Switch, Counter, Jacks. Must be moved from storage place now.

FIRST \$750.00 TAKES ALL

WANT—Will frame Stock Concessions for good Agents who work. P.C. Blackie, come on. Denton, Tex., or 716 S. Haskell, Dallas, Tex.

**SHAFERS' JUST FOR FUN SHOWS
HERMAN REYNOLDS**

**Wallace United Shows
BOOK**

Tilt, Train, Pony, Rides that do not conflict, wire. Sober Ride Help on Chairplane. Man and Wife to handle Auto Ride, come on. Girl Side Show open. Showman with own outfits, wire. Legitimate Concessions of all kinds open. Sell exclusive on Photo, Bingo, Diggers. Address mail: Saltillo, Tenn.; wires: Lexington, Tenn. Headed to coal fields and smoke stacks.

WANTED

Rides for annual Kiwanis Carnival, July 2nd and 3rd. Big crowds.

KIWANIS CLUB
Cabool, Missouri

**FOR SALE
OTTAWAY STEAM TRAIN**

Nearly new, has run only 14 weeks. Heavy coated boiler. Locomotive, 3 cars, 300 ft. track, welded cross ties. Price, \$3,895.00.

Wire or Write

R. S. POWELL

3833 NO. 19 WACO, TEXAS

**43RD ANNUAL
OLD SOLDIERS' REUNION**

Hymera, Ind.—June 24-25-26.

For Concessions Write
WM. SARCENT, Chmn.

TICKET SELLER AND GRINDER

For Illusion Show. Amusement Park. No tear-downs. Good wages. All summer. Write

BOX 169, The Billboard, Chicago 1

**WANTED
CARNIVAL OR RIDES**

July 3-4-5 Celebration

JOHN GREENLEE

American Legion Cedar Rapids, Iowa

WANT TO BUY

Mummified or Shrunken Body, something suitable for museum. Price must be reasonable.

MRS. W. F. SMITH

1369 Center St. BOWLING GREEN, KY.

GOLDEN GATE SHOWS

Will open Pembroke, Ky., April 19.

Want Penny Pitch, Ball Games, Mitt Camps, Mug Outfit, Cook House, Bingo, Cigarette Gallery, Fish Pond, Glass Pitch, Snow Ball, Cotton Candy; also Apples, Bumper, Bowling Alley, Country Store, Pitch Till U Win Scales, any Ten-Cent Stock. Office wants P.C. and Stock Agents, Help on Rides. **FRANK OWENS, Mgr.**, Golden Gate Shows, Box 653, Pembroke, Ky.

MANAGER WANTED

FOR NEW SIDE SHOW

Have everything—equipment with transportation. (Al Renton, wire.)

BOX 160, c/o BILLBOARD
390 Arcade Bldg., St. Louis 1, Mo.

Ernie Jordan Trailer Sales

"The Showman's Friend"

America's Finest Trailers & Dollies.

Terms—Trade—Service & Parts.
605 N. E. 23rd, Oklahoma City, Okla.
1603 Ft. Worth Ave., Dallas, Texas

WANT NOW

RAZZLE DAZZLE AGENT FOR ZOO

3 WEEKS HERE, THEN WEST.
Bill Kimble, Walter J. Pearl, Eddie Steele, answer.

FLOYD R. HETH

CLUB AVALON, BASILE, LA.

**BARLOW'S
BIG CITY
SHOWS**

Open April 15, St. Louis, Mo. Want Concessions and Ride Help. We play all Sponsored Events. —no Still Dates. Our 37th year. Will buy Evans Big 6 Wheel. **HAROLD BARLOW, Mgr.** 529 N. 52nd St. East St. Louis, Ill.

Morris Hannum Shows
A tradition at Veterans' Conventions

First Show in Cumberland, Maryland, April 12-17

CONCESSIONS—Can place legitimate 10-cent Concessions, Custard, Guess Age-Weight and Novelties. Can place experienced Ride Help. Tom Kerstetter wants Racket Foreman. Fred Ward, wire Tom, 4205 Kaywood Drive, Mount Ranier, Md., collect. Replies to

MORRIS HANNUM
Fort Cumberland Hotel, Cumberland, Md.

CAN PLACE

For Rome, Ga., and balance of season, and all winter's work in Florida. Fairs in Kentucky, Indiana, Tennessee, Alabama, Georgia and Florida.

CONCESSIONS—Penny Arcade, Short-Range Gallery, Custard, Jewelry, Novelties, French Fries, Ball Games, String Game, Fish Pond, Darts, or any Hanky Pank Concession.

RIDES—Will book for season, Roll-o-Plane, Spit Fire, Dark Ride, Looper or Fly-o-Plane.

SHOWS—Wild Life, Monkey, Snake, Illusion, Hill Billy or any worth while attraction not conflicting. Must be well framed front and attractive. Furnish your own transportation. Reply

E. L. YOUNG, Mgr.

ROYAL CROWN SHOWS

Albany, Ga., this week; Rome following.

ALL TIMES
FREE GATE

HELLER'S ACME SHOWS

FREE GATE
ALL TIMES

OPENING DATES CHANGED TO APRIL 8-17

10 BIG DAYS AND NIGHTS—Paterson, N. J.

WANT CONCESSIONS—All booked except Photos, Penny Arcade, Balloon Darts, Long Range Gallery, Hoop-La, Basketball, Coca-Cola Bottles, Pitch Till U Win. Want American Palmistry, no gypsies. Will give exclusive Merchandise Wheels if you will place three. No Gees, Roll Downs or Add 'Em Up Stores. Want Help for 10 office-owned Rides, Merry-Go-Round, Eli Wheel, Smith & Smith Chairplane, Whip, Spitfire, Venetian Swings, and new Bunny Hug Ride; also Man to take charge of Kiddieland with 4 Rides. All Ride Help with me before write. Want to hear from good Truck Mechanic; Chas. Houston, Mike Cramer, Joe Spizzero, Bob Edwards, Red Pendergraph, George Perigo, Louis Moser, David Walters, John Braham, answer. Long season, good treatment and top salaries. Will book or buy Caterpillar, Super Roll-o-Plane, with or without transportation. Have for sale new 10-Car Kiddie Auto Ride, 6-Boat Rocket Airplane, 12-Seat Chairplane, and Adult Bunny Hug or Low Ride—latest Ride built. All address:

HARRY HELLER, Gen. Mgr., Box 6, Campgaw, N. J.
Phone: Wycoff 4-0333M

P.S.: Lillian Zarra wants Man to drive Truck and Handle Concessions. Address: 9 Virginia Ave., West Orange, N. J. Phone: Orange 4-5447.

CARNIVAL WANTED

FOR LABOR DAY WEEK-END, SEPTEMBER 4-5-6

Complete Carnival—Ferris Wheel, Merry-Go-Round, smaller Rides, Concessions, Side Shows, etc. The biggest little celebration town in S. W. Wisconsin. Sponsored by Gratiot Memorial Center.

F. E. BURMEISTER Gratiot, Wisconsin

FIREMAN JUBILEE

Saxonburg Volunteer Fire Company & Relief Assn.

SAXONBURG, PENNA., JULY 19TH TO 24TH

Western Pennsylvania's Largest Firemen's Carnival

WANTED—CONCESSIONS AND SHOWS

Wire or Write C. F. GRAHAM, Secretary

C. A. STEPHENS SHOWS

WANT FOR ETOWAH AND FOLLOWING SPOTS

CONCESSIONS—Fish Pond, Mug, Cig. Gallery, Hoop-La, Glass Pitch, Ace and Weight, Snow, Custard. Johnny Greene wants Agents for Grand Shows; Webster, get in touch with me. Important. Need Agent for Swinger. Privilege on all Ten Cent Shows, \$26.50. **SHOWS**—Can place Girl Show with two or more Girls; prefer man and wife; have Frame Up with transportation; any Grind Show with own outfit. Bobby Burns wants Side Show Acts, no Annex. Tex Ethel, Esther (Alligator Girl), will place you, good proposition; Blacky, can place you. **RIDES**—Interested in a Flat Ride, also Pony Ride. Those who wrote me, contact; lost your address.

C. A. STEPHENS, Etowah, Tenn.

WANT TO SPONSOR

A good first class carnival during June, July or August

Can draw from an area of 50,000 population. Must be clean, modern and legitimate. Reference: Endy Brothers. Write

JOSEPH W. SOBANSKY, Commander

V. F. W. Post 927, 127 North Main Street, Washington, Pa.

**RIDES
WANTED**

Flat rate contract for merry-go-round and train ride, also three other minor or major rides (or what have you?) for annual employee picnic, Sangamo Electric Company, Springfield, Illinois.

TIME: September 11, 1948

PLACE: Illinois State Fair Grounds

Communicate with **WARD M. JOHNSON,**
Personnel Manager

FOR SALE

One Scotch-American type oil burner miniature STEAM LOCOMOTIVE, with stainless steel covering on boiler, No. 1075, one tender, 3 all-steel 14-ft. open coaches and approximately 1/3 mile of double track. 40 children or 20 adult capacity. Good condition—\$7,000.00. International Tractor, motor in good condition; Fruehauf Trailer with a general aluminum van-type 24-ft. body—\$1,800.00. Will separate.

DON R. GALLI AMUSEMENT DEVICES

Office: 3948 W. Chicago Ave., Chicago 51, Ill.
Phone: Dickens 8777

CONCESSIONS WANTED

FOR
CARNIVAL WEEK

PLAYING MAY 13 TO MAY 23, 1948
At Broadway, cor. Michael, for Sloan Active Hose Co. #1, Inc., with Dealings six Rides. Contact

FLORIAN JABLONSKI
479 REIMAN ST. BUFFALO 12, N. Y.

**FIRST ANNUAL
FIREMEN'S CARNIVAL**

June 24, 25, 26

Afternoon and Night

WE ARE INTERESTED IN RIDES, CONCESSIONS. MEMORIAL PARK, ALBION, PA. Address: **SECY., Fire Dept., or CONCESSIONS CHAIRMAN, Albion, Pa.**

Florida Amusement Co.

Wants Shows: Monkey, Snake, Side Show, Girl Show, etc. Yes, we play Michigan Street Fairs. Want Show Concessions, Short Range Gallery, Pond, Darts, Cigarettes, etc. No racket wanted. Yes, we carry Free Acts. All address:

HOWARD INGRAM

WINCHESTER, TENN., this week;
SHELBYVILLE follows.

WANTED

For Firemen's Fiesta, Sept. 3-4-5-6

RIDES—Ferris Wheel, Chairplane, Kiddie Rides, Girl Shows.

EARL F. HEFFNER, Sec.

THE ORIGINAL FIRE CO., ZONE NO. 1
36 Main Street Fleetwood, Pa.

WANT SECRETARY

Need experienced Show Auditor and Assistant Secretary. Wire, stating experience and qualifications.

James E. Strates Shows

WASHINGTON, D. C.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1948 SEASON

RIDES—SHOWS—CONCESSIONS

MICKEY STARK, Mgr.

Box 229, Mt. Sterling, Ill.

FEMALE DROME RIDER

Who can race or straight ride. Amusement Park. Good wages. Write

BOX 168, The Billboard, Chicago 1

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 10¢. Positively no grift. Openings for a few more Ride Foremen; must drive.

SONNY FINNERAL'S #2 UNIT OPENS MAY 3

All Address:

HENRY FINNERAL, 215 Lincoln St., Lowell, Mass.**PAGE BROS.' SHOWS**

Now moving on lot. Opening downtown Springfield, Tenn., Saturday, April 10th.

All people contracted come on.

Want Ride Superintendent, Second Men for Wheel and Octopus. Man for Kiddie Rides. Man for Marquee. Louie Cutler wants Agents for Hit & Miss Ball Game, Bucket Store. Those that wrote, write again.

BOX 244, SPRINGFIELD, TENN.

P.S.: Will sell X on Age and Weight.

MOORE'S MODERN SHOWS

Want Foremen for new Fly-o-Plane, Octopus, Roll-o-Plane and Second Men on other Rides. Buddy Buck can place Girls on Girl Show. Salary guaranteed. Can place Frozen Custard Dipper that can drive truck. Will place Shows that do not conflict: Penny Arcade, Ball Games, Hoop-La, Cotton Candy and other 10¢ Concessions.

Opening April 10th, Newport, Ark.; Searcy, Ark., until April 9th. Phone 583W5.

BIG FOUR AMUSEMENT**WANTS**

Concessions that work for stock only. Can use Ride Help, must drive semis. Come out, Rip Barton and Robert Gray. Opening at Tamaroa, Ill., April 12 to 17; Centralia, Ill., April 19-25.

BIG FOUR AMUSEMENT**185 NORTH 21ST AVE.**

Phone: Melrose Park 3751

MELROSE PARK, ILL.**WANTS****JOE COSTIGAN**
OWNER**DAN MORRISON**
CO-OWNER**FRANK RAPPAPORT**
CONCESSION MGR.**M. C. M. SHOWS**

Opening April 24, Hopkins Park, Providence, R. I.

Can place Cigarette Shooting Gallery, "Pitch-Tilt-You-Win", Fish Pond, String Game, Balloon Game, or any other Hunky Pank for \$20.00 week. Will book any Ride not conflicting with office's 4 Rides. Also Shows with own transportation. Contact:

Frank (Shrimpy) Rappaport, care National Showmen's Club, 1564 Broadway, New York 19, N. Y.

LONE STAR SHOWS

Opening May 1st, vicinity Indianapolis, Ind. Now booking for coming season.

Want Legitimate Concessions, everything open except Bingo. Can place Advance Man that knows Indiana, Michigan and Texas. Want Assistant Manager, Lot Man, Electrician and A-1 Mechanic with own tools. Want Octopus Foreman that can assemble all new parts on Ride. Can place Foremen and Second Men on all Rides; Truck Drivers given preference, top wages, good treatment. All Ride Help joining South can drive trucks from Pine Bluff, Ark., to Indiana. Address all mail to J. R. McSPADEN, 533 14th St., Bradenton, Florida, till April 15th.

STANDARD AMUSEMENT CO., INC.

Opening April 10 to 17, Knoxville, Tenn.; then neighborhood lots. No grift, no girls, no gypsies.

Want Concessions, exclusives on Scales and Age, Bingo, Custard, Photos, Novelties, Shooting Gallery, Penny Arcade. Will book all Stock Stores, must be flashy. P.C. available if you have Concessions. Want Shows, must have own outfit and transportation. Excellent opportunity for a Fun House or Glass House. Want Help—Capable Foremen for No. 5 Eli Wheel and Smith & Smith Chairplane. A free gate and no racket.

ALBERT L. ANDRE, General Manager**1421 HAMILTON BANK BLDG., KNOXVILLE, TENN.**

PHONE: 3-1818

WANT**For VICTORIA, VA., SPRING FESTIVAL**

WEEK APRIL 12, RIGHT IN TOWN

Shows of merit, Merry-Go-Round, Tilt-a-Whirl and Fun House. Can place Frozen Custard, Balloon Parts, Hoop-La, Blower, or any other strictly Stock Stores.

WANT SENSATIONAL HIGH FREE ACT

Also Ferris Wheel and Chairplane Foreman. Write, wire, this week, Chase City, Va.

BARNEY TASSELL 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 OPENS APRIL 9, MOBILE, ALA.**

Want capable man to handle Twin Ferris Wheels. (Harold Brocies, answer.) Want man to handle Kiddie Train. Can place Boss Concessions, also Working Men. Mrs. Wagner can place man for Popcorn Wagon; must understand how to make Candy Apples and Carmel Corn. Also Waiters for Cookhouse. Address: **MOBILE, ALABAMA**

MURRAY AMUSEMENT COMPANY

Opening Creve Coeur (suburb of Peoria), Illinois, Celebration, April 17. 33 Celebrations now booked.

LAST CALL

CONCESSIONS: Lead Gallery, Photos, Arcade, Diggers, String Game, Penny Pitch, Bumpers, Basket Ball, Clothes Pin and any Legitimate Stock Concessions. No flats or gypsies. Can use Second Man on Dangler and Wheel. All contracted, be on lot April 13. Address:

KEN MURRAY, Box 264, Bloomington, Illinois**VICTORY 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 SHOWS****WANT**

Concessions that work for Stock. Shows with own outfits that do not conflict. Ride Foremen and Second Men that drive trucks and can stay sober. We have 19 Fairs and Celebrations booked, none pending. Free Gate at all Still Spots and all Louisiana Fairs, which includes Frankinton and Donaldsonville. First Fair at Donaldson since 1942, first time for Free Gate.

MARRERO, LA., this week. All replies:

WANT**BUFF HOTTLE, Box 1025, New Orleans, Louisiana****MAJESTIC GREATER SHOWS****CAN PLACE FOR LONG SEASON OF CHOICE STILL DATES, FAIRS AND CELEBRATIONS**

Concessions: Age, Scales, Photos, Arcade and other Legitimate Merchandise Concessions. Shows: Snake Show and Grind Shows. (Rita Raye, contact.) Address:

SAM GOLDSTEIN**MAJESTIC GREATER SHOWS, RICHMOND, VA., THIS WEEK****NOTICE**

Alabama Amusement will again play their old territory in and around Mobile, with 5 weeks over in Baldwin Co. for Catholic Churches and Shrine Club, all proven spots, with the cream of all, Davis Ave., Mobile, where your season's bank roll awaits you; 2 weeks in Trichard, all downtown locations, with no gate, no grift nor Mitt Camp; short moves. Open Bayou Labatre, 30 miles from Mobile, for St. Margaret's Catholic Church on church yard. 2 Saturdays, 2 Sundays—April 23—with big advance ticket sale on many valuable prizes. Need Stock Concessions, one of a kind, Bingo, Photos and such. We are fortunate to be able to offer you the best territory of today. Kitty Docen, Norman Carpenter, Harley Devine, advise.

BERNEY AND MARIE K. SMUCKLER

P. O. BOX 392, MOBILE, ALA.

BINGO LOCATION DESIRED

Experienced 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**

BILL POSTER AT ONCE. WANT TO BOOK PHOTO GALLERY, PENNY ARCADE. AGENTS FOR SLUM STORES. ALSO P.C. DEALERS. (VERN WOLFE, PLEASE WIRE; HAVE SCALES FOR YOU.) JACK GULLAPS 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: Dawley 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 Forbus! Received letter. Come on. Address:

MAD CODY FLEMING SHOWS, HICKOX, GEORGIA, UNTIL APRIL 21**GRUBERG WORLD FAMOUS SHOWS**

Want Ride Help and Concessions. Chair-o-Plane Foreman and Second Man for all other Rides. Will pay highest salary for Ride Help. No drunkards. Concessions—Can place following: Candy Floss, Photo, Bowling Alley, Blower, String Game, Long Range Gallery. Will carry only one of a kind. Show opens April 16th in Philadelphia at B and Tioga Sts. Winter Quarters, 29th & Montgomery Ave.

MAX GRUBERG, P. O. Box 101, Philadelphia 5, Pennsylvania**JOHN FRANCIS SHOWS****WANT**

Concessions that work for Stock. Sober, reliable Ride Help that can drive Semi Trucks and Trailers. Want a Man who understands Glass House. This show has a long string of Celebrations and Fairs commencing April 9 at Belleville, Illinois. Address:

JOHN FRANCIS, Mgr.

Belleville, Ill. (Fairgrounds); then East St. Louis, Illinois.

HARRY SCHREIBER

WANTS WANTS

MAN TO TAKE HEAD OF EXCLUSIVE BEAR GRIND STORE. ALSO PLAYERS FOR EXCLUSIVE TWO WHEELS. PERCENTAGE DEALERS AND GENERAL HELP. Get in touch with me at once.

SHOW OPENS APRIL 15 IN NEW JERSEY

HARRY SCHREIBER

GEN. DEL. PATERSON, N. J.

EXHIBITION CO.

Property and business. Highly profitable and pleasant business, dealing with highest type people, furnishing display booths, sound systems, stages and other portable equipment for large conventions, food shows, banquets and any gatherings. Well established with many repeat contracts. Headquarters in B'ham, nice large building for equipment, storage and owner's apartment.

Write or contact

American Exhibition Co.

953 N. 50th St. Birmingham 6, Ala.

MILWAUKEE, WIS.

& NORTHERN WIS. & U. P. MICHIGAN FLOYD DOWLAND SHOWS

APRIL 24 TO MAY 9

First & Capitol Dr. Other choice lots.

Want for season, non-conflicting Concessions, couple of Walk-Thru Shows. Want Ride Help for Merry-Go-Round, Wheel, Tilt, Spitfire, Caterpillar and Kiddie Rides. Contact

FLOYD DOWLAND

60 Arndt St., Fond du Lac, Wis.

Best of everything. Have 15 Fairs and Street Celebrations. All industrial locations.

E. JOE (FAT) HENKE, Mgr.

WANT

FOR LIFE SHOW

Lecturer and experienced Working Man who can handle Ticket Box and Grind, for season. Hennies Bros.' Shows. Address:

MOE EBERSTEIN

EARLE HOTEL, CLEVELAND, OHIO

until April 10th; after that Hot Springs, Ark. OPENING APRIL 24TH.

FOR SALE

The nicest Grab Outfit on the road. Equipped with bottle gas, two griddles, two hot plates, coffee urn, counters, ice box, deep freeze, separate kitchen, deep fat fryer and everything needed to go to work. On special built truck, just painted inside and out. Motor in excellent condition. Cheap for cash. Also 8x10 Top and Frame, \$65.00. Contact:

J. H. WIGGS

Box 505, Selma, N. C.

DROME RIDERS WANTED

Men and Girl Straight or Trick Riders. State salary expected and experience.

FLO DONAHUE

c/o Coleman Bros.' Shows
Middletown, Conn.

WANTED

AERIALIST FOR HIGH ACT ALSO RIGGING MAN

Address BOX 163, c/o Billboard,
155 N. Clark St., Chicago 1, Ill.

DROME RIDER WANTED

Man or Lady, Straight or Trick Rider. Highest salary, plus tips. Open in May. New motorcycles . . . new motordrome.

Write or Wire

ERNE SLAVIN

1617 Foster Avenue Chicago, Illinois

LOOK LOOK 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—Spitfire; Herschell Spillman Merry-Go-Round, 26 Horses, 40 ft.; 20-ft. Airplane Ride with 4 Airplanes on it for adults; Little Train, 24-passenger, 2 coaches and engine; 12-seat Mix-Up. The above rides, consisting of five, will take \$12,000.00. These rides can be seen running in a park. All newly painted. The Spitfire 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 Monk, one midget Bull; one horse, with 2 natural horns; one Canadian Black Wolf; one Ground Hog; Prairie Dogs; one Coati Mundi. The complete Animal Show with top, 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 \$800.00; one 15 kw. brand new, cost \$1,800.00, will take \$500.00. All sales are cash.

JAY WARNER

Box 181

Phone 9121

Bay St. Louis, Miss.

LAWRENCE CARR SHOWS
New England's Finest

LAST CALL

LAST CALL

Opening April 19th, New Bedford, Mass.

ALL PEOPLE CONTRACTED COME ON APRIL 17TH

CONCESSIONS: Wheels with Hanky Panks, Pan Store, Photos, Penny Pitches, Fish Pond, String Game, Slum Bowling Alley, Hoop-La, any other Concessions working for 10c.

SHOWS: John Graham wants Working Acts for 150-foot Side Show, Half and Half, Magician, etc. WESLEY MURRAY, come on.

AGENTS: For Buckets and Swingers, General Concession Help of all kinds, come on. Agents contracted, be in New Bedford, Mass., by April 17th. Doc Ceddar, Al Herman, come in.

FOR SALE: 18x36 BINGO, complete. Best offer takes. Louis Sage, wire or write.

LAWRENCE CARR, Owner and Manager

JOHN TERRY, Business Manager

196 Wildwood St., Wilmington, Mass.

PENN PREMIER SHOWS
*worlds * cleanest * midway*

CAN PLACE IMMEDIATELY

Man with Acts to Manage Side Show. We have 14 Fairs. Will furnish complete Show Top, Banners, Sound, etc. Good proposition to reliable party.

CONCESSIONS—Can place all Legitimate Concessions. Also American Palmistry and Pan Game. Can place Ride Men that Drive Semis. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

ANNAPOLIS, MD., this week; CHESTER, PA., next.

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.

Can book one or two more Kiddie Rides, one good Major Ride. We book Shows with their own outfits on liberal percentage. Will book Concessions that will work for ten cents. Only thing sold Exclusively on Show is Custard and Popcorn. Everything else is open. Can use one or two more Ride Help, such as Second Man on Ferris Wheel, also other Ride Help. Can use an Electrician who can handle a small Diesel Plant. Write or wire:

LEO M. BISTANY, Manager or JACK MARTIN, Business Manager

ELKS' CLUB, NEWARK, NEW JERSEY

WONDER CITY SHOWS

CAN PLACE

Hanky Panks, all kinds. Sell Exclusive on Photos, Custard, Long and Short Range Gallery, Candied Apples, Candy Floss. Can place Penny Arcade, flat or percentage; also Diggers; Exclusive on both. Want man to operate Bingo, also Agents Coupon Stores. Can place for season: Octopus, Roll-o-Plane or Spitfire; good proposition and best of ride territory. Can use A-1 Merry-G-Round, First and Second Man for Parker 3-Abreast, also Second Man for Wheel. Want Shows with or without own equipment; have Tops, Fronts, Banners. What have you for inside? Reasonable percentage. Want man to handle Sound Car and Marutace. Also place A-1 Electrician. Can place good Mechanic with own tools. Leo Russell, wrote you two letters; also wired you twice. Advise what's wrong. This Show plays Kentucky Coal Fields. All address: JOE KARR, WONDER CITY SHOWS, Bemis, Tenn., suburb of Jackson. P.S.: Joe Keown, answer at once; good proposition for you.

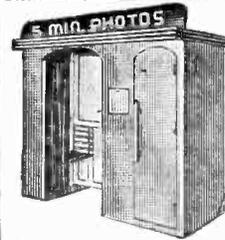


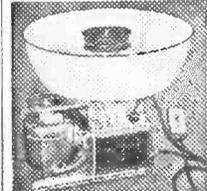
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Machines
(all types)
Original

Ameco means more profits. Fastest delivery. Plenty supplies. New — Use d. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mfg. Co., Dept. 410, 1132 W.N. 2, Oklahoma City 4, Okla., or 4301 Rossmoyne, Houston 6, Texas.

Name
Address

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville 4, Tenn.

FOR SALE

1947 ADDISON MINIATURE TRAIN

Used less than 4 months and in perfect shape. 310 feet of track, '41 Ford truck with '46 engine and special built body for transporting train, ticket booth and lite stringer. All must go together for \$3,700.00. First \$500.00 deposit takes. Contact:

WARD BAKER

301 So. Montclairre Albuquerque, N. M.

WANTED

KIDDIE RIDES, AUTO RIDES, FERRIS WHEELS, AIRPLANES or any other Child Rides for cash
Apply

CLYDE URBAN
GLEN PARK AMUSEMENT CORP.
Williamsville, N. Y.

WANTED

Two Bingo Counter Men

Opening April 10th at Springfield, Tenn., with the Page Bros.' Shows. Boys that I know, let me hear from you; best of salaries.

ABE FRANK

WANTED

Agents for Fish Pond, Balloon Dart, Pitch-Till-You-Win, Candy Floss, Snow Balls.

SHOW OPENS LAST WEEK OF APRIL
Hood, are you coming?

ORVILLE MILLER

P. O. Box 92 Spencer, W. Va.

PAUL BRANNON

WIRE

EARL E. CODY

c/o JOHNNY J. DENTON SHOWS
Sylacauga, Alabama

COUNT STORE MEN

Only 2 Booths on Show.

SAM ANSHER

c/o SCHAEFER SHOWS
DENTON, TEX., THIS WEEK.

FOR SALE

Chairplane, 24 seats, new chains, A-1 motor, price \$750.00; Auto Car Ride, \$300.00; Photo Booth, complete, \$150.00.

JENSEN AMUSEMENT CO.
604 S. Main St., Council Bluffs, Iowa

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Poteet, Tex.
- American Beauty: De Soto, Mo., 10-17.
- American Eagle: Greenfield, Tenn.
- American Midway: Hillsboro, Tex.
- Anderson's Greater: Roanoke, Ala.
- Babcock, F. W.: Fontana, Calif.
- Baker United: Indianapolis, Ind., 10-17.
- Bea's Old Reliable: Cookeville, Tenn.
- B. & H.: Edgefield, S. C.
- Big Four Am. Co.: Tamaroa, Ill., 12-17.
- Big State Am. Co.: Raymondville, Tex., 5-17.
- Blue Grass: Calhoun, Ga.
- Bohn & Sons United: Covington, Tenn.
- Borderland: Liano, Tex.
- Borup's United: Dawson Springs, Ky.; Providence 12-17.
- Bullock Am. Co.: Lancaster, S. C.; Badin, N. C., 12-17.
- Burdick's Greater: Cameron, Tex.
- B. & V.: Garfield, N. J., 15-24.
- California: Salinas, Calif.
- Capell Bros.: Ada, Okla.
- Caravella Am.: Reidsville, N. C.
- Caravale of Amusements: Mobile, Ala., 6-10.
- Central Am. Co.: Beaufort, S. C., 10-17.
- Central States: Ponca City, Okla.; Wellington, Kan., 12-17.
- Coleman Bros.: Middletown, Conn., 15-24.
- Crafts 20 Big: Fresno, Calif.
- Craig, Harry: Odessa, Tex.
- Crandell's Midway: Tutwiler, Miss.
- Crystal Expo.: Eastman, Ga.
- D. & B.: St. George, S. C.
- Denton, Johnny J., No. 2: Sparta, Tenn.
- Dixieland: Elberton, Ga.; Calhoun Falls, S. C., 12-17.
- Dudley, D. S.: Wichita Falls, Tex.
- Dumont: Norfolk, Va.; Richmond 12-17.
- Dupree, Jimmie: Los Lunas, N. M., 6-11; Bernallillo 13-18.
- Dyer's Greater: W. Helena, Ark.
- Exposition at Home: Chester, Pa., 8-17.
- Florida Am. Co.: Winchester, Tenn.; Shelbyville 12-17.
- Francis, John: Belleville, Ill.
- Franklin, Don: Victoria, Tex.; Cuero 12-17.
- Gentsch, J. A.: Picaune, Miss.
- Georgia Am. Co.: Watkinsville, Ga.
- Golden Rule: Pocomoke City, Md.
- Golden West: Napa, Calif.
- Grady, Kellie: Florence, Ala.
- Great Sutton: Batesville, Miss.; Blytheville, Ark., 12-17.

- Greater United: Lufkin, Tex.
- Gulf Coast: Osceola, Ark.
- Harrison Greater: Spartanburg, S. C.
- Hannum, Morris: Farmville, Va.; Cumberland, Md., 12-17.
- Haywood: Poteau, Okla.
- Heller's Acme: Paterson, N. J., 8-17.
- Henson, J. L.: Shreveport, La.
- Heth Expo.: Poplar Bluff, Mo., 10-17.
- Heth, L. J.: Birmingham, Ala.
- Home State: Jonesboro, Ark.
- Hottle, Buff: Marrero, La.
- International: Holdenville, Okla.
- Jayhawk Am. Co.: Neodesha, Kan., 10-17.
- Johnny's United: Crystal Springs, Miss.
- Jolly: Seat Pleasant, Md.
- Jones, Johnny J., Expo.: Jacksonville, Fla., 10-17.
- Kaus, W. C.: New Bern, N. C.
- Kile, Floyd O.: Norco, La.
- Kirkwood, Joseph J.: Wilmington, Del.; Trenton, N. J., 12-17.
- Lamb, L. B.: Columbus, Miss.
- Lawrence Greater: Elizabeth City, N. C.
- Leeright, J. R.: Holdenville, Okla.; Henryetta 12-17.
- Lottridge, Harry: Bessemer, Ala.
- Magic Empire: Philadelphia, Miss.
- Majestic Greater: Richmond, Va.
- Marion Greater: Saluda, S. C.
- Marks, John H.: Richmond, Va.
- Martin's United: Compton, Calif., 7-12; San Gabriel 14-28.
- McKee, John: South Fulton, Tenn.
- Midway of Mirth: Murphysboro, Ill.
- Midwestern Expo.: Nashville, Ark.
- Mighty Hooster State: Vincennes, Ind., 10-17.

To accommodate longer press runs, necessitated by increased circulation, and to maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

- Mighty Page: Morehead City, N. C.
- Model: Okmulgee, Okla.
- Omar's Greater Am.: Hoxie, Ark.
- Pacific United: Madera, Calif.
- Page Bros.: Smithfield, Tenn., 10-17.
- Palmetto Expo.: Pelzer, S. C.
- Paul's Am. Co.: Booneville, Ark.
- Penn Premier: Annapolis, Md.; Chester, Pa., 12-17.
- Peppers All-State: Chester, S. C.; Greenville 12-17.
- Perry, Jack J.: Clinton, S. C.; Rock Hill 12-17.
- Piedmont Expo.: Fayetteville, N. C.
- Pike Am.: Clarksville, Ark.; Paris 12-17.
- Playtime Am.: Manchester, N. H., 15-24.
- Queen City: Walnut Cove, N. C.
- Rafferty, James M.: Goldsboro, N. C.; Clinton 12-17.
- Robertson Bros.: Sparta, Tenn.
- Rogers Greater: Union City, Tenn., 10-17.
- Rosen, H. B.: Fort Payne, Ala.
- Royal Crown: Albany, Ga.; Rome 12-17.
- Royal Rides: Bessemer, Ala.
- Rupe's Midway for Fun: Seminole, Okla.; Crescent 12-17.
- Sam's Funland: Mount Gilead, N. C.
- Schaefer: Denton, Tex.
- Shan Bros.: Newport, Tenn.
- Siebrand Bros.: Yuma, Ariz.
- Silver States: Comanche, Tex.
- Smith, Casey: Antlers, Okla.
- Snapp Greater: Nevada, Mo., 10-17.
- Southern States: St. Petersburg, Fla., 12-17.
- Southern Valley: Minden, La.; Bossier City 12-17.
- Standard Am. Co.: Knoxville, Tenn., 10-17.
- Star Am. Co.: Judsonia, Ark.
- Starlight Am. Co.: Texas City, Tex.
- Starr: Idabel, Okla.
- Stebler Greater: Kings Mountain, N. C.
- Stephens, C. A.: Etowah, Tenn.
- Strates, James E.: Washington, D. C.
- Sunflower State: Norman, Okla.; Hobart 12-17.
- Tassell, Barney: Chase City, Va.
- Tassell, Sam: Lakewood, N. J.
- Tidwell, T. J.: Seminole, Tex.; Plainview 12-17.
- Tinsley, Johnny T.: Greenville, S. C.
- Tivoli Expo.: Joplin, Mo., 10-17.
- 20th Century: Pittsburg, Kan.
- Triangle: Roanoke Rapids, N. C.; Elizabeth City 12-17.
- United Expo.: Kilgore, Tex.
- Utah Expo.: Salt Lake George, Utah.
- Victory Expo.: Lampasas, Tex.
- Virginia Greater: Suffolk, Va.
- Wallace Bros.: Columbia, Tenn.
- Wallace & Murray: Cordele, Ga.
- Wallace United: Saitillo, Tenn.; Lexington 12-17.
- Ward, John R.: Galveston, Tex.
- W. E. Attrs.: Dealing, Ga.
- West Coast: San Jose, Calif., 6-11.
- Wheeler, Eddie L.: Copperhill, Tenn.
- Wilson Greater: Casa Grande, Ariz., 6-11.
- Wolfe Am.: Royston, Ga.; Woodruff, S. C., 12-17.
- Wonder City: Bemis, Tenn.
- World of Pleasure: Wyandotte, Mich., 15-24.
- World of Today: Fort Smith, Ark., 10-17.

Prell Bows In At Fayetteville

(Continued from page 62)

The Snake Show, Wild Life and Nudist Show are once more handled by Cash Miller, who is also assistant to Sam Prell.

Bob White came on with seven girls and has taken over the Scandals tent which has been completely rebuilt with new stage and front. The other Girl Show tent has been taken over by Ginger Ray, who came on from the World of Mirth Shows. Ginger's show has all new wardrobe and lighting effects.

The Motordrome, rebuilt and repainted, is being run by Ted Barro, of the Barro Brothers. Rides are under the personal management of Abe Prell, who this season will act as superintendent of rides. Ben Prell will have complete charge of the purchasing, while Joe Prell will be the secretary and treasurer of the organization. Patty Finnerty is back again as business manager, and Allan A. Travers continues in his post of general representative. Mack Klein is chief electrician and Diesel engineer. Sam Caruso is chief builder, and Curly and Mrs. Shoemaker will have the cookhouse and a dark ride, the Tunnel of Love.

Concession Row

Jones's bingo is again under the direction of Abe Gross and retains most of his old crew. Concession row is dotted with old stand-bys, such as Jack Russell, with six stores; Joe Kane, also six; the two Patterson kids, with duck ponds, and Stash Lee with three grind stores. Dorothy Miller, for the first time without her brother, Johnnie, has three merchandise stores. Joe Ross is to have a wheel, while Joe Grosso and wife have popcorn and candy apples and Margie Stevens has the custard stand. Tony Brasso has the scales, guess-your-age and a merchandise store.

The Charleston date proved better than expected and all left for the present stand with high hopes for a good season.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Bailey Bros.: Redwood City, Calif., 6; San Mateo 7; Livermore 8; Tracy 9; Stockton 10-11.
- Beatty, Clyde: (Washington & Hill Sts.) Los Angeles, Calif., 5-10.
- Clyde Bros.: Sedalia, Mo., 8-10; Hannibal 15-17.
- Cole Bros.: Louisville, Ky., 15-18.
- Cole, James M.: Sunbury, Pa., 12.
- Dales Bros.: Union, S. C., 10.
- Gran Circo Americano: San Juan, Puerto Rico, April 3-30.
- Hamid-Morton: Altoona, Pa., 5-10; Harrisburg 12-17.
- Hinkle, Milt, Rodeo: Charlotte, N. C., 6-11; Macon, Ga., 15-18.
- King Bros.: Macon, Ga., 10; Columbus 12; Griffin 13; Marietta 14; Cedartown 15; Anniston, Ala., 16; Fort Payne 17; Marysville, Tenn., 19.
- Mills Bros.: Circleville, O., 17.
- Polack Bros. (Eastern): (Municipal Auditorium) Norfolk, Va., 5-10; (Quimby Aud.) Fort Wayne, Ind., 14-18.
- Polack Bros. (Western): (Shrine Auditorium) Indianapolis, Ind., 5-13.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, April 7-May 9.
- Rogers Bros.: Savannah, Tenn., 6; Lawrenceburg 7; Fayetteville 8; McMinnville 9; Crossville 10; Clinton 12.
- Wirth, Frank: Syracuse, N. Y., 5-7.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Holiday on Ice (Coliseum) Baton Rouge, La., 6-10; (Coliseum) Houston, Tex., 12-17.
- Ice Capades: Kansas City, Mo., 5-9; Fort Worth, Tex., 11-17.
- Jewell-Harris Show: Fort Worth, Tex., 5-10.
- Pan-American Museum & Animal Exhibit: Henderson, Tenn., 7; Jackson 8-10.
- Plunkett's Stage Show: Lometa, Tex., 8-10; Richland Springs 12-14; San Saba 15-17.

COAL STRIKE HURTS

(Continued from page 51)
they were going to make their scheduled moves.

To date only a few have had to cope with the Office of Defense Transportation (ODT) edict calling for reduced rail traffic as a coal saving measure and, luckily, have been able to make their moves and on time.

The ODT granted permission to both the Ringling circus and the James E. Strates Shows during the past week to travel as part of regularly scheduled freight movements. The Strates Shows arrived in Washington last Saturday (27) with 40 cars, including three system flats, trailing 10 cars of perishable vegetables. The move from Jacksonville was made in eight hours less than the trip took a year ago.

The circus train arrived here today as part of a freight movement. The Big Show brings only one section, carrying props, animals and other paraphernalia necessary for an indoor performance, to open here in Madison Square Garden. The Big Show will not have to make another railroad move until it closes here May 9 and moves to Boston to open in the Garden there May 11.

Officials of the two shows which have already moved in East are of the opinion all shows will receive similar permission to move.

The Clyde Beatty Circus is set in Los Angeles until Saturday (10) at which time it can probably move via Diesel routes.

WANT

For Southern Spring Bazaar, Spencer, N. Car., week April 12th.
CONCESSIONS — Place few more Stock Stores. Shows with own outfits. Rides that do not conflict. Ball Game and Grind Store Agents, come on. Address:

SAM'S FUNLAND SHOWS
This week, Mt. Gilead, N. Car.

Central Amusement Co.

WANTS

For opening Beaufort, S. C., Saturday, April 10, to 17.

Stock Concessions, Shows with own outfits. Help in all departments. Especially want Agents for office-owned Concessions.

NO MUD HERE

Want 5 Rides (2 Kiddies).
July 28-31. On Public Square.
Minimum nightly attendance 8000.
HUBBARD HOMECOMING ASSN., INC.
J. LEO RICHARDS
Hubbard, Ohio

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A Bazaar is your best solution.
We furnish everything.

Barr Amusement Co.

421 Broadway Santa Monica, Calif.
Telephone: Santa Monica 46885

CARNIVAL WANTED

By Muhlenberg County Fair Association
For week of Sept. 6-11.
County is 37,500 and city is 4,200. Write

LARRY STONE
Central City, Ky.

AGENTS WANTED

Two Grind Store, one Pin and one Skillo Agent. Drunks and agitators, stay away. Plenty action for people that are interested in making money. No ten per cent taken out of Stores. We have ten office-owned Rides and five Shows. Twelve bona fide Pairs and six good Celebrations already booked. Also want a few more Stock Stores that do not conflict with what we have now. Wire immediately.

MARTY MICHILS, Con. Mgr.
SOUTHERN VALLEY SHOWS
MINDEN, LA.

Concessionaires!

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100 PACKAGES \$8



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Assorted Chews
200 PACKAGES... \$5.50

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DELIGHT SWEETS, Inc. 50 East 11th Street, New York City

Hooky Led to Water, Huedepohl In Showbiz Swim Ever Since

(Continued from page 51)

than go back to school the next day and face the well-known music, he decided to get a job.

It was in June, 1906, that he got his first full-time job, as an office boy in the law department of the Illinois Central Railroad under the watchful eye of one Judge J. N. Dickinson. In four years he moved from office boy into the car accounts office where he had charge of the binding department which, Paul says, was considered quite some shakes as a job in those days.

Shifted to Bank

Paul was satisfied with his job with the I. C., until someone told him that banking was the business to get into. They did a good selling job, so good in fact that Paul quit his railroad job and went to work for the Chicago Savings Bank where he handled corporation pay rolls. The bank job gave him plenty of time in the late afternoons and early evenings to take part in various athletics and it wasn't long until he decided that what he and his friends needed was some sort of organization, a club or something. So he organized the Meteor Athletic Club and was made president and social secretary. Paul denies he gave his friends the thought of the club idea "so I should be president."

Shows Promotion Flair

Even at such an early age—he was 16 or 17 then—Paul was a business man. With his banking experience, he could see that the small amount of dues charged wasn't enough to keep the club solvent. Something had to be done and quickly. That's where Paul's introduction to show business came in. He decided the club would stage dances to make money. His brother, Fred, had a band at the time and Paul made a deal with him to play at the dances. A member of Paul's orchestra at various times, incidentally, was Jim Petrillo, now top man in the American Federation of Musicians.

"These dances were held at Lincoln Hall in South Chicago," Paul related, "and they were a big success. We made enough money to buy uniforms for our various teams and have a nice sum in the treasury." Asked what they got for dance ducats in those days, Paul replied, "We were no pikers, we charged 50 and 75 cents."

Taught Swimming

He ran the athletic club until 1911, during which time he played on the basketball and football teams, swam on the tank team and managed the baseball team.

On April 1, 1911, the spirit of adventure struck him again. He decided he wanted to go to Alaska. Quitting his bank job and the athletic club, he headed west in company with George Darling, a lad with whom he had worked in the Chicago bank. Today Darling is a successful certified public accountant in Seattle, Paul will point out a bit boastfully.

Reached Seattle Broke

The two youths finally reached Seattle on their Alaska-bound journey. "We arrived in Seattle broke and hungry," Paul relates, "and there wasn't much else to do but scurry around and find a job. I found one in a shoe store. My job was to wrap shoes, for which I was paid the magnificent sum of \$8 per week."

Not the type to be satisfied with that kind of a job for long, Paul studied on the side and a short time later took a civil service exam and went to work for the city light department in Seattle. His boss was

J. D. Ross, who later laid out Grand Coulee Dam, among other things. During his stay in the city light department, Paul talked the city fathers into installing the first Burroughs billing machine in the Pacific Northwest. It was the second machine put out by the Burroughs org and on its first try made out 3,028 bills in a single day, a record at that time.

Became Physical Ed Teacher

Not the type to sit around doing nothing when he wasn't working, Paul, who decided he needed exercise, joined the YMCA in the fall of 1911. Shortly after he was named volunteer swimming instructor and in the fall of 1912 was named assistant physical director at the Y, working there part time in addition to his city light job.

Keeping close tab on the teaching of his superior and studying on the side enabled Paul to become an expert in physical education. In 1917 he became physical education instructor in Queen Ann high school, Seattle, and at West Seattle high.

For one year Paul continued in that job until he received a call one day from Yakima, Wash., asking him to head the physical education set-up in that city. Physical ed in the schools had become mandatory by State law in the fall of 1918 and it was necessary to have a qualified instructor, so he took the job. On arrival he discovered the school had no gym and little or no playground space.

Taught Jantzen Children

It was a tough uphill battle, but between 1918 and 1926, when he left, Paul saw a high school gym built, two junior high gyms constructed and each school equipped with a playground. During the summer months of those years between 1918 and 1926 Paul taught swimming at Oates Bath, Seaside, Ore., a summer resort. It was while working at this job that he met the Jantzen people, with whom he later was to be associated at Jantzen Beach Park, Portland, and taught the Jantzen children to swim.

It was while teaching swimming during the summers that Paul became aware of the unsanitary conditions of pools. He started at once to study swimming pool sanitation. In 1926 he quit teaching school and went with the Jantzen interests. His prime motive in taking the job, he says, was to promote swimming and pool sanitation and his ultimate view was some day to build "the finest outdoor swimming pool in the country."

Organized Pool Group

In 1927, Paul organized the Jantzen Swimming Association, with the slogan of "Clean Water." To be a member of the JSA, pool operators had to operate their pool sanitarily and pass health regulations in the State in which they operated.

The final outcome of this organization, according to Paul, was the formation of the American Association of Pools and Beaches which, in 1934, was taken over by the National Association of Parks and the two organizations became known as the National Association of Amusement Parks, Pools and Beaches.

Held All NAAPPB Offices

In connection with the NAAPPB, Huedepohl has one for the books. During his membership in that organization he has held every office from sergeant at arms to president.

By 1928, Paul could see his way clear to build that "dream" pool he was thinking of when he joined the Jantzen interests. That same year,

the Jantzen people, who wanted to see Paul build the swimming pool, and the Hayden Island Amusement Company, which was desirous of building an amusement park, got their heads together. The Hayden org had ideal land for an amusement park but lacked financial backing. So the two concerns merged for the purpose of building an amusement park and pool.

Supervised Construction

The Jantzen firm was to supervise the building of the pool (that's where Paul came in) and the Hayden interests were to supervise the building of the park. Paul supervised the construction of the four pools, known as the unit system, which included one large bathing and play pool, a long Olympic size pool and two kiddie pools. In addition, he supervised the building of a boiler house, bathhouse and filter plant. That really was the start of Jantzen Beach park.

For 10 years Paul managed the swimming part of Jantzen Beach Park. At the end of that time he left the organization for, as he puts it, "political reasons." Two years later he was requested to return to Jantzen Beach to resume his duties as pool manager. In the fall of 1939 he was named general manager of the entire park, a position he held until June 1, 1946, when he again left because of what he terms "political reasons."

Enlarged Park

Paul is credited with achieving wonders at Jantzen Beach. One of his first official acts was to start a refurbishing program, which included new buildings, more concessions, more rides, etc. Needless to say he put the organization in debt to accomplish this but, the records show, he not only succeeded in paying off the debt but worked things so well that eventually the park company was paying a dividend.

"By 1944 business at Jantzen Beach Park had increased over 700 per cent from the time I assumed the management," Paul recounts. "When I took over the park had around 125 acres of property. It now has over 200." According to Paul the mortgage on the park, held by the Jantzen Knitting Mills, was entirely paid off by 1945.

Succeeded Al Hodge

"Those same political reasons that I mentioned before came up again in 1946," Paul said, "and June 1 of that year I decided to leave the employ of the Jantzen people."

For the next month he studied several offers and while he was studying these offers word reached him of the death of Al Hodge, then executive secretary of the NAAPPB. Shortly after Hodge's death directors of the NAAPPB met in emergency session and unanimously elected Paul executive secretary. He assumed that position August 1, 1946.

It was while in Seattle back in 1915 that Huedepohl met Iola Burnham. They were married July 20, 1915, in Seattle. To this union a son was born, May 27, 1916. The son died, however, May 14, 1922, from infantile paralysis at Yakima, Wash. The Huedepohls still retain their home in Portland, altho all of Paul's time is spent at his job in Chicago. His wife resides in Portland during the winter but, with Paul, spends her summers at their summer home in Michiana Shores on Lake Michigan.

Sparked Swimming Drive

Paul is a member of the Multnomah Athletic Club of Portland, the Aero Club of Oregon, Pacific Coast Showmen's Association and is a former member of the Rotary Club in Portland, the Elks and national swimming committee of the AAU for Oregon. At one time he was vice-chairman of swimming for men in the National AAU and attended many of their na-

tional conventions. Recently he took his first degree in Masonry.

Paul has many swimming improvements to his credits. Back in 1916, for instance, he was instrumental in getting a State law passed in Washington so that all swimming pools would have filtered water, started a learn-to-swim campaign for the YMCA back in 1913, teaching the sport by mass instruction. In 1933 booklets on his learn-to-swim program were printed in five languages and as a result of that, Paul says, it is estimated that 750,000 persons learned to swim from those booklets.

He likes his present job because it means helping parkmen develop ideas for the benefit of the entire industry and because it keeps him in touch with people in show business, a business he thinks beats anything else in the world.

BILL HOLT WANTS DANCERS

Girls, Oriental, Strip, Hula Girls, Posing, Attractive. Want Talker, Ticket Sellers, Canvas Man; contact at once. Honey Lee Walker, cut you in, good deal. Harry Tex Hunter, Clarence Liveback, Heavy and Mary, Boots, Wanda, Lottie, wire.

This week, Roanoke Rapids; next week, Elizabeth City, N. C. BILL HOLT.

HOME STATE SHOWS WANTS

Have complete Side Show with transportation. What have you for inside? Murphy Mitchell Tyler, contact Bob Laughlin. Ride Help that can drive semis.

HOME STATE SHOWS Jonesboro, Ark., this week.

FOR SALE

Bingo DeLuxe, 18x36, seats 120, \$1,200.00; 10-Car Kiddie Auto Ride, \$250.00; new Smith & Smith Chair-o-Plane and Truck to haul same, \$2,500.00. In operation this week at Tutwiler, Miss. 36-ft. Front Gate, \$150.00; 6x8 Canded Apple Concession, \$50.00; 2 Upright Wheels, \$10.00 each. Bargains in Trucks, Ground Cable, Amplifiers. Complete Show at Sacrifice.

L. C. CRANDELL CRANDELL'S MIDWAY DELUXE

TIM COLEMAN WANTS

Pan Game Agent. Also Dealers. Whitey Palmer, write. Also wants Pill Pool Agent. Opening Middletown, Conn., April 15th.

TIM COLEMAN

New Dom Hotel Hartford, Conn.

WANT WANT WANT RUPE'S MIDWAY FOR FUN

Mug, Blower, Spindle, Stock Ball Game, Glass Fitch, Coca-Cola, any Legitimate Concessions not conflicting. Will book small Show with own equipment; no Girl Show. Rodeo, Fair and Celebration Committees in Western Kansas and Nebraska, have a few open dates. Positively no drunks, flatties or agitators need apply.

W. R. RUPE

Seminole, Okla., April 5-10; Crescent, Okla., April 12-17.

FREAR'S UNITED SHOWS

Due to disappointment have new framed Side Show open. Want Agents for Dart Game, Cigarette Gallery, Jingle Board, Bumper; come on in. Want Ride Help.

ROY FREAR, Owner

Gen. Del., Emporia, Kan.

SPITFIRE FOR SALE

Practically new, late 1946 Model—NO Junk! Only reason for sale, death in family. \$2200.00 cash down, balance of \$4300.00 on 2 1/2% of gross. Contract at Sunland Park renewable; all-year-round action.

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Why not do as hundreds of our satisfied customers are doing? Use our low-priced, efficient voltage booster. Will handle 1500 watt load, operated on 115 volt AC circuit with a 10% or 20% boost. Use on candy machines, movie projectors, juke organs and many other electrical devices. \$15.00 each. \$5.00 deposit on C. O. D.'s.

W. R. DORSETT, Route 6, Macon, Ga.

6,000 See New York State RSROA Meet; Park Circle, Queens Kids Snare Honors

30 Operators Watch Skaters Vie for Regional Spot

NEW YORK, April 3.—New York State roller skating championship meet, held at Wal-Cliffe Roller-drome, Elmont, L. I., March 29-31, drew record crowds totaling approximately 6,000. Wal-Cliffe for the third year 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 Gullo, Park Circle. Ladies: Gloria McCarthy, Park Circle, and Gloria D'Andrea, Gay Blades Roller Rink, New York. Pairs: Donald Tuohy and Jeanne Kuester, Queens; Paul Baumann and Dorothy

Glintenkamp, Park Circle, and Rabbit Cawley and Honey Carlton, Park Circle. Dance: Tommy Lane and Patricia Carroll, Queens; Robert Guthy and Gloria Kirshe, Wal-Cliffe, and Jerry Nista and Perry Archiopoli, Gay Blades. Fours: Tommy Lane, Patricia Carroll, Donald Tuohy and Jeanne Kuester, Queens, and Paul Baumann, Dorothy Glintenkamp, Robert Cawley and Honey Carlton, Park Circle.

Intermediate men: Rudy Goldmann, Park Circle; Robert Cawley, (See 6,000 SEE on opposite page)

FIPR Suspends New Zealanders, Nelson Reports

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 25-27 general assembly of the World Roller Skating Congress in Casino de Montreux, Switzerland, which was attended by William Schmitz, secretary of the United Rink Operators, at the invitation of Fritz Rihs, official of the FIPR.

Award Spain FIPR's Next World Meet

ARSA Heads Named to Body

ELIZABETH, N. J., April 3.—William Schmitz, general manager of America on Wheels, who was a guest at the general 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 contests, Schmitz said.

Schmitz also announced that George F. Apdale, president of the United States Amateur Roller Skating Association, was elected 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.

No. 1 in a Series

25 Factors Govern Biz Volume In Today's Tussle for Dollar

By Carl C. Johnson
Owner, Skateland, Denver

FROM what my friends in the rink business tell me, volume is off this year, against last, in varying amounts from 10 to 30 per cent. Hardly an operator I talked with this winter on an extended trip thru the East and Middle West failed to make the same complaint.

Thru February of this year my dollar volume at Skateland is exactly 13 per cent greater than the corresponding period of 1947, and daily 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 of percentage gain as an explanation of why I feel there may be something in my methods which will help other rink operators to check their reported losses. I have no secrets, not even from my closest 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 my only 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 carry in my pocket at all times a list of 25 factors which experience tells me play an important role in holding 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 each subject in 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, economical answer—presents itself. But in the end, this simple method of organized thinking has answered to my satisfac-

tion 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



CARL C. JOHNSON

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 rink. In future issues of *The Billboard* I 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: (1) Appearance of outside of building. (2) Smooth operation of ticket office and door. (3) Looks of lobby at opening of session. (4) Condition of rink skates. (5) Condition of rental shoe skates. (6) Condition of skating surface. (7) Signs. (8) Speaking system. (9) Music. (10) Light. (11) Program. (12) New skate sales and stock. (13) Conduct of professionals. (14) Announcements. (15) Washrooms. (16) Advertising. (17) Solicitation of new business. (18) Classes in skate dancing (their growth and type of instruction). (19) Floor supervision. (20) Discount club membership. (21) Clubs in general. (22) (See 25 FACTORS on opposite page)

ops
AT EVERY RINK

A complete line of those famous
Betty Lytle
and Hyde Roller Shoes mounted on those famous
'CHICAGO' SKATES

HYDE
ATHLETIC SHOE CO.
CAMBRIDGE, MASSACHUSETTS

WHY "CHICAGO" 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.

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MIDWEST FLOORS & RINKS
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NEW SPOTLIGHTS
With built-in electric glass colorwheels; 500 watt each. Write for circular.
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WE BUY AND SELL
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Advise Make, Sizes, Condition and Quantity. Also Best Price.
JOHNNY JONES, JR.
51 Chatham St. PITTSBURGH, PA.

PORTABLE RINK FOR SALE
EVERYTHING bought and built new Jan. 1, 1948. Tent; Maple Floor, 44x100, in 4x7 sections; 160 Pts. Chicago Skates, \$485.00 P.A. System, \$500.00 Heating System, Counters, Chicago Skate Grinder, plenty Tools and Parts. Spectator seats down sides. This is as good a portable rink as you'll find anywhere. A bargain at \$7500 cash.
On new location at Hobart, Oklahoma.
B. AND B. AMUSEMENT CO., Box 481.

CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor.

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 room and skate 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 were 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 skaters would inquire, "What did he say?" Usually they didn't even bother to find out. Last fall I put in a speaking sound system which is separate and apart from the system which carries the organ music. There are 10 speakers on the new hook-up, with the control box in the office. After tests I picked an employee, whose voice sounded best over the new mike, to make the announcements. Too often I have heard announcements being made in rinks by persons who were utterly unfit to use a microphone. They assumed the job, I presume, because they needed to be flattered. Many times the boss himself has a very misguided evaluation of his vocal powers. A voice test should be given all employees and an impartial decision rendered by a sound engineer.

The man who was selected to make the announcements in our rink skates to the center of a cleared floor, dressed in a tuxedo. The new system is such and the man's voice is such that skaters are compelled to listen. They haven't a chance of not hearing every word. The announcements are so loud and so clear that side conversations are impossible. Every word of each announcement is first written and approved by me. They are seldom the same two nights in a row.

Definite Results

The result of this improvement has been that we immediately filled our two beginners' classes in a week and have been increasing them every week since the new system was 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 sessions we have done a better job of selling coming attractions and putting over demonstrations. We get applause where we never did before. People like to applaud. It shows they are stirred up and excited. Applause is 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 really give them a welcome. We can control the floor better and add more enthusiasm to our Friday night races. We can sell our professional staff to the skating public, and the effectiveness of class instruction is increased many fold.

I believe I have answered to my own satisfaction every one of the 25 factors on the check list as effectively as I have these matters of speaker systems and announcements. On the subject of soliciting new business and advertising, I have made great improvements this year over last. School clubs are better organized. The outside of the building is improved this year by new neon strips. Everywhere down the list I can see the reasons why the figures show gain. In another issue, if I sustain the shock of stepping out in the limelight this way, I will be glad to tell about the way we are driving into the rink a thousand or more new skaters each month thru an organized system of soliciting party groups.

Mass. Meet to Bal-A-Roue

MEDFORD, Mass., April 3.—Massachusetts State championships of the Roller Skating Rink Operators' Association of the United States will be held in Fred A. Freeman's Bal-A-Roue Rollerway here April 21 and 22, it was announced this week. First, second and third-place winners will be eligible to compete in the association's Northeastern regional contests 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 Tuohy, Queens. Ladies: Joan Westenberg, Wal-Cliffe, and Dorothy Klintenkamp, Park Circle. Pairs: Roy Studsrud and Gloria McCarthy, Park Circle; Joseph Davis and Merry Ann McSweeney, Park Circle, and Robert La Briola and Joan Westenberg, Wal-Cliffe. Dance: Donald Fry and Millcent Smith, Wal-Cliffe; Anthony DeVito and Anne Bestvina, Empire Roller-drome, Brooklyn, and Peter Gullo and Ingrid Teigland, Park Circle. Fours: Roy Studsrud, Gloria McCarthy, Joseph Davis and Merry McSweeney, Park Circle, and George Joseph, Connie Nicholas, Charley Dunn and Lillian Burry, Queens.

Novice men: Jerry Nista, Gay Blades; Robert LaBriola, Wal-Cliffe, and Robert Anderson, Park Circle. Ladies: Jeanne Kuester, Queens; Joan Paterson, Park Circle, and Honey Carlton, Park Circle. Pairs: Jack Crichton and Edna Grasso, Park Circle; Jerry Nista and Grace D'Andrea, Gay Blades, and George Joseph and Connie Nicholas, Queens. Dance: John and Dorothy McConville, Scott's Rink, Buffalo; Joseph Beby and Lorraine Lawson, Wal-Cliffe, and J. Pelinen and Gloria McCarthy, Park Circle. Fours: Robert Anderson, Ingrid Teigland, Arno Saifer and Joan Paterson, Park Circle; Edward O'Farrell, Joan Drake, William Paynter and Peggy Van Orden, Queens, and Charles Endres, Grace Robertson, Walter Werner and Nancy Ross, Park Circle.

Junior boys: Leon Kremenz, Eastern Parkway Roller Rink, Brooklyn; George Kuzman, Gay Blades, and Edward O'Farrell, Queens. Girls: Barbara Trayer, Park Circle; Merry Ann McSweeney, Park Circle, and Ingrid Teigland, Park Circle. Pairs: Rudy Goldmann and Barbara Trayer, Park Circle, and George Kuzma and Vernie Bauer, Gay Blades. Dance: Alvin Hurwitz and Dorothy Boening, Wal-Cliffe, Rudy Goldmann and Barbara Trayer, Park Circle, and Stephen Valliere and Patricia McGuire, Queens.

Juvenile boys: Vincent Lanigan, Queens; Gary Schulman, Park Circle, and John Schepperle, Queens. Girls: Elizabeth Klein, Park Circle; Norma McCarthy, Park Circle, and Lorraine De Sabto, Queens. Pairs: John Schepperle and Suzanne Kroul, Queens, and Vince Lanigan and Lorraine De Sabto, Queens. Lance: Vincent Lanigan and Lorraine De Sabto, Queens, and John Schepperle and Suzanne Kroul, Queens.

MOST BEAUTIFUL RINK IN INDIANA CITY

90,000 Population. Drawing Area, Quarter Million. Newly Redecorated. Fully Equipped. Equipment Alone Worth Selling Price. Opportunity for Capable Operator.

SELLING PRICE \$20,000.00

TERMS: \$10,000.00 down, balance 1 YEAR

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JINGLE BELL BEANIE HATS

As they "skate" the bells on the hat jingle musically. Skaters love that. Reprocessed wool-felts. All perfects. Fit all heads. For men and women. Assorted colors. Six plastic Charms and six Jingle Bells on each hat. Terrific appeal. Decidedly a bargain—buy at 39¢ each retail. You make a nice profit, too. Try a six dozen sample order. \$3.00 a dozen, F. O. B. New York. Six dozen minimum shipment. Cash with order or 25% deposit, balance C. O. D.

SAMUEL EPPY & COMPANY, INC.

113-08 101st Ave., Richmond Hill 19, L.I., N.Y.

SKATE CASES AT A NEW LOW

★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.84 Doz. Sample \$2.47.

★ ALL ALUMINUM CASE—"The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.

L & L PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Skaters' Jewelry, Stickers, Laces, etc. Write for price list.

Hundred per cent location for Roller Skating Rink or Dance Hall, five miles from the Capitol, Hartford, Conn., on No. 5 U. S. Highway, in the center of a half million population. Right next to two Drive-In Theatres that hold over fifteen hundred cars. Good level grounds and good parking space. Lease with the privilege of buying or take 50 per cent of it.

R. GLOTH

P. O. Box 66 or 751 Park St., Hartford, Conn.

FOR SALE

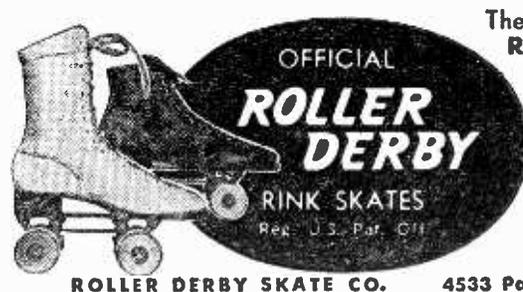
Complete Portable Skating Rink, a real floor, Tent 110'x40', 120 pairs Chicago skates, Masco sound system and microphone, \$6,500.00. Doing good business.

WALLACE UZZLE

R. #2, Ft. Lauderdale, Fla.

ROLLER RINK

40x100 Northern Maple flooring and tent, 175 pairs Chicago clamp skates, 35-watt automatic charger P.A. system, telescopic center poles, counters, benches, ice box, buckle box, etc. Absolutely new. Less than 30 days old. Located now in Huntsville, Texas. \$6,000.00 cash or some terms. Write M. L. DEASON, Box 96, Goose Creek, Tex.



The Most Famous RINK SKATES in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROLO-WAY Precision Dance Skates with the Patented Cushioning.

ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohio

Dissolving Partnership

Selling the equipment and lease for the largest rink in Kansas. Town near 25,000 pop. No other rink in town. Rink size, 90x180. Maple skating surface, 75x175. Rink newly plastered, 112 weather-stripped windows, new washroom, 3 auto. Kezner ceiling gas heaters, private entrance and plenty of parking space on Broadway. Long term lease in brick building. Equipment for sale: 215 Pr. Chicago #778 Clamp Skates, used 1 yr.; 15 Pr. Chicago Shoe Skates, 50 Watt Masco with Turner Dynamic Mike, Webster Changer and 60 latest Skating Records, one 18" and four 12" Speakers, new 11-Case Coca-Cola Deluxe Electric Cooler, 12" Electric Clock, 12" American Sander and 50 Yd. Sandpaper, Check Room Equipment, Candy Case, Railings, Benches, Counters, Skate Parts, Wheels, etc. No letters, come and see. Priced at only \$6,250.00.

CRESCENT ROLLER RINK

315 So. Broadway Pittsburg, Kansas

Portable Roller Rink and Operator Wanted

If you have the equipment and know your business here's a chance to make a killing under sponsorship of the Moose, in virgin territory on a plot 115x400 feet, right in the heart of town. Will lease on straight rental or percentage. Write what you have, when you can come and other details. If you are broke or just looking for a job, save your postage.

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SKATING RECORDS

with STANDARD DANCE TEMPOS

Write for Complete List

SKATING RHYTHMS RECORDING CO.

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RIEDEL ★

The Accepted Leader in SKATING SHOES

Riedell Sportshoe Co. Berkeley 3, Calif.

WANTED

Operator and complete roller skating rink for use during summer months. Good location in city of 5,500. Direct inquiries to

H. W. HOOPMAN, Recreation Director
West Bend, Wisconsin

COMPLETE PORTABLE RINKS SECTIONAL FLOORS
The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors. Roll Skating Mats a Specialty.
BILT-RITE FLOORS AND RINKS
Dealers in Hard Maple Flooring
Mailing address: 1413 Crescent Drive, Tyler, Texas Phone: 2968
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FOR SALE

One portable building, 48 by 116 feet; hard maple floor, 2 1/2 by 10 ft. sections, dove-tail joint. Two hundred twenty-five (225) pair good Chicago clamp skates, one P.A. system, 100-watt amplifier, 4 speakers, mike, record changer, about 100 records, one 11-case pop cooler, 2 large furnaces, skate boxes and benches, a number of miscellaneous skate parts. All underpinning set on concrete blocks. This rink is complete in every detail and now in operation, doing a good business.
PRICE: \$8,000.00. Write or wire me for details.

A. J. ANDERSON PHONE: 442

BEDFORD, IND.

OPPORTUNITIES

A Display-Classified Section of
Business, Sales and Employment Opportunities

RATES: Display 70c an agate line Minimum 10 lines
Classified 12c 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

FRANKEL'S ENTERTAINERS' BULLETINS—Containing Parodies, monologues, band novelties. Five different issues, \$1; add 25c for Encees, comedians' magazine. New! Terrific! Frankel, 1508-B South Homan, Chicago 23.

"I STILL LOVE YOU"—A TENDER NEW ballad. Professional copies free. Arlington Music Publishing Co., 4481 S. 36 St., Arlington, Va. ap24

MASTERS, RECORDS—MADE FOR JUKE boxes. Transcriptions, any quantity. Catalog (stamp). Reasonable. Urab, BB-245 W. 34th St., New York 1, N. Y. ap24

MUSIC PUBLISHED—SEND COMPLETED songs for estimate. At the other end of the rainbow fame and fortune may be waiting. World Music, 2803 Jackson St., Philadelphia 45, Pa.

PARODIES, SPECIAL SONGS, BITS, MATERIAL for any act. 1948 catalog free. Kleinman, 1735 N. Bronson, Hollywood 28, Calif. my1

RECORDS, MASTERS AND TRANSCRIPTIONS. Songs arranged and recorded. Commercial pressings for juke boxes and record shops. Distributors wanted. Wrightman Records, 408BB Katz Bldg., San Bernardino, Calif.

AGENTS & DISTRIBUTORS

AGENTS, PITCHMEN, DEMONSTRATORS, DISTRIBUTORS! Make big money with amazing new toy. Sample, 10c. Thurber Plastic Products Co., Sabina, O. ap10

AGENTS—\$100,000 STOCK, NOTIONS, SUN-dries, Jewelry, etc. 50 to 90 per cent discount. Free price list. Hafner, 227 East 4th St., Los Angeles 13, Calif. my20

AMAZING OFFER—\$25 IS YOURS FOR SELL-ing fifty \$1 boxes of entirely different, new De-Luxe All-Occasion Cards. Each box sells for \$1; your profit, 50c. It costs nothing to try. Write today for samples. Cheerful Card Co., Dept. 283, White Plains, N. Y. my1

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CLEAN UP ON THIS BIG SELLING ITEM—Heavy Mexican Rings at jobbers' prices. Direct importer. Sigfrido Trading Co., 309 Fifth Ave., New York 16, N. Y. ap10

EARN MONEY EASILY—SELL 2-COLOR BALL Pens. Dozen, \$7.80; sample, \$1. Cash with order. William West, 246 Fifth Ave., New York 1.

FAST-SELLING MEXICAN NOVELTIES—CLAY Tarantulas, Turtles, Alligators, Resurrection Plants, etc. Free list. Special Products, Laredo, Tex.

FREE SAMPLE! BIG PROFIT OPPORTUNITY with amazing Glow-in-the-Dark House Numbers, Switch Plates, Pictures, Decals, Religious Articles. Represent large manufacturer. Madison Mills, 306 4th Ave., New York, N. Y. np

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GET 300 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Exposés, Secrets. Folio free. Formico-KA, Box 572, Dayton, Ohio. ap10

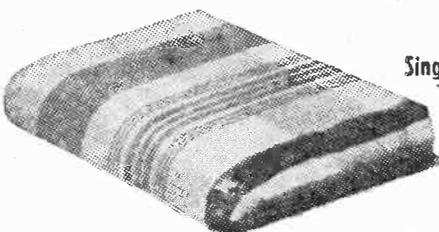
G.O.P. ON ELEPHANT, DEM. ON DONKEY, Lapel Pins, Pins, Tie Chains, Earrings. Genuine Marcasites on sterling silver, rhodium finish. Mother Pins, Religious Items, over 200 others. Novelty Craft Co., 2927 N. 6th St., Philadelphia, Pa. ap10

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**MOTHS CAN ONLY EAT 5% OF THIS BLANKET AS IT
CONTAINS ONLY 5% WOOL — 95% COTTON**

BLANKETS



Made by—Marshall Field & Co.
Manufacturing Division
Single-Plaid Blankets With "EYE-APPEAL"

IMMEDIATE DELIVERY

\$1.65 Each
F. O. B. Chicago

Minimum Order 30 Blankets
1/3 deposit with order, balance C.O.D.

MORTON TEXTILES, INC.

5% Wool—95% Cotton. Single Plaid
Blanket. Asst. Colors: Rose, Blue, Green,
Cedar.

Established 1923
23 So. Franklin St. Chicago 6, Illinois
Telephone: Randolph 8960

Write for information on any of your Textile Requirements.

**This
IS THE
TOY
YEAR!**

The largest and most complete variety of
TOYS in the U. S. A. Catering to the Carni-
val and Concession trade.

Complete line of Bingo, Grind
Store, Ball Game and Wheel Items,
Complete line of Novelty Stand
Items.

SEND FOR PRICE LIST

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WIRE WORKERS ATTENTION!

Whitestone and Wire Jewelry Workers, write me your wants. Order from the man who makes it. Rings—Ident. Bracelets—Earrings—Wire, any size, any quality. 25% with orders. 75% C. O. D.

CRANSTON JEWELERS EXCHANGE
P. O. BOX 111, CRANSTON 10, RHODE ISLAND

START YOUR SEASON WITH A BANG with 'BRIGHT EYES'

Start any season with a bang with "BRIGHT EYES," No. 533, the happy clown doll with eyes that light up. His battery-controlled eyes, sparkling with just a touch, delight everyone . . . and your profitable sales will prove it!

Made with typical Majestic skill, "BRIGHT EYES" is fully 21" tall, in two-colored rayon fabrics with shirred neckband, shiny metal buttons and happy mask face. He's priced for quick sales and high profits at

\$21.50 a Dozen; \$228 a Gross (\$19 a Doz.) Sample \$2

Send check with order or 25% deposit, balance C. O. D., F. O. B. New York.

Other "sales-action" dolls from \$8 a doz.

Write today for complete Majestic Catalogue "B."

MAJESTIC DOLL & TOY CORP.
Manufacturers of Dolls, Toys & Novelties
112 BLEECKER ST., NEW YORK 12 - GR 3-0744

SESSIONS ALARM

"CATNAPPER"
\$3.15 Each in Doz. Lots

#451A Sessions Electric Alarm. 7 3/8" Wide, 4 1/2" High, 3 1/2" Metal Dial. Ivory Colored Plastic Desk Clock. 25% Deposit, Balance C. O. D.

Write for descriptive circular on our complete Sessions' Clock Line

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CHARM BEANIE HATS SELL LIKE HOTCAKES

Wherever There Are CROWDS of Boys and Girls

At beaches, fairs, ballparks, basketball and football games, circuses, carnivals, skating rinks and resorts. Reprocessed wool-felts. All perfects. Twelve Big Plastic Charms decorate each hat. Assorted colors. Fit all head sizes. \$3.00 a dozen, F.O.B. N. Y. Six dozen minimum. Cash with order, or 25% deposit, balance C. O. D.

Carnival Hats, Inc.
98 Third Ave. New York 3, N. Y.

\$10.00

B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each \$4.10
B. B. 101—3 Diamond Wedding Ring to match. Each 4.50
Sizes 5 to 7

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Dealers

MAKE MONEY ON FIREWORKS

Get in line NOW for our new Spring Fireworks Specials. Write for complete details to

SPENCER FIREWORKS CO.
Wholesale Dept. Polk, Ohio

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

Retails for \$1. Only **\$7.00** per doz. Jobbers and Quantity Users—write for quantity discounts. **PREPAID SAMPLE, \$1** M. O.'s only. 25% req'd on C. O. D. Include 25¢ per doz. for postage.

O. FAUST CO. distributors
223 N. 8TH ST. PHILA. 6, PA.

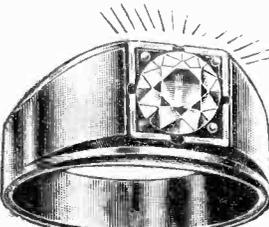
Demonstrators--Pitchmen
Plenty of Action, Sales, Looks and Play Appeal—New

JET SPEED BOAT

BALLOON air storage with ADJUSTABLE valve—aluminum and baked enamel—attractively boxed. Adjust Valve—Blow Up Balloon—Let 'Er Zip. Sample, 25¢. Gross, \$30.24. F. O. B. Detroit. 1/3 Down, Balance C. O. D.

BEN ROSENFELD
18081 Woodingham Detroit 21, Mich.

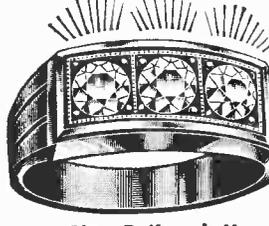
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THE RIGHT COMBINATION FOR PROFIT
All Extra Heavy Solid Mountings



#MB410
12K,
Gold Filled,
\$18
Per Doz.
Extra Large White Stone, Copy of \$1,500 Original



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12K,
Gold Filled Ring with Sterling Stone Setting,
\$18 Per Doz.
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#MB408
12K,
Gold Filled or 14K.
R. G. P.,
\$22.50
Per Doz.
Fine Tailored Mounting, All White Stones



#MB406
12K,
Gold Filled,
\$22.50
Per Doz.
There Is Real Flash—White Center With 3 Red Stones Each Side.
SAMPLES: 1 of Each, \$7.
TERMS—C. O. D., Money Order or Check. Deposit on all C. O. D. orders unless reliability is established.
No Catalogue.

DES MOINES RING CO.
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6000 SMASH HITS



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1948 CATALOG No. 67
SPECIALTY MERCHANDISE
In 324 page wholesale book. Dealers, Agents, Salesmen and Jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reduction about 21% on many items. A guarantee of satisfaction or money back, stands back of every purchase you make from us. Why not see how you can make more money by sending for this New, Thrilling Wholesale catalog, NOW!
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SAMPLE ... \$11.00
DOZEN ... 9.00
FREE. 120 Hole Tip Board, 25¢ play, takes in \$30.00, or 66 Hole Pushcard, 1¢ to 39¢, takes in \$24.15. Also 1500 Hole 5¢ GRAND PRIZE Jackpot Punch-board. Takes in \$75.00, pays out \$21.00 Con-solations, \$3.50 per Board.
1/3 Deposit, Balance C. O. D.
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P. O. Box 1586 Wichita, Kansas

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Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession, BIG profits are made by having thousands of others work for you. A copy of "Collect and Grow Rich"—the book that tells the full story—is yours for the asking. No cost or obligation.
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MEXICAN DESERT CACTUS PLANTS—BLOOM-ing size. 25 beautiful assorted, \$2; thirty in a beautiful Mexican picnic basket, \$3. 20 Resurrection Plants, \$1 postpaid. General Mercantile Co., Laredo, Tex.

MEXICAN DESERT CENTURY RESURREC-tion Plants, \$20 thousand; \$2.50 hundred; twenty, \$1. General Mercantile Co., Laredo, Tex.

MEXICAN NOVELTIES—WALKING CANE, 36" curve end, assorted in beautiful designs, \$12 doz. Small Stick Cane, assorted, \$12 gross. Clay Skeletons, Devils, with wire arms and legs, \$9 gross. Witch, wire legs, \$15 gross. Small Curio Horse Saddles, \$5 doz. Fur Monkeys, wire arms and legs, \$12 gross; with Drum, \$18 gross. General Mercantile Co., Laredo, Tex.

NEW KITCHEN ITEM—J & S CO., 1415 W. Jefferson Blvd., Los Angeles 7, Calif. ap10

PIC-TEASE SERIES 1 AND 2—BAROMETER and Magic Races Games, all packed 30 to box with tissues to develop, \$1 retail; big profit repair. Also new Base Game, 40 to box, all \$6.50 dozen boxes; 20 samples, \$1; 3, 25c. List other fast sellers with order. Lewis, 1108-B E. 42d Pl., Chicago 15. ap10

PLASTIC WATCH STRAPS—MEN'S OR ladies' styles. Carled, \$15 gross; sample dozen, \$2. Cash with order. Clinton Sales Co., Box 577, Rochester 2, N. Y. ap10

REAL MONEY SHOWING NECKTIES—YOU can sell away plenty extra cash right at home, part time or full, just showing neckties that "sell on sight." Men grab these fashionable Fifth Avenue Ulster Cravats that bristle with style, smart patterns, becoming colors. Practically impossible to resist the low factory price. Half the retail cost, you net \$40 to \$60 per 100. Ulster Cravats ordered by friends, and associates; gift possibilities wide open—churches, Bazaars, Fund-raising Drives, etc. For information to get started, write Ulster Cravat Co., Inc., Department PD-2, 545 Fifth Avenue, New York 17, N. Y. my1

RESURRECTION PLANTS, MIRACLE OF NA-ture. 100 assorted sizes for \$3; 1,000 small size for \$10; 1,000 selected medium and large for \$20. Antonio Cavazos, Box 516, Laredo, Tex. ap6

RUN MENDERS—BIG YEAR 'ROUND PROF-its. Full particulars, 5 samples, one of each, \$1. Run Mender Works, Dept. B., Waukesha, Wis. my1

SELL POPULAR \$3 FIRE EXTINGUISHER—Wholesale or direct, liberal profits, exclusive territory. Fire-Killer Mfg. Co., Syracuse 1, N. Y.

SELL TAVERN RECORDS TO JUKE BOX OP-erators. "Meet Us At the Corner Bar," "Just a Barmaid." 79¢ seller; 10 samples postpaid, \$4. Territories available. Spotlight Music, Box 942, Baltimore 3, Md. ap10

SOCIAL SECURITY WORKERS—WE HAVE the real brass Plates. Also Cases. Samples, 25¢ stamps. Charles Gameiser, 146 Park Row, New York 7, N. Y. ap10

SPECIAL—MEXICAN CLAY MECHANICAL Novelties. Turtles, Armadillos, Alligators moving the head and tail, \$8 gross, assorted or in one kind. Mexican big black Wiggl Spiders (Tarantulas), with long wire legs, \$14; lots of 5 gross, \$13; 10 or more, \$12 gross. Fun Snake in Wood Box, \$25 gross, \$2.40 dozen. General Mercantile Co., Laredo, Tex.

YOUR LIFE HISTORY ON METAL KEY TAG—25¢ postpaid. Good traveling identification. Name, Address, Birthplace, Social Security, Army; any lettering wanted. Bob Anderson, Madison, Mo.

3 HOT NUMBERS—KILROY WAS HERE PLAS-tic Statuettes, \$11.50 a hundred; sample dozen, \$2. Dice-Mat, new dice game, \$7.20 dozen; sample, \$1. Rubber Man in Barrel, \$19.50 a hundred, \$2.50 sample doz., delivered. M. S. Posner, 4851 N. 8th St., Philadelphia, Pa. ap17

ANIMALS, BIRDS, PETS

AAA—HARMLESS, POISONOUS MIXED Snake Dens, fresh poisonous; hot or fixed South American Boas, Pythons, Demused Skunks, Turkeys, Snake Skins for display. Ross Allen, Silver Springs, Fla. ap10

ALIVE MONKEYS—\$35 EACH, THREE FOR \$100. Your choice White Faced Ringtails, Golden, Gray Spider Monkeys. Same day shipment. Terms: Cash with order or half cash balance. Don Compton, Box 93, Mt. Vernon, Ill.

ARRIVING MONTHLY—BLUE-EYED SPIDER Monkeys, Ringtail Monkeys, Mother-Baby Combinations, Pacas, Agoutis, Capybaras, Ocelots, Sloths, big Boas. Special offer on complete Reptile Show. Order now! Snake King, Brownsville, Tex. ap10

CIRCUS MICE, \$30 100—COLORED PINK and Yellow Mice, \$30 100; White Mice, \$20 100; Mixed Color Rats, \$10 dozen; Hamster (Miniature Syrian Bears), \$5 pair; Opossums with young in pouch, \$15; Raccoons, \$12.50; Deodorized Skunks, \$12.50; Rheus Monkeys, Baboons, Pumas, Ocelot, Eagles, Sloth, Giant Jungle Rat, Guanacos, Large Pythons, Snake Dens. Chase Wild Animal Farm, Egypt, Mass. ap10

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Company, Winnipeg, Canada. my15

FEMALE PUMA CUB, \$150—CAGE BROKE Wildcats, \$35. Red Fox Pups, \$10. Have Bear Cubs, Monkeys, Baboons, Coyotes, Goats, Eagles, Owls, Pheasants, etc. Charone Animal Ranch, Burlington, Wis.

FRESHLY CAUGHT LIVE TEXAS AND MEXICO Rattlesnakes, all sizes, fixed or hot, also non-poisonous Reptiles; greater value for less money, only one dollar per lb. Why pay more? Live arrival, prompt shipment guaranteed. Strictly cash with order. More than 40 years' experience in the animal and reptile business. Zoological Supply Co., Box 705, Laredo, Tex. my1

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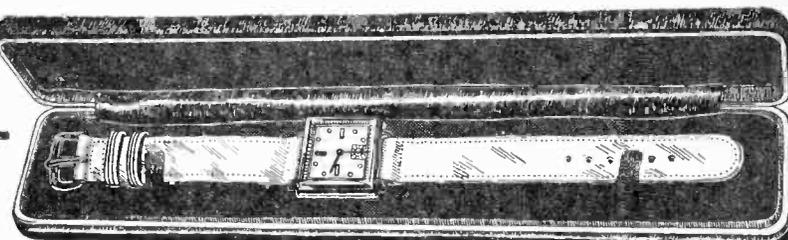
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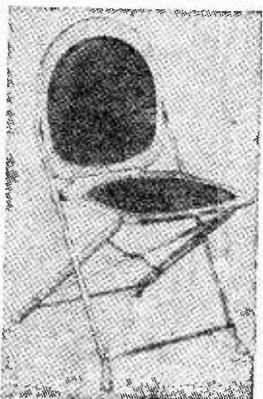
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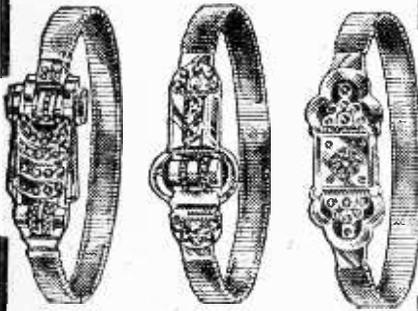
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B261 B262 B263

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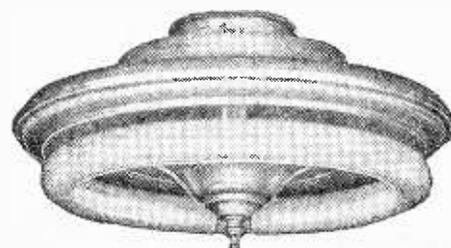
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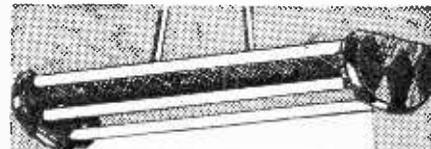
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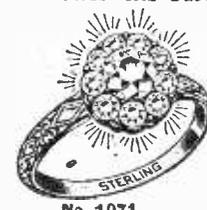
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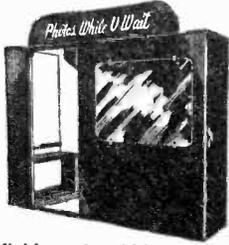
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| #14 Kat Balloon . . . 8.00 Gr. | Metal Gun & Holster . . . 10.00 Gr. | 46L Comic Buttons . . . 10.00 M. |
| 24" Reed Balloon75 Gr. | Asst. Western Jewelry . . . 22.50 Gr. | 56L Picture Comic Button . . . 12.50 M. |
| Sticks75 Gr. | Asst. Western Charms . . . 6.50 Gr. | Worth Baseballs . . . 27.00 Gr. |
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Height 14" Length 17 1/2" Weight 9 1/2 lbs.

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Beautifully sculptured bronze saddle horses, handsomely finished with striking high lights and intricate detail.

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Height 10 1/4" Length 11 1/2" Weight 4 lbs.
\$4.50 each in doz. lots.
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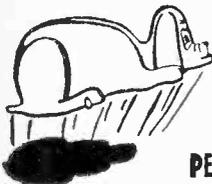


STANDS ALONE!

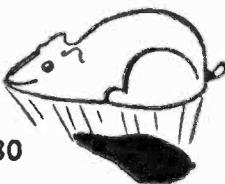
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AVAILABLE JUNE 7—12 PIECE ORCHESTRA and vocal. Good references. Reliable musicians. Contact Pete O'Neil, 629 So. 4th St., Hamilton, Ohio.

6 PIECE MODERN DANCE ORCHESTRA—Special arrangements. Available on 2 weeks' notice. Address Leader, Box C-498, care Billboard, Cincinnati, Ohio. ap10

CIRCUS AND CARNIVAL

AT LIBERTY—MAY 1ST, SEALED BILLET Reader, carnival, long season. My banners, your top and seats. F. Calkins, 1518 W. 20th, Los Angeles, Calif.

FAT DWARF WOMAN—AGE 40, 4 FT., 125 lbs. wants to join a troupe of dwarfs or midgets or Fat Show. I play a small guitar and harmonica combined. Blanche Ober, 1516 Orange Ave. (rear), Fresno, Calif. ap17

MISCELLANEOUS

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INDIANS AT LIBERTY—FOR CIRCUS, rodeos, fairs, schools, celebration attractions. Ten: 6 men, 3 women, 1 baby. Very beautiful flashy Indian costumes. Best war dancers and different kinds of dances. Singing. One girl does aerial, ladders, web and cloud swing. Chief Sugar Brown, Hot Well Lodge, 5503 So. Presa St., San Antonio, Tex.

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MAN AND WIFE INTERESTED IN MANAGING Cook House. Have Cook House experience and also own two restaurants in operation at present time. Will cater to show people. Have own transportation. Strictly business, no lusers. Would like to hear from anyone interested. Mr. J. Steveson, 334 N. Rampart St., New Orleans, La. Phone MA 9722.

MENTALIST—DR. RAMA. PSYCHIC DEMON- strations, lectures, night clubs and theater routines. At Liberty April 10. Dr. Rama, 1810 So. Wabash, Chicago, Ill., Room 22A. Phone Victory 9119.

M. P. OPERATOR—PREFER VAUDE-PICTURE tent show. Good M. C. Comic, do single act. Have Ampro 16mm. sound outfit. Box 97, care The Billboard, 1564 Broadway, New York City. N. Y. ap17

VERNON HOFF—FEMALE IMPERSONATOR. "Acme of perfection for your night club entertainment." AGVA Singer and Dancer. Vernon Hoff, Billboard, New York City.

MUSICIANS

ARRANGER—STRING BASS, DOUBLE VIOLIN. Desire band manager duties, etc. Prefer society, etc. Box C-508, care Billboard, Cincinnati, Ohio.

AT LIBERTY—PIANO MAN, NEAT, DEPEND- able, small combos, prefer locations, union. Dick Ballard, 508 11th Ave., Greeley, Colo.

AVAILABLE—MOUNTAIN, WESTERN BAL- leader, guitar, M. C., anything including rodeo. Married, 35 years age, 16 years radio and stage. Western wardrobe, sober, reliable. Car, go anywhere. Ken Seely, 411 S. 9th, Shelbyville, Ill. ap17

DRUMMER—HOTEL BAND EXPERIENCED. Prefer society. Read, cut shows, Latin rhythms. Can give references. Jerry Poland, Gen. Del., Tampa, Fla.

DRUMMER—AVAILABLE IMMEDIATELY. 14 years' thorough experience. Latin shows, commercial, modern rhythm style; solid steady beat. Beautiful equipment. No boozier. Elis Lee, Durlaufs Music Shop, Louisville, Ky.

DRUMMER—AVAILABLE 12TH. CUT GOOD shows, good Latin. Semi name experience. Neat and reliable. Prefer South, don't misrepresent. Contact Musician, Room 8, Brown Palace Hotel, Wichita Falls, Tex.

DRUMMER—31, VET, SING, DO COMEDY. play shows. Gold not important if long location. Corn or jam combo ok, have fine Accordion Man. Double Trumpet available. Go anywhere after April 10. Wire: Billy Stearns, Gladstone Club, St. Cloud, Minn.

ELECTRIC GUITAR—A-1 TAKE-OFF SINGLE, age 24. Six years' combo experience. Have sedan. Musician, care Post Office, Vesta, Va.

EXPERIENCED DRUMMER—JOIN IMMEDIATELY. Any proposition considered; dance or shows. New equipment, plenty rhythm, reliable. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

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HAMMOND ORGANIST—LADY. RELIABLE, dependable. 7 years' experience roller rink. Desires summer rink or hotel position. New England, New York vicinity preferred. References. Box C-507, care Billboard, Cincinnati, Ohio. ap17

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HAMMOND ORGANIST—FEMALE. EXPERI- enced restaurant and cocktail lounge work. Available May 1. Prefer Essex County, New Jersey. Write Box 291, Billboard, New York City. ap10

HAMMOND ORGANIST, PIANIST, SOLOVOK—Hotel lounges, clubs, cafes. All type music. Female, nice wardrobe, personality. Box C-506, care Billboard, Cincinnati, Ohio.

NEED MUSICIANS? OR NUCLEUS OF BAND? Bassman, Drummer, Tenor Man, Trumpet Man available, vets, name and semi-name caliber, all essentials. Club owners, attention! Have good small hand library. Would consider good location deal, go anywhere. Vocals, novelty if needed. Phone 9258, Drummer, Room 15, 93 N. 3d, Alexandria, La. ap10

RINK ORGANIST—GENTLEMAN, RELIABLE, good metronomid music, dance steps. Prefer Pa., N. Y., N. J. Please write details. Organist, Box C-491, care Billboard, Cincinnati 22, Ohio. ap17

STRING BASS—COMBO PREFERRED. READ or fake, novelty vocals. Age 29. References exchanged. Bob Stehman, 2140 Ft. Harrison, Terre Haute, Ind.

TENOR SAX, CLARINET—READ, FAKE. Play jazz, etc. Union, neat appearance. No territory bands. Lee Ulbrich, 1324 Hubbard, Jacksonburg, Va.

TROMBONE—TONE, RANGE, EXPERIENCED soloist with semi-name commercial society bands. Married, sober, have car. Southern location preferred. Howard Cooper, 910 24th Ave., Covington, La. Phone 330-J.

TROMBONE—GOOD LEAD AND SECTION. Prefer hotel band. No panics. Available immediately. Roy Carpenter, 446 Oakley Ave., Lynchburg, Va.

TRUMPET—LEAD, TOP RANGE, READ ANY- thing. Name band experience. Available June. Prefer high class resort or travel. Union. Dave Geffen, 5520 Maple Ave., St. Louis 12, Mo. my1

TRUMPET MAN—READ, FAKE, DOUBLES section trombone and ballad vocals. Sober, reliable, good character. Very ambitious. Prefer band in need of male vocalist. Write, wire or call Jimmy Belk, 415 State St., Natchez, Miss. Phone 25-M.

TRUMPET—LEAD. LARGE OR SMALL BAND. Read, fake, etc. Also valve trombone. Norman Wood, 121 Crest St., Hot Springs, Ark.

VIOLINIST, VOCALIST—AT LIBERTY AFTER April 10 due to the dropping of string section in Lawrence Welk's Orch. Formerly with George Olsen, Henry King and Freddy Nagel's Orch. Can do both solo and quartet vocals. Interested in small combo work. Wire or call Stewart Scott, Lawrence Welk's Orch., Roosevelt Hotel, New York City.

2ND TRUMPET—UNION, SOBER, SINGLE. Read well, play good section and ad lib solos. Prefer modern-styled band. No mickey. Write or wire: Musician, 236 Leroy Ave., Buffalo, N. Y.

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BALLOON ASCENSIONS—PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my1

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WESTERN SINGER—PLAY RHYTHM GUITAR. Top Grandpappy comedy act and ensee. Radio, stage, club experience. Desire staff radio; all offers considered. Union, wardrobe, car. Wire, write "Scotty," 2002 N. Exeter Ave., Indianapolis, Ind. ap10

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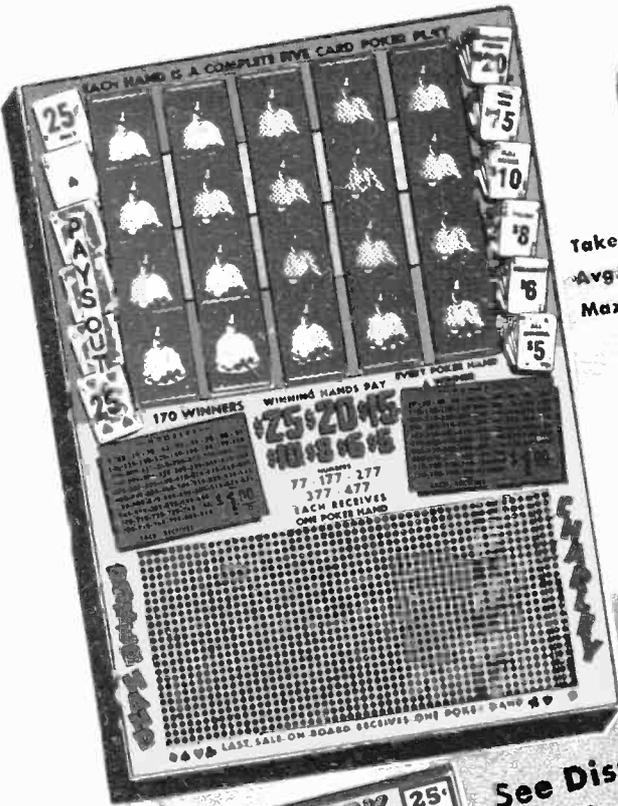
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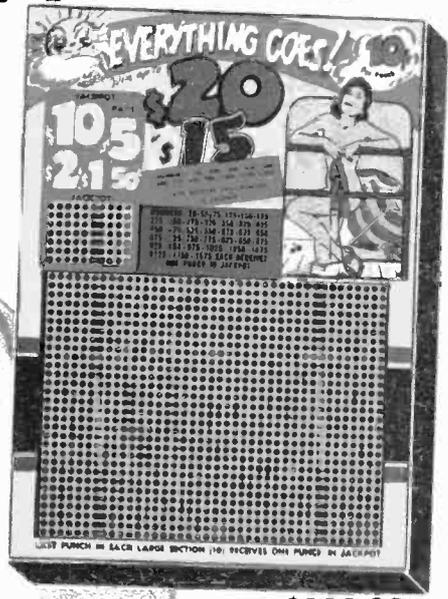
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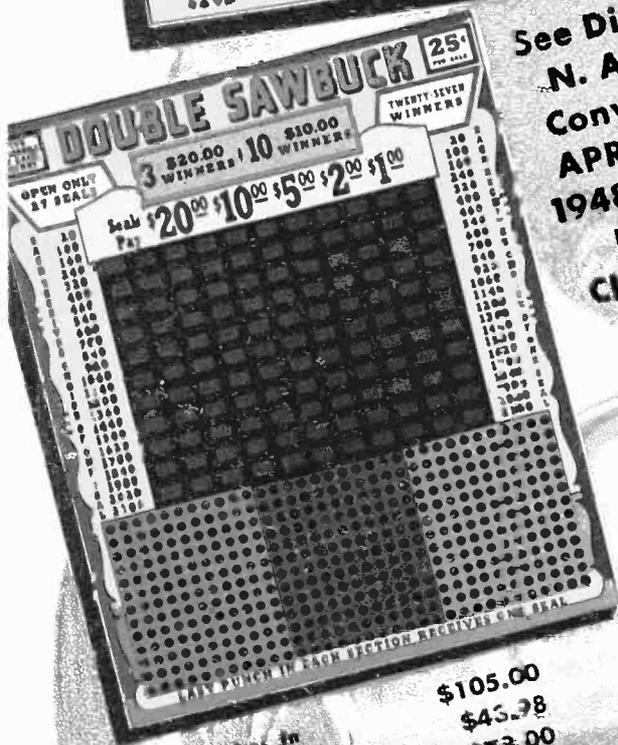
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Max. Profit \$131.00



Takes In \$60.00
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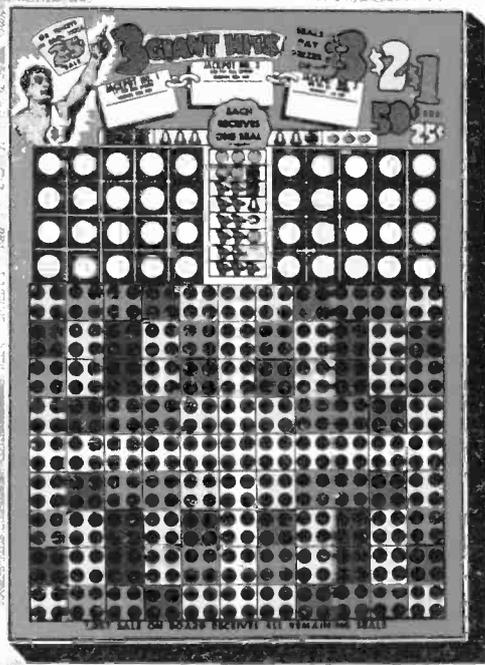


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APRIL 12-15
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CHICAGO

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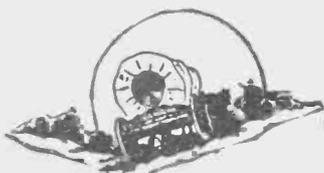


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San Francisco
Office

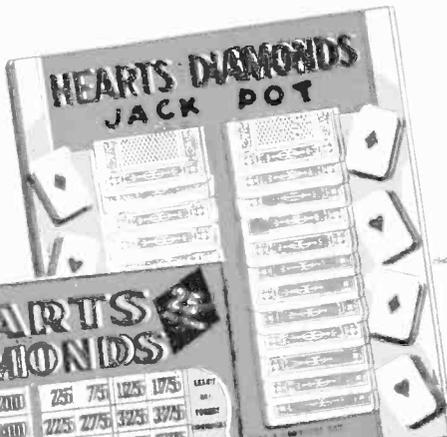


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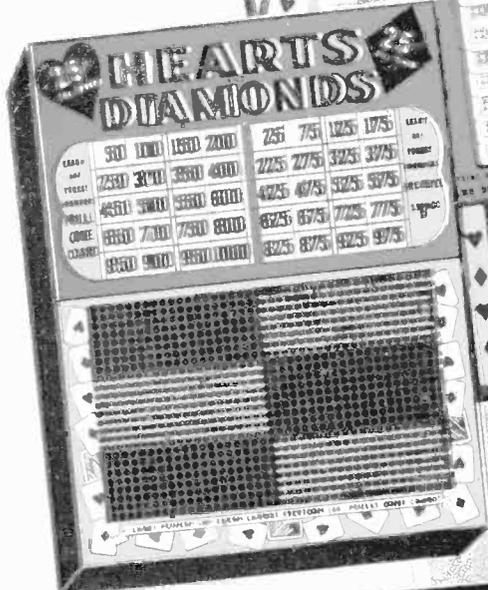
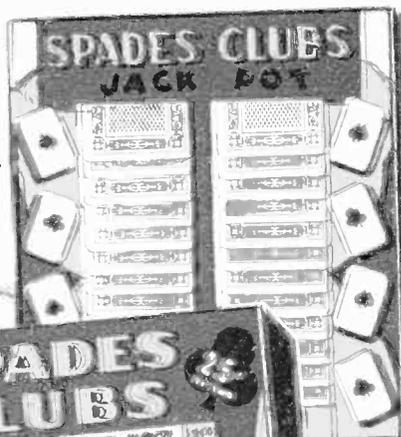
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LEADERS in the FIELD . . .

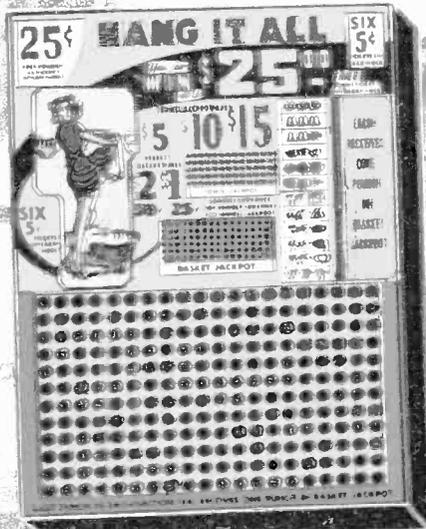
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Takes In
\$250.00
Definite Profit
\$86.00



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Definite Profit **\$27.00**
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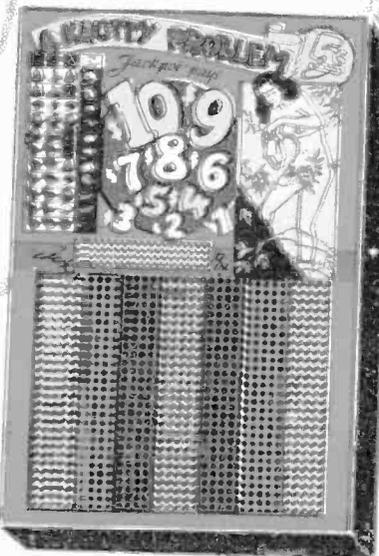


Takes In **\$57.60**
Definite Profit **\$27.30**

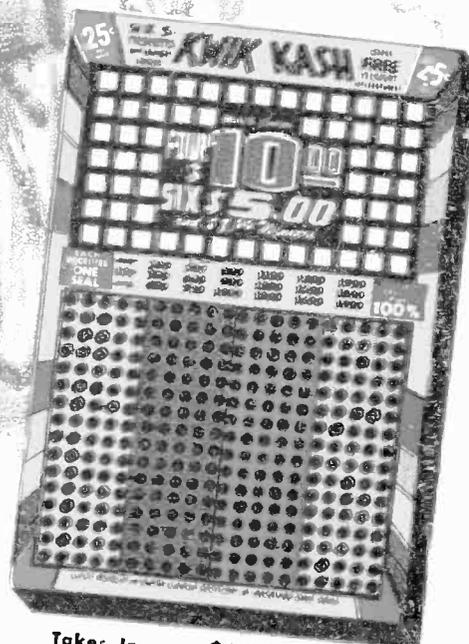


Takes In **\$60.00**
Avg. Profit **\$29.00**
Max. Profit **\$40.80**

Takes In **\$60.00**
Average Profit **\$31.84**
Maximum Profit **\$44.44**



Takes In **\$60.00**
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Maximum Profit **\$32.25**



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Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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McClure, Robt. H.
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Nooft, Horace
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Nickbuhl, Gilbert
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O'Dear, Al
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O'Satyrdae, Major
Ode, Frank
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Schoppel, Snooky
Schuck, Gypsy Pete
Schulsky (Piano Player)
Scott, Norman
Sealo, Chas.
Seaton, J. J.
Selin, Per E. E.
Sephes, J. E.
Seydell, Dick
Shaffer, Ralph E.
Shanshak, Nick S.
Shawver, Langdon
Sheehan, Chas.
Shelton, Chas.
Shingledecker, Thomas F.
Shipley, Mrs. Mattie
Shipman, Macburly
Shoemaker, James R.
Shoemaker, Earl N.
Short, James
Short, J. E.
Shubert, Clyde V.
Shuemaker, Ray
Shuer, O. E.
Silver, Mrs. Oleue
Sims, Thelma
Sizemore, Melle
Maizie
Small, Ethel
Smith, Bill
Smith, Clarence
Smith, Clifford
Smith, Mrs. Ethel
Smith, Fred Van
Vorst
Smith, Harold
Smith, John C.
Smith, Paul
Smith, Samuel L.
Smutler, Berney
Snyder, Carl D.
Snyder, Pearl
Sonderland, Kafst
Soroleet, Jr., Henry
Sornson, Mrs. C. H.
Spiegel, Dr. J. K.
Spiegel, J. C.
Starbowski, John
Stack, Richard
Stack, Wm. J.
Stanko, Mack
Stanley, Chas.
Starko, Mack
Steinke, Edward C.
Stephan, Margaret
Stewart, Robt.
Stillman, Mr.
Francis
Stone, Don
Stobbel, Mrs. Ella
Stoppel, W. R.
Stratton, Tony
Stringer, Al
Stronger, Chester
Strother, Willis
Stroud, Howard
Sturms, Francis
Sullivan, W. L.
Sutton, Robt.
Swales, Peggy
Tarbes, Henry
Taylor, Archie Leo
Taylor, Chester
Taylor, F. G.
Taylor, Joe
Teer, Louise & James
Terry, Glenn I.
Terryano, Frankie
Thomas, Fred
Thompson, Ann
Thompson, Eugene
Thompson, Frank
Thompson, Mrs. Jacklyn
Toler, Clyde H.
Thorne, G. R.
Towe, Paul
Travis, Cliff
Troutner, Rex
Truitt, E. H.
Trull, Carl W.
Ulrich, Harry
Ulrich, Geo. F.
Upton, Dottie Ann
Uscilowicz, Leon W.
Usher, Macie M.
Vanessness, K. O.
Vaughn, Ernest A.
Verner, Robt.
Vincent, Albert
Wakefield, Dick
Walczak, Janet Lou
Walker, Wm.
Wall, Harry
Ward, Dick
Ward, J. Robt. and
Ward, Julie
Ward, Robt. Henry
Ward, Travis
Warren, Bill
Warren, Hugh C.
Watkins, Elmer A.
Watts, Margaret
Wayne, Paul
Wayne, Rocky
Weaver, Maude
Piggott
Webb, Amos
Weiss, Harry
Wells, Hezekiah
West, Harry Earl
Westbrook, Clarence A.
Westbrook, H.
Westerman, Mrs. Bennie J.
Whittemore, W. R.
Williams, Eugene F.
Williams, L.
Williams, Lawrence
Willoughby, Curry
Wills, Claude
Wills, P. N.
Wilson, JoAnn
Jones
Wilson, Kenneth F.
Wiltse, Mrs. Marie
Winters, Mrs. Jim
Woll, Bill
Wright, Julia A.
Wright, Kelly
Zazzara, Frank
Zimmer, Florence
Egaw, Joseph T.
Gallagher, John E.
Gallippo, Irene
Alonzo

- Adams, Dewey P.
Adams, Gus J.
Agin, Ben
Alford, Clara
Alexander, Wm. E.
Allen, Bob (Polcho)
Allen, Jr., Chas. E.
Allen, Herbert
Allison, M. A.
Alo, Kockelker
Anderson, Mrs. C.
Anderson, Frank B.
Andrican, Chas. E.
Annis, Jimmie
Annis, Ralph J.
Apollon, Th. (Jack and Chuck)
Argo, R. G.
Arney, Mrs. Pearl
Asctey, Frank
Bailey, Mrs. Barbara
Baker, Edw.
Baker, Robt. A.
Baldwin, J. D.
Ball, E. A.
Ballard, DeWitt
Banker, A. (H. D.)
Banks, James
Barent, Chas.
Barker, Geo.
Barnhouse, John
Barnes, Bette Jean
Barry, A. J. (La-Barrie)
Basenbaker, Luther
Basha, Jr., Joe
Bates, Donald G.
Baysinger, Mrs. Al
Beal, Dan
Beard, Jack
Beck, Betty
Beede, Donovan K.
Beeson, Herberta
Bell, Mrs. Mabel
Belnett, Corby
Bennett, Bozo
Bennett, (Swinger Ball Act.)
Bentley, Tom
Bergen, Harry Slim
Berry, Walter
Biggers, Larry
Blair, Jos. H.
Blair, Pappie
Blasic, Pin-Head
Blay, Henry
Borden & Arlan
Boirenpoth, Arthur
Boullison, Willie
Bourgeois, Sr., Harry
Bowers, Edw.
Bradley, Mrs. E. W.
Brady, Jack
Bray, "Whitney"
Breckmeide, Ed.
Brewer, Allen
Broome, Mrs. E. H.
Brown, Pearl
Brown, Wendell S.
Brown, Oscar
Bruce, J. R.
Buck, Stephen B.
Buele, Eugene
Burgess, "W. C."
Burke, Geo.
Burns, Robt. W.
Burnside, Frankie
Burrows, Earl C.
Burton, Frank H.
Burton, Howard B.
Burton, Mrs. Tex
Bybee, James Henry
Byers, Jimmie
Calby, Wm. J.
Campbell, John & Emma
Campbell, W. S.
Carey, Art
Carey, Wm.
Carroll, Tommy
Carter, Glendon T.
Carter, Stanley C.
Carter, Wray
Casey, Bill
Cassidy, Van
Caulk, Jack
Chamberly, Johnny
Chandler, Ralph W.
Cheney, Richard
Chumas, A. J.
Cibull, Frank
Clark Bros. In-door Circus
Clark, Russ
Clayton, Robt.
Clemens, Mrs. Fred
Clemens, Mrs. G.
Coble, Pete
Coffe, Eddie
Coffe, Mrs.
Coggins, John
Cohen, Robt.
Cole, Lon L.
Coleman, Clarence
Coleman, John J.
Coley, Jeff
Conatser, L. C.
Costa, Geo.
Cottrien, John K.
Cottrell, Wesley
Coud, Rajah
Cournes, Mrs.
Crandell, Leroy
Crawfords, Musical
Creason, Earl
Cridler, Hal
Cunningham, Dr.
Thos. F.
Cutler, H. M.
Cutler, Richard R.
Davis, Mrs. Nellie
Daves, M. J.
Dauling, Happy Jack
Darlington, C. W.
Davidson, Wilma Jean
Davis, Agnes
Davis, Harley T.
Davis, Jack
Day, Chas. E.
Dayberry, T. G.
DeKeno, Duke
DeLeon, Mrs. Leon
DeVault, Pansy
DeWitt, Bert
DeWolfe, Mrs.
Dean, Christopher
Dean, Tex
Delawter, Leroy
Demere, Unise
Demetro, Jr., Archie
Demetro, Tom
Demetro, Walter
Diamond, Duke
Dixonsdale, Wm.
Dixon, Earl L.
Dixon, May
Dondineau, Louis G.
Dominick, Elsie
Doncherty, Luke
Douglas, Patrick
Dover, Geo.
Drake, Elsie S.
Drake, James
Drown, R. C.
Dubois, Henry J.
Dunlap, Geo.
Dunbar, Gales
Duncan, Dallas
Dupree, Jimmy
Dyer, Merle E.
Eale, Mrs. Mickey
Eckrode, R. M.
Edistrom, Nestor
Eli, Miller
Ehrl, Evelyn
Ehrhride, John W.
Evans, Clarence S.
Evans, Daniel C.
Evans, Geo.
Evans, Steve
Eyster, C. W.
Failer, Harry
Fallon, James B.
Farrill, James
Faw, Wm. W.
Fillingham, Everett
Flynn, Vincent M.
Fornbus, Jimmie
Frackles, Edgar
Frank, Johnny M.
Frank, Miller
Freeman, Willie
Frisbie, A. L.
Frye, Maurice
Fustanio, Anthony
Gable, Jos.
Gahan, Peter
Gallagher, C. Russell
Gallamore, Mrs.
Geffen, "Duke"
Germain, Virginia
Gibson, David J.
Gibson, H. C.
Gintler, Homer M.
Givens, Rob
Glynn, Pete
Goat, Dan
Goat, Mrs. Edta Mao
Goat, James D.
Goldie, Jack
Goode, R. O.
Gordon, John D.
Gorman, Johnny
Gorman, Richard
Gowdy, Mrs. M. A.
Grady, Red O.
Graham, Bill (Cook House Prop.)
Gravitoy, The Great
Gray, C. H.
Gray, Jr., Jennings
Greenaway, Robt.
Grims, Paul F.
Grimes, Marian
Griner, Mrs. Babetto
Groner, Sidney
Groves, Claude
Guthrie, The
Guthrie, Jeanne
Guttermouth, Chas.
Hackett, Edw. J.
Hamilton, Robt. L.
Hanev, Hilliard
Harms, Geo.
Harper, Harold
Harper, J. O.
Hanson, Ida Bell
Hartog, Harry W.
Hastings, Mrs. Tillie
Hathaway, Ray
Haxes, James
Heart, Mrs. E. G.
Henton, Hardaway
Hendricks, Cecil
Hendrix, C. W.
Herbert, Dapper
Herrick, Carl F.

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Copper Finish Frying Pan Clock, Pictured 12.00
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Bambi Swiss Wound Musical Alarm 10.50
Square Ebona Swiss Alarm 3.95
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Windsor Electric, Ivory Case 2.96
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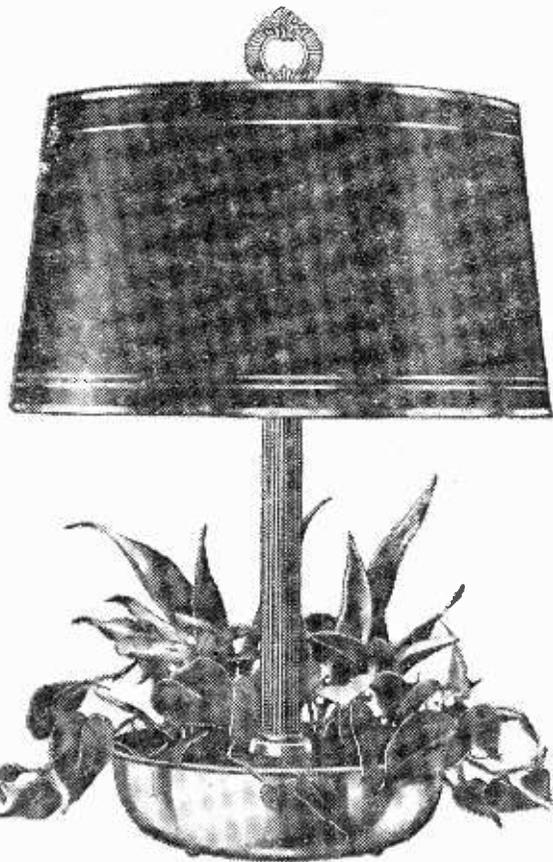
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NEVER a Planter's Lamp value like this before—23 inches tall—solid brass or copper—full 15 inch green or maroon colored parchment tilt-type shade. The big one-piece leak-proof bowl measures 10 inches in diameter. Complete with cord and plug. Gives you quality with eye-value—a combination that assures real sales action. F. O. B. Chicago. Immediate deliveries.

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Write, wire or phone

Sample, \$6.95

D. A. PACHTER CO.

705 W. WASHINGTON BLVD. CHICAGO 6, ILLINOIS

LETTER LIST

(Continued from page 93)

Gardiner, Harold A.
Garry, Vivien, Trio
Giglio, Mike
Gooley, Larry
Goodman, Bert
Goulde, Murray
Green, Col. Bill E.
Hamilton, Carol
Horton, Morris
Howard, Kenneth
Ing-Me-Tite Co.
Iris, Eva
Jackson, Dixie
John, Francis C.
Johns, Mr.
King, Charles
King, Mrs. Ethyl
LaFleur, Arthur
LaMar, Ethel
LaNove, Karen
Lager, Armandine
Lee, Alice T.
Littaur, Albert
Lloyd, Willis

Muto, Francis
Nash, Lionel W.
Ober, Florence
O'Dea, Shannon
Patine, La Rosa
Phillips, Inna
Rae, Billie
Revello, Fred
Reynolds, Mr.
Richardson, Jess
Richardson, J. Frank
Riggs, Bobby

Robbins, Milton
Rodriguez, Melba
Rollo, Alfred
Seymour, Betty
Stevens, Twisto
Stanford, Iran
Thorton, Riel ard
Revello, Fred
Reynolds, Mr.
Richardson, Jess
Richardson, J. Frank
Riggs, Bobby

Lelman, Charlie
Lee, Mr. and Mrs.
Eugene
Lelman, Norma M.
Leahs, Jerome
Litchfield, Miss Gene
Lifts, G. P.
Lonsou, David R.
MacDonald, M.
MacEachern,
Gwenyth G.
MacEachern,
Roderick A.
McFormick, Robert
(Helo)

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390 Arcade Bldg., St. Louis 1, Mo.

Allen, Wm. Harrison
Anderson, James
Animal Oddities
Anthony, Miss
Anthony, Milo
Anthony, Mrs.
Bailey, Jake R.
Baldwin, Billie
Barry, A. J.
Beach, Harry M.
Beach, Mildred
Beard, Bobby
Beck, Don
Bell, Adron
Brydon, Ray M.
Burke, Miss Lynne
Burto, Leon
Buxbaum, Edward
Bydairk, Albo
Carter, Miss Sharlie
Cattright, Bud and
Catherwood, Mr.
and Mrs. Sam G.
Chaffee, Miss Mary
Chaney, Charles
Chastine, Wm.
Clarkson, Al
Clemmons, A. B.
Corlow, William A.
Comner, Cecil
Crean, Walter
Davis, Richard Lens
Deal, Mrs. Ethel G.
DeBarrie, W. E.
Decker, Robert C.
Deffendall, Robert
DeKokeno, Duke
Derrickson, George
Eanes, James S.

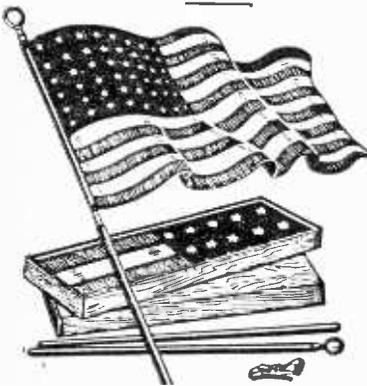
MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St., Chicago 1, Ill.

Andrews, Frank
Anderson, Harry
Ballard, Jack
Betz, Victoria
Blaine, Gordon
Blake, Walter
Bonto, Charles S.
Brown, Buddy
Brown, Cleo
Curran, George
Curran, Jack
Dailey, Jack
Dale, Jimmy
Dalton, Jack Canon
Daly, Jo Ann
Davis, Texas Jay
Davidson, Albert
Franklin
Lay, Arlene
Dickman, Bob
Dodson Shows
Edwards, Bob
Eichelberger, Robert
Lee Jr.
Ewert, Ray J.
Gordon, Louis W.

Douglas, Miss
Carolyn
Eanos, Olive M.
Eckstein, Neta
Elliott, Russel
Fay's Silver Derby
Foster, Mr. and
Show
Foster, Mrs. Vinil
Flynn, Mrs. "Missy"
Freeman, Cecil
Glasnet, John
Green, Mr. and
Mrs. Charlie
Hall, Edward
Hall, Lawrence
Hall, Ward Miles
Hankins, Haden H.
Hartley, William
Hathaway, Ray
Hayman, Charles L.
Hensley, Carl W.
Hann, Mr. and Mrs.
Eddie
Harr, Chester W.
Hiatt, George
Hill, Will H.
Howard, John
Howe, C. J. &
Grace
Jackson, Arthur
Jackson, John
Gordon
Jameson, Eddie
Kelley, Jack
Kemp, W. F.
Kepler, K. K.
Kiely, John
Michael
King, Larry
Kotler, N. A.
(Googs)
Lairs, Mr. and Mrs.
Robert

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AMERICAN FLAG SETS
AT LESS THAN FACTORY PRICES!



\$16.50 DOZEN
Postpaid

Nationally famous Dettra flag. Size: 3 ft. x 5 ft. Made of high quality heavy cotton flag cloth. Double stitched throughout. Double hem. Printed stars, sewed stripes. Guaranteed fast colors. Set consists of flag, 6 ft. jointed pole and holder. Attractively boxed. At this sensational low price, it's the greatest flag buy in the country today! Order NOW!

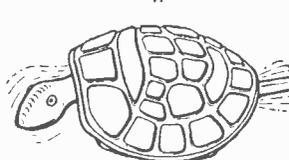
Individual Flags, 3x5 ft., \$9.00 Doz. Postpaid

Minimum order. 1 Doz. Include Check with order.

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WITH WAGGING HEADS AND TAILS
Wag at Slightest Vibration.
Made of pottery, in beautiful colors, true to nature. Can be hung up or stood up. 3 inches long, 1 1/2 inch wide, 1 1/4 inch high.

\$1.50 per doz. (2 doz. in box) **\$16.20** Per Gross
4 samples sent, each one different, on receipt of \$1.00.

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SALESMEN wanted to sell to storekeepers
SPLENDID SIDELINE

LEO KAUL IMPORTING AGENCY, Inc. 333 & 335 K S. MARKET ST. CHICAGO 6, ILL.

BOX CANDY FOR ALL PURPOSES

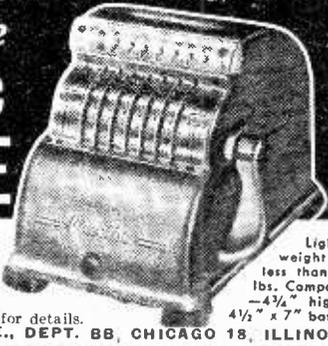
Beautiful Girls—Floral—Movie Star—Picture Design Top Boxes create plenty of eye-appeal. Cello wrapped.
Girl Tops—Size 10"x7", filled with 9 ounces wrapped Salt Water Taffy, 20c box. 3 dozen in case.
Movie Star Tops—Size 10"x7", filled with 9 ounces wrapped Chocolate Crunchies, 21c box. 3 dozen in case.
Floral Tops—7"x5", 8 ounces Butter Crest, 23c box.
Picture Tops—7"x5", 8 ounces Swedish Mints, 21c box.
Floral Tops—10"x7", 12 ounces Chocolate Flavored Fuzzles Rolled in Coconut, 33c box.
Floral Tops—Size 10"x7", 18 ounces "Home Made" wrapped Caramels, Chewy and French Fruit Nougats, Butterscotch and Coconut, 33c box. 2 dozen in case.

WARREN SPECIALTY COMPANY

1933 South Halsted Street Chicago 8, Illinois
25% deposit required with order, balance C. O. D., F. O. B. Chicago
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NATIONALLY ADVERTISED—FULLY GUARANTEED

THE NEW "400" Precise fully automatic ADDING MACHINE



Sell this remarkable machine to stores, offices, individuals, etc. Does work of \$100.00 machines. Stylus operated. Adds and subtracts automatically. 7 columns. Retail for only \$19.95. Agent's sample \$13.50 on money-back basis. Guaranteed 1 year. LIFETIME SERVICE GUARANTEE. Earn up to \$10.00 each. Write for details. E.C.A. MFG. CO., 2518 W. MONTROSE AVE., DEPT. BB, CHICAGO 18, ILLINOIS

TWO SURE FIRE HITS

MAN IN BARREL \$20.00 per 100
3.00 per dozen
KILROY WAS HERE \$10.00 per 100
1.50 per dozen
25% Deposit, Balance C. O. D.
B. PALMER SALES 1433 Second Avenue, Dallas, Texas

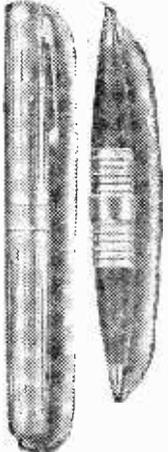
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PREMIUM USERS!
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COUPON WORKERS!**

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WHITE,
BLUE**

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BALL PEN**

All Gold Finish. Will Not Tarnish. Unconditionally Guaranteed!
At last a ball point pen with no troubles. Looks and writes like five dollars. A sample will prove this!

Price to you
\$7.20
Dz.

25% deposit with order. Sample, \$1.00 Postpaid.

**SIGFREDO
TRADING CO.**
309 5th Ave. NEW YORK CITY

Pipes for Pitchmen

By Bill Baker

RITA THOMPSON . . . worked Easter Egg dyes 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 be hitting the 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 pitchmen 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 Pecos, Tex., with all who worked the event corraling plenty of long green.

Have you emerged from your winter stupor? If you want business, you'll have to go out and get it.

MARJORIE FIELDS . . . worked her new rug needle at the Tortilla Festival at Pecos, Tex., to substantial business. She's making plans for a tour of Honolulu instead of making the fairs this season.

CLIFF MEYERS . . . worked egg dyes at the W. T. Grant store in Milwaukee during the Easter holidays to reported good scores. He's doubling as a comedian-emcee at Phil Henkel's Korn Krib under the name of Cliff Sears.

Prestige, as some successful pitchmen know, is a wonderful asset.

"IN RECENT YEARS . . . I suffered the loss of tools, stock, clothes, etc., when I was on the road," letters Henry H. Varner from his Akron haunts. "I 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 am well ahead by so doing. Too often I used to find myself unequipped to work but now I can drive back to

Akron 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 salesmen? I appreciated reading Sid Sidenberg's articles very much. He has covered all phases of the pitch game. Our local Goodyear aircraft is retooling for Lockheed and Boeing orders. We have an old-timer here with novelties who is collecting the geedus."

Jerry the Jammer Says: "No one, not even the pitchman, has lived long enough that he can do just as he pleases."

SOLLY FIELDS . . . chalked up a successful run with gadgets at the recent Tortilla Festival in Pecos, Tex. He writes that he plans to take in the Six Shooter Roundup at Langtry, Tex., before heading north.

BELLE SATTLER . . . worked Easter egg dye at the Kresge store on Wisconsin Avenue, Milwaukee, to lucrative business.

BEN (HOBBO) BENSON . . . fogs thru the following from New York: "Returned here from a two-month tour of Florida. The Alligator State is a good one for pitchmen to steer clear of. The same thing can be said for the South. I still believe that New York and Chicago are the street pitchman's paradise. All of

OAK-HYTEX
Jolly Joey



**Toss-up
Balloon**

**Gets
Top
Money
Everywhere**

POPULAR Jolly Joey draws a big tip all day long — keeps you busy on the pass-out. Puts plenty of money in your pockets.

Body and head balloon with protruding nose. Printed in flashy colors on assorted color balloons. Heavy cardboard feet. Stands 19 inches high.

Sold by
Leading Jobbers

The OAK RUBBER CO.
RAVENNA, OHIO

ATTENTION!!!!!!

**PUNCH NEEDLE WORK
DEMONSTRATORS**

**ALL PUNCH NEEDLE WORK MATERIALS
ARE NOW AVAILABLE . . .**

- Wood Frames
- Over 100 Different Patterns
- Teasel Brushes
- Background Materials
- Needles
- Taxidermist Eyes

**IMMEDIATE DELIVERY
AT NEW LOW PRICES!**

For Complete Set of Samples send \$1.00 to cover cost of postage and handling.

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MERCHANDISE**
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ATLANTA 2, GA. Dept. B

ELECTRIC PENCIL
Emboss gold, silver, waterproof permanent colors on leather, silk, wood, plastics, paper, etc. Famous Professional No. 3, switch on cord, 6 rolls gold, \$7.25; extra rolls gold or assorted, 1" x 400", \$4.80. Vibro Tool, extra hard carbide needle; long war, on-grave even hardest metals, glass, plastics, wood, jewelry, \$9.50, or send M.O. \$12.50 for both No. 3 pencil, 6 rolls gold and Vibro Tool with hard carbide needle.
R. E. STAFFORD
2434 N. Meridian St. Indianapolis 8, Ind.

**WHEEL
BALANCER**
Agents Wanted!
Call on garages, gas stations with \$24.50 quality Wheel Balancer. Competing models \$300 to \$2,000. Virgin market. Five-minute demonstration means sales. \$10 cash commission. Twenty sales possible daily. Exclusive territory. A POST CARD BRINGS FULL DETAILS
B & B MANUFACTURING CO.
BOX 816 SIOUX CITY, IOWA

**DIRECT FROM MFR.
AT LOW PRICES**



**Complete Line of
Leather Goods**

- Billfolds, Keycases, Purses, kiddy and Ladies' Bags, Belts, Novelties and related Leather and Plastic Items. All price ranges. (Will make to order from your patterns.)
- These Fast Selling Items will give you plenty of Profits because of our Low Prices. Send for samples today. If not rated send \$15. (Refundable for 20 days.)

CUTTING LEATHER NOVELTY

48 Howard St., N. Y. C. CA 6-3973

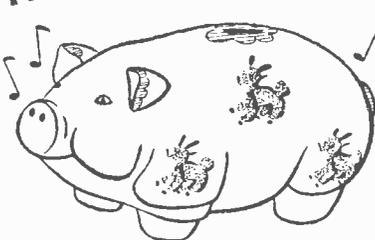
**CHewing
GUM**

**WHOLESALE
ONLY**

Fine quality. Popular flavors. 5-stick packs — also 4 multi-color "BUBBLINGUMS."

**AMERICAN CHEWING
PRODUCTS CORP.**
4th and Mt. Pleasant Ave., NEWARK 4, N. J.

MUSICAL PIGGY BANK



with
**IMPORTED SWISS
MOVEMENT**

\$40.00 DOZ. Send \$4.00 for Sample

SAME BANK WITHOUT MUSIC
\$15.00 DOZ. 2 Doz. to a Case

ART & CRAFTS STUDIOS
668 W. HUBBARD ST. CHICAGO 10, ILL.

A NATURAL!



**POCKET OR PURSE SIZE
RADIO**

This is what you have been waiting for—the latest postwar Portable Crystal Radio. Weighs only a few ounces. Will pick up stations 25 to 30 miles away. Beautiful plastic cabinet, streamlined design. Complete with personal earphone.

**ONLY
2.95
EA.**

IN DOZ. LOTS
\$3.45 Each in lots of 6
Sample \$3.95 Postpaid

**IMMEDIATE
DELIVERY**
No Catalog
25% with order, balance C. O. D.

REGAL COMPANY
345 East 47th St.
Dept. BB, Chicago 15, Ill.

**MOTHER'S
DAY**

CARNATIONS

Made of Lustrous Cello-Plastic on Green Wrapped Stem with Foliage. An outstanding novelty item for Stores, Streetmen and Hustlers. Thousands sold last year; hand made; supply is limited. Pink or White, packed 100 of a color to box. Specify color wanted.

\$ 5.00 per 100
45.00 per 1000
Cash in full with order. We pay postage. Samples \$1.00

**KANT NOVELTY
COMPANY**
323 Third Ave. Pittsburgh 22, Pa.

PLASTER WITH PLENTY OF FLASH

See our new smooth and high gloss finish, highly tinselled, with plenty of FLASH. When seen looks like china, not PLASTER. Prices: 6¢, 10¢, 25¢. Must be seen to appreciate. **WIRE TODAY!** All orders shipped same day received. 50% deposit required.

LOUISVILLE STATUARY COMPANY
2317 Frankfort Ave. Louisville 6, Kentucky

MEDICINE MEN!
WRITE TODAY for new wholesale catalog on tonics, oil, saline soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X COLUMBUS 9, OHIO

NEW LADIES' WATCHES

- #1007 Ladies' Wrist Watch, 7 jewel, high polish metal case, leather strap. \$ 7.20
- #116 17 jewel, 6x8 square and cushion opening, RGP, steel back, rock crystal, asst. dials 14.25
- #220 15 jewel, 5 1/2 ligno, 14K gold, rock crystal, asst. dials 18.50

Price list of complete line on request. Send money order or check with order.

MARIETTA DISTRIBUTING COMPANY
396 Broadway New York 13, N. Y.

Fancy Assorted
CHOCOLATES, 38c lb.

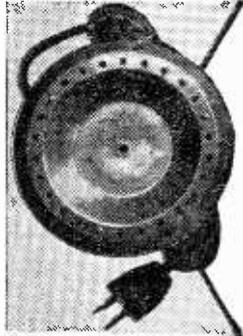
Attractive Cellophanned Two-Layer 1-Lb. Boxes, Two Doz. to Case. Less than 10 Cases, \$6.40 Doz.
10 Cases, \$6.00 Doz. 25 Cases, \$5.40 Doz.
100 Cases, 4.80 Doz. 200 Cases, 4.56 Doz.
Sample, \$1.00. 25% Cash on C. O. D.

Barbara Fritchick Chocolates, Frederick, Md.



DOUGLAS A. MacARTHUR
 "Man of the Hour"
LARGE PORTRAIT (SIZE 22x28)
 SUITABLE FOR FRAMING
 HERE'S THE NEWEST SALES SENSATION
 ON THE MARKET!
 FAST SELLING • BIG PROFITS
 Retail for \$1—Your profit 50c
 Send \$1 for sample and be convinced
DIANE PRODUCTS CO. DEPT. BB
 220 5th Ave., New York 1, N. Y.

\$1 RETAILER



YOU SAY YOU WANNA MAKE MORE MONEY?

HERE'S A HOT ITEM ANYWHERE, ANYTIME

Sells on sight! Profits up to 300%. "HEETMASTER JR.," the perfect portable electric immersion type water heater, plugs into any AC-DC, 105-120 volt outlet, starts to heat immediately. A necessity in the home, office, store! Fast seller the year round. Immediate delivery if you order now. Regular retail \$2.95. Single dozen, \$15.84. Three dozen, \$43.20. Six dozen, \$79.20. Gross, \$142.56. Send 25% deposit, balance on delivery, F. O. B. Chicago. We pay transportation on full remittance with order. Start making Money. Order now!

ELGEE PRODUCTS, MFR'S

4726 SHERIDAN ROAD CHICAGO 40, ILL.

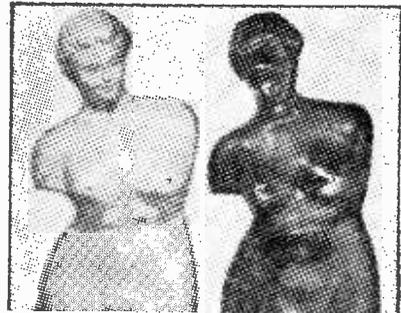
PLASTER STATUES
 SWAGGER CANES
 HAWAIIAN LEIS
 SLUM
 BASEBALLS
 GLASSWARE

CORK GUNS. Each.....\$4.95
 5-INCH POCKET COMBS, Gr. . . 1.50
 NO. 4 BALLOONS. Gr.90
 NO. 10 BALLOONS. Gr. 1.25
 NO. 20 BALLOONS. Gr. 3.00

WHITIE'S NOVELTY HOUSE

130 WEST JACKSON AVE., BOX 1270 (PHONE 2-4410) KNOXVILLE 8, TENN.

New Sales Sensation!



VENUS SALT AND PEPPER SHAKERS

A Natural for Clubs, Stores, Taverns, Concessioners. **\$4.25** Per Dozen Sets In Boxes

Everybody will want these plastic Salt and Pepper Shakers made of durable plastic. Each figure of Venus is 4 inches tall, each pair packed in colorful box. Get your orders in now... be first with this Sales Sensation!

1/3 Deposit—Balance C. O. D.
LAKEVIEW SALES
 180 W. Randolph St. Chicago 1, Illinois

GENUINE LEATHER, ALL AROUND ZIPPER WALLETS, hand painted, embossed in Seven COLORS. 4 Transparent Picture and Card W i n d o w s. Change Purse incorporated into Wallet.

Sample, \$1.35

Designs available: Hula-Hula Girl, Bathing Beauty, Heart's Desire, Mexican Girl, Western Lovers, United States Map, Boxing Scene, Indian Scene, Texas Rangers, Wild Flowers. You MAKE 150% PROFIT. Retail for \$2.50, plus 20% tax. Your cost ONLY \$12.00 a dozen postpaid. Terms: 25% with order, balance C. O. D. Samples, \$1.35 each postpaid.

SCOPE SALES CO.

5 Beekman St., New York 7, Dept. BB-323.

ELGIN — BULOVA — WALTHAM

10 K. R. C. P. CASE, Steel Back, Reconditioned (Like new). Expansion Band (no extra charge).



7 Jewel \$11.95
 15 Jewel 14.95
 17 Jewel 16.95

Swiss Watches Ladies' & Gents'
 7 Jewel \$ 7.95
 15 Jewel 9.95
 17 Jewel 11.95

Rhinestone Dials \$2.00 Extra

Write for price list on watches and other jewelry items. 25% with order, bal. C. O. D.

WEINMAN'S

108 Beale, Dept. M, Memphis, Tenn.

STREETMEN STOREWORKERS CANVASSERS

PEARL CHOKERS

Lustrous Pearl Chokers With Earrings To Match. Something new, individually boxed. Per Doz., \$9.50 — Sample, \$1.00
 Asst. Bracelets, Earrings To Match. Individually boxed. Per doz., \$8.25.

COSTUME JEWELRY

Floral Sprays and many others in sparkling pink gold finish. All new numbers, individually boxed. Per Doz., \$9.50 — Sample, \$1.00
 25% Deposit With Order. Balance C. O. D.

BENJO NOVELTY CO.

148 Park Row N. Y. C. WOrth 4-0154

Carnival Concessionaire
LESS THAN 2 CENTS EACH

Introductory Offer—Assorted Key Chains
ONLY \$1.95 PER 100

Popular Assortment—First Quality. Send for Trial Order NOW.

HOPKINS NOVELTY CO.

394 Branch Ave., Providence 4, R. I.

them were out strong St. Patrick's Day and collected plenty of moola. Plan to remain here until July and am dickering for a spot in Coney Island for my sketch act. After July it will be California for me via Chicago and Britt, Ia."

Lots of things are funny, especially when they happen to a fellow you don't particularly care for.

Fancy Freddie Says: "The pitchman is the fellow who is ever looking for something to sell and the man who is always selling something."

CHARLIE STEPHENS... veteran pitchman, plans to return to the road this season with his new plastic cake decorator set along with his egg beaters. He reports he has worked several home shows this winter with the new package to good business.

Who's got the moving-day blues?

WALTER DeBRUES... is in Bay City, Mich., purveying sheet to reported good business.

This is the time of the year when the pitchman begins putting the basic layers on his winter bank roll.

Opportunity isn't a knocker. Too many pitchmen get the word confused with opposition.

Your appearance is one of your best selling mediums.

ADELINE HEWITT... known to pitchmen and demonstrators as Adeline Robertson, is making her home in Oakland, Calif., where she is writing songs. She left the road eight years ago after her marriage and since then has often wondered about the numerous fellows and girls she met while demonstrating. She says she'd like to read pipes here from the Frank Bushes, senior and junior.

The consciousness of well doing is a reward in itself.

Sometimes the entertainment value of your pitch means more toward the success of your pitch than the pitch itself.

The JCL can't practice by booking a few bad locations. He has to land good ones at the outset.

ABIE OLD CLOTHES... pens the following from Birmingham: "I was amused to read the recent pipe concerning the beef about poor spots from the West Coast. The pitchman gets plenty of good locations out of the column. Besides, a real pitchman fears no discouragement and the pay-offs are well taken care of when the intakes are good. I've worked spots that are allegedly closed and had to fork over \$36 per day for the privilege. Since I was working single-o, it was well worth it. Such outstanding pitchfolk as the Ragan Twins, Ray Herbers, Sid Sidenberg, Tommy Kennedy and his proteges, Dr. Lushwell and Count Seldom Scoff, and the Goldstein brothers work with a sense of humor and not discouragement. So stick and stay for the encouragement of the real pitchmen to carry on in all States of the country. We can carry on in spite of beefs and high pay-offs. We all want to be on record as having paid more for an opportunity to work than do local merchants. This way we can continue to serve the public as itinerant merchants. This is a new age and pay-offs have to be taken care of."

It's a far cry from the days when the public just wanted quantity. Now it wants quality, plus quantity.

Today is the day to attempt what you long have had in contemplation.

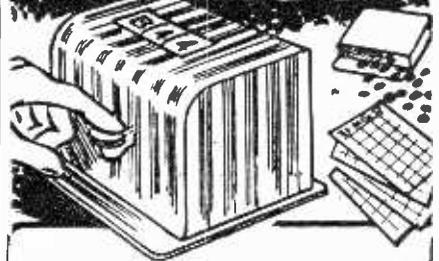
SENSATIONAL NEW ITEM

Concessioners, Toy, Novelty Shops!

Press the Button!

Watch the wheels spin

and "BINGO!"



The Family's Favorite Winning Game!

Fun galore can be had for the first time at home with all the thrills, fascination and close calls of a real BINGO GAME. Loads of enjoyment at parties, games for children and grown-ups who get their share of fun. Push the plunger down... round she goes automatically and nobody knows 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... sufficient for 15 players. Buy nothing else! Made of steel and finished with alternate shiny nickel and dull satin stripes.

\$18.00 Per Doz.

25% with order, balance C. O. D.

BERNARD FINE CO., Inc.

501 Sixth Ave., New York 11, N. Y. Dept. BB-1

REVOLUTIONARY!

MAKE \$1,500 A MONTH!

Drop everything—THIS is HOT! BIG, RAPID-FIRE EARNINGS NOW with amazing new "NEO-GLO" Fluorescent Ad-Sign with CHANGEABLE MESSAGES for "round-the-calendar use! Turns low-cost fluorescent into blinding brilliance of neon! Every merchant buys several at a time! IF YOU WANT TO BECOME used to BIG MONEY... This is for You!

VIRGIN MARKET! Prospects everywhere — Pick as they please. Eager to buy—eager to pour those heavy profits into your pockets. Giant-size ADVANCE COMMISSION on every quick, easy sale! No investment—no stock to carry—JUST TAKE ORDERS... AND COLLECT!

FABULOUS PROFITS! This is the BIG-MONEY DEAL you've been looking for! Proof? Write quick for FREE Sample Demonstrator Offer. Automatic "123 Selling Deal," and amazing, dramatic, astounding surprise presentation!

H. ROSE CO.
 539 S. Franklin St.
 Dept. BB-10, Chicago 7, Ill.

WRITE QUICK FOR FREE SAMPLE OFFER

METAL PLATED CHARMS

In bright gold and silver finish

Per M
 Metal Plated Charms, Series #1 \$6.00
 Metal Plated Charms, Series #2 7.50
 Plastic Charms, Famous Series #1 3.50
 Plastic Charms, Big Series #2 4.50

SAMUEL EPPY & CO., INC.

WORLD'S LARGEST

CHARM MANUFACTURER

113-08 101st Ave.

RICHMOND HILL 19, L. I., N. Y.

PRICED FOR YOUR PLEASURE

Spiral Balloons, \$3.50 per gross; Dart Balloons, 90c per gross; Rabbit Foot Key Chains, \$4.00 per 100. Quantity users, write. 25% deposit with order, balance C. O. D. Send for price list fast selling novelties and specialties.

GELAZIN ENTERPRISES

22 Revere St., Bridgeport, Conn.

LOOKING FOR A PRODUCT...

That has honest to goodness repeat value so you can build a good, sound, respectable business of your own? A NATURAL FOR MAIL ORDER, TOO. WRITE

WAVE Products
 Dept. 10, 900 E. Taylor, Kokomo, Indiana

NOVELTIES FOR JOKERS

Merchants, Salesmen, get our price lists. Big \$6.00 Trial Order sent for only \$2.00. All good, clean fun. Wholesale only.

BLUE MOON SPECIALTY CO.

Dept. 6, Ravenswood, W. Va.

NEW Suction-Cup Auto Flag-Holder

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 6". Sensational seller. Sell for 50c each. Samples, 25c.

Adjustable, used in Horizontal or Vertical Position. Doz. \$2.20 Gro. \$24.00

25% Deposit with order, bal. C. O. D. Write for List of Over 200 Popular Items.

GORDON MFG. CO.
 110 E. 23 St. Dept. B.F.-1, New York 10, N. Y.

FIREWORKS

ATTENTION, DEALERS AND JOBBERS

For Lowest Prices write Today for complete Price List.

MID-WEST FIREWORKS
 114 W. SECOND ST. SEDALIA, MO.

WE STOCK SHRINE CIRCUS FEZ

PENNANTS-COMIC HAT BANDS

Advertising Flag Company

HARISON 0413
 415 S. Clark St. Chicago 5, Ill.

MUSICAL FAWN



Beautifully made of 100% Rayon Plush with sprayed orange dots on yellow background. Each fawn contains a Swiss Music Box with assorted melodies.

To play, wind up like a clock.

17" HIGH, \$51.00 doz.

Samples, \$5.00 Ea.

Same fawn 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.
INCORPORATED
435 W. B'WAY, N. Y. 12, N. Y. WA 5-8280

JEWELRY CHAINS & FINDINGS - IDEAL FOR NECKLACES, ANKLETS, BRACELETS, & CHATELAINES

12K - 1.20 GOLD FILLED CURD CHAIN	BRASS CHAINS Gold and Silver Finish	STERLING SILVER CHAIN
<p>CGF-3 .13 Pt. CGF-2 .24 Pt. CGF-1 .25 Pt.</p>	<p>C-10 .06 Pt. C-9 .04 Pt. C-8 .08 Pt. C-5 .04 Pt.</p>	<p>CS-1 .09 Pt. CS-2 .15 Pt.</p>

Send \$1.00 for complete new sample assortment of chains and findings

12K - 1.20 GOLD FILLED FINDINGS	BRASS FINDINGS Gold and Silver Finish	STERLING SILVER FINDINGS
<p>Small Med. Large Jump Ring 2.75 Oz. Clasp .55 Gr. Spring Ring 8.00 Gr.</p>	<p>Small Med. Large Jump Ring 2.00 Lb. Clasp .95 Gr. Spring Ring 4.00 Gr. Sister Hook 3.50 Gr.</p>	<p>Small Med. Large Jump Ring 2.75 Oz. Clasp 4.50 Gr. Spring Ring 7.25 Gr.</p>

Originalities, Inc. 104 FIFTH AVE., NEW YORK OF NEW YORK

Be Supreme With Sterling

No. A3-SS Solitaire		No. B6-SS Wedding Band
---------------------	--	------------------------

Ever popular Sterling Silver 5-Stone Engagement Ring and Wedding Band. \$8.50 Per Doz. Sets (24 Rings). These rings also sold separately. \$4.25 Per Doz. \$48.00 Per Gr. **SAME STYLE—GOLD FILLED** \$11.50 Per Doz. Sets (24 Rings). Also sold separately. Solitaire, \$6.00 Per Doz. Band, \$5.50 Per Doz.

#7001 • Gold Filled Men's three white-stone ring—all white or ruby combinations. **\$18.00 per doz.**

No. 978-SS **MEN'S Heavy STERLING HEMATITE** Very Popular! **\$9.00 Per Doz.**
Send for free catalog—be Supreme with Sterling! Sample assortment sent for \$10.
STERLING JEWELERS
85 E. GAY ST. COLUMBUS 15, OHIO

MONEY WILL ROLL IN with MUSICAL BALLOONS!

ALL SALES SUCCESSFUL

BLOW IT UP THEN HEAR THE MUSIC GO 'ROUND ABOUT



Excellent for Advertising Premiums Banquets Parties Night Clubs New Year's Eve Favors Birthdays Weddings Children's Parties

SHIR-LEE CREATION

10 Gross Lots Dept. 20 \$2.75 Gross
5 Gross Lots 5 Peterboro Street Boston 15, Mass. \$3.00 Gross

Send 25c for Sample Assortment

ARE YOU NOW FRAMING? REMODELING?

THEN WRITE FOR OUR "Early Bird" Catalog AND ORDER THESE ITEMS BY MAIL

Miniature Glass Mugs, Gross \$ 3.25	4" Dart Balloons, Gross \$ 1.00
Glass S. & P. Shakers, Gross 3.00	Lancaster Batons, with bells, Gross 15.75
Wh. Metal Band Rings, Gross65	U. S. Flying Birds, Gross \$10.00 or 12.00
White Paper Flag Bows, Gross80	Lancaster 36 In. Swaggers, Gross 9.00
Black Paper Domino Masks, Gross80	Aluminum Milk Bottles, Each 1.35
Plaster Dogs, Cats, Etc., Gross 1.00	Wood Milk Bottles, Each65
Rayon Flag Bows, Gross 1.25	Bottles, 1/2 Lb. Loaded, Each80
Mirror Memo Books, Gross 3.50	Bottles, 1 Lb. Loaded, Each 1.10
Color Books, stiff covers, Gross 3.50	Crook-Handled Plastic Cane, 100 15.00
18 In. Comic Hat Bands, 100 1.25	Fur Tails, 100 \$6.00 to 40.00
1 1/4 In. Comic Buttons, 100 1.50	Enameled Tin Cig. Case, Gross 4.00
3/8" Comic Buttons, 10090	27 In. Shoe Laces, Bk. or Bwn. Gross 1.44
Stone Set Rings, Gross90	Plastic Thimbles, Gross75
Steamboat Whistle, carded, Gross 3.50	Daisy Cork Guns, Each 5.95
2 In. Paper Squawkers, 100 2.25	Corks for Above, 1000 2.75
Worth Base Balls, Dozen 1.25	Large "Pin-Up" Plaques, Dozen 2.00
Weighted Feather Darts, Dozen 1.25	

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

LARGE BABY BUMPKINS
#202—Assorted \$35.20 Per Doz.
Two-Tone Colors

Terms: 25% with order, balance C. O. D., F. O. B. Asbury Park or New York City. Samples: Add 50 cents for shipping. Notice: The above price effective till May 1st, with possible increases after that date.

ROSE SALES COMPANY
807-809 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. 1010 BROADWAY KANSAS CITY, MO.

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Massocks, Plaster, Slum, Flying Birds, Whips, Balloons, Mats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready - Write for Copy Today
IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

1 day Service **ACME PREMIUM SUPPLY CORP.**
1111 South 72th. St. Louis 4, Mo.

safer!

The **NEW ERA TAYLOR-MADE ELECTRIC HAIREMOVER**
Scientifically curved to soothe rather than mar the skin . . . precision ground of highest grade surgical steel, tempered for long life and self-sharpening. Quickly, easily cleaned, it requires no adjusting. Durable case enclosed in a fine leather pouch makes the New Era Taylor-Made Electric Hair Remover **\$7.95** a prized possession. Post Prepaid
Designed for the Smart Woman
Send check or money order to
New Era Enterprises, Inc.
1 Park Place, Dept. B, New York 7, N. Y.

CAN YOU USE IT?
If So, Here's an Unbeatable Value!
TINNED FRUIT CAKE
Case of 24 1-Lb. Tins \$6 Case of 24 1/2-Lb. Tins \$9
This is high-quality fruit cake—vacuum packed so it keeps indefinitely—ideal for shipment overseas. We sold thousands of pound tins at \$1.25 retail this Christmas. Now to quickly unload what's left, we're practically giving it away. Write or wire!
Added 10% discount on orders of \$50 or more.
Cash with order or 25% down, balance C. O. D.
J. J. A. CO. 1517 W. North Ave. Milwaukee 5, Wis.

FULLY GUARANTEED BULOVA
Gents, reconditioned mov., new 10 Kt. RGP case, gilt figure dial, strap, boxed.
15 JEWELS . . \$14.50
17 JEWELS . . 17.50
with rhinestone dial, \$3.00 extra. Minimum 3 watches, 25% dep., bal. C. O. D. 1948 Catalog on rec. Elgins & Walthams ready.
IRVING BERK
145 W. 45th St. New York City

BINGO SUPPLIES AND EQUIPMENT
IMMEDIATE DELIVERY!
• ELECTRIC FLASH BOARDS
• RUBBERIZED and WIRE CAGES
WIRE OR WRITE FOR CATALOG

John A. Roberts
235 HALSEY ST • NEWARK 2 • N • J

ATTENTION: DEALERS
Stock this Sharp-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price, the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel. Sample set: \$2.25 prepaid; per doz., \$21.00. F. O. B. Chicago.
Write for further information on other outstanding products.
EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave., Chicago 44, Ill.

SALESBOARD SIDELIGHTS

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 official S. K. Jensen. . . . Joseph Berkowitz, major domo of Universal and three other firms (Bee-Jay, Products, Inc., Chicago; Triangle Manufacturing Company, Inc., Minneapolis, and the newcomer to the group, Pyramid Products, Cleveland) has had the title, "five-star admiral of the fleet," bestowed upon him by the officials and employees of the companies. They feel that after covering over 185,000 air miles in his business travels, Berkowitz has earned the title. At present he is traveling thru Illinois and Iowa with Manny Lobelson, a new sales representative in that territory.

Morrie Landau, Container Manufacturing Company's (St. Louis) district manager for Missouri, Kansas and Nebraska, is doing all right 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 boys in the industry, both business and personality-wise. . . . Jack adds that Container has some new ideas which are now being produced and will soon be released to the industry. He thinks they are sure-fire customer-getters.

Sam Feldman, Harlich Manufacturing Company (Chicago) sales manager, reports Sales Director Manny Gutterman is off on another of his flying trips. Manny left the city Monday (29) on a two-week tour of the East. Jerry Scanlon, who recently left off his board operation in Santa Ana, Calif., to rejoin the Harlich sales

organization, will chalk up another birthday come May 3. His many friends are now forewarned.

Irwin Secore, Secore & Secore, Chicago, begins a motor trip thru Nebraska and Iowa Monday (5). He figures on a two-week jaunt. . . . Charles B. Leedy, Gardner & Company (Chicago) sales manager, is back from his Southland journey. Firm's Varga (or calendar) Girl boards are proving to have that needed gimmick to hold player interest. Available in eye-catching colors and forms, the boards are hitting the high spots in sales, company officials claim.

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 2 1/2 inches long and approximately two inches thick.

Reminiscing on firm's past introduction of new ideals in the board field, Morley recalled the book cover board idea which it pioneered many years ago, and also the more recent multi-giant type of board, with six tickets in a hole, which was first presented in February, 1947. "We feel the new number is another worthy 'first' presentation," he said.

Container has added a number of new men as district sales managers recently, Morley states. They are George Zweiger, Western Pennsylvania; Walter Hamburger, Eastern Pennsylvania, New Jersey; Sam Altman, New York, New England; Max Sandler, the Virginias and Carolinas; Manny Oren, Florida, Georgia; Harold Perkins, Indiana, Michigan; Leonard Ruben, Intermountain States; Jack Russell, Wyoming, Montana, Idaho; Philip Beugen, Oregon, Washington, and Frank Showalter, California. Showalter also was with the firm a number of years ago.

New Carded Ticket By Muncie Novelty

MUNCIE, Ind., April 3.—Muncie Novelty Company here is introducing a new type of carded ticket game, according to firm official H. M. Shoemaker. New 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, Shoemaker reports.

Formerly with several other ticket companies in an executive capacity, Shoemaker has been associated with Muncie Novelty for the last two years.

IT'S HOT IT'S A SURE FIRE SELLER



1c TO 39c DEAL

15 HOLE TAKES IN \$5.40—15 PRIZES Business stimulator. Open closed territory. Prizes all useful—Knives, Lighters, Flashlights, Nylon Hose, Jewelry, Pens, and other useful merchandise.

Cost you \$2.85 In lots of twelve, \$2.75 each

H. L. BLAKE Broker and Factory Distributor LITTLE ROCK, ARK.

YOU WILL BE AMAZED WHEN YOU SEE PIONEER MFG. CO.'S FULL COLOR AD

PAGES 91-92 THIS ISSUE

\$25,000 WORTH OF SALESBOARDS AT FACTORY PRICES

We carry a large stock of all kinds of salesboards — Multi-Giants, Step-Ups, Indefinites, Tickets and Jar Deals. Immediate Delivery From Stock! New Boards arriving every day. Stop in to see our big selection. We are as close to you as your telephone.

Jackpot Charley Thick\$.95	1000 Crab-A-Fins (Jar-O-Do)\$1.70
Jackpot Charley Thin80	2170 R W B (Jar-O-Do) 1.50
1000 Hole Plain55	1000 Bingo Tickets76
Cigarette Boards60	1260 Bingo Tickets97
600 Hole Plain50		

SEND FOR OUR LATEST COMPLETE LIST

RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Phila. 23, Pa. Phone: Lombard 3-2676

SALESBOARDS AND TICKETS

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Price
400	5c	Dollar Game, Ex. Thick	Def. \$ 9.00	\$.60
1000	25c	J.P. Charlie, Thick	Def. 51.95	.85
1000	25c	J.P. Charlie, Thin	Avg. 51.95	.80
1000	25c	Charlie, Thick	Def. 50.00	.85
1000	1c	Cigarette Boards, 30 P.O.	Def. 4.60	.65
1200	25c	Texas Charlie, Thick	Avg. 102.98	1.35
600	3c	Cigarette Bd., 15 Nos. to Tkt.	Def. 8.00	.65
600	5c	Silver-Mt. Coin Bds.	Def. 14.50	1.15
1000	25c	P A D Ticket Deals	Avg. 23.50	1.25
600	25c	Little-Big Shot, Thick	Avg. 29.70	1.25
840	25c	Playa-Dream, Thick	Avg. 31.93	2.95
2400	5c	or 10c Easy Picking	Avg. 48.60	2.50
1200	25c	Cheerful Charlie	Avg. 76.98	1.85

25% WITH ORDER; BALANCE C. O. D. 10216 Superior Ave., Cleveland, Ohio

U. S. MERCHANDISE CO.

GIANT-HOLES

15 Asst. Nos. 6 FOR 25c and 3 FOR 10c SPECIAL \$2.50 each

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Def.	Price
400	5c	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25c	J.P. Charlie, Thick	Avg. 51.95	1.20
1200	25c	Texas Charlie, Thick	Avg. 102.98	1.75
980	5c	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
980	5c	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5c	Lovely Lady, Thick, Girl Board	Avg. 28.60	2.75
1200	5c	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
800	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 39.15	2.85
220	25c	Kwikk Fin, Giant Holes, 6 for 25c	Avg. 28.75	2.50

JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS on Sticks—Sizes 1000-1200-1280

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

PUSH CARDS

Push Push

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write W. H. BRADY CO., MFRS. CHIPPEWA FALLS, WISC.

CLOSE-OUT

On Salesboards, Tickets and Merchandise Deals. Look at these prices:

Holes	Play	Name	Profit	Price	Regular Price	Our Price
120	25c	Fast Play	\$14.60	\$2.02	\$.90	
100	25c	Pocket Play	10.10	1.25	.50	
720	10c	Century Special		2.50	1.00	
1200		Blank Heading Board		1.50	.90	
1500		Blank Heading Board		2.42	1.25	
1500		Grand Prize Boards		4.00	1.50	
1500		Cut-Out Board		2.67	1.50	
1500		Mazuma Billfold		3.00	1.50	

2040 to 2520 Ticket Jar Refills . \$2.70 \$1.00
700 to 1500 Ticket Deals on Spindles \$2.00 to \$4.00 \$1.00 to \$2.00
1000 to 1200 Ticket Deals, Pad Style . \$2.00 to \$2.75 \$1.00 to \$1.25
700 to 2520 Ticket Deals, Kans of Koin \$2.00 to \$4.00 \$1.00 to \$1.90

Merchandise Boards containing Jewelry, Clocks, Watches, Knives, Flashlights, etc., @ one-half regular price.

Hundreds of different style Boards at same savings as above listings. All merchandise A-1. WRITE FOR STOCK SHEET.

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FOR THE Finest in SALES BOARDS

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EMPIRE PRESS

637 SOUTH DEARBORN ST. CHICAGO 5, ILLINOIS

BIG PROFITS "HOT" NEW TICKET DEAL

Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

WORTHMORE SALES 1825 S. Michigan Av., Dept. B-410, Chicago, Ill.

SALESBOARDS

LARGEST SELECTION IN THE NATION LOWEST PRICES

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.

41 West 23rd St., New York 10, N.Y.

PUSH CARD OPERATORS

our deals are repeating. Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.

ECONOMY DISTRIBUTING CO. 601 Wilsnire Bldg., 328 W. Superior Ave., Cleveland 13, O.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Play	Name	Def.	Price
400	5c	Dollar Bd., X.Tk.	Def. \$ 7.00	\$.59
1000	25c	Charley	Def. 50.00	.85
1440	5c	Cigarette Barrel	Def. 22.00	.99
1440	5c	Barrel	Def. 18.00	1.15
1440	10c	Barrel, X. Tk.	Def. 38.00	1.39
1800	5c	Lulu Bd., X. Tk.	Def. 18.00	1.49

1000 25c J.P. Charley, X Tk. Avg. \$52.08 \$1.20
1000 25c Action, X. Tk. Avg. 58.80 1.39
1200 25c Texas Charlie, Seal. Avg. 102.28 1.79
600 25c Jumbo Q.T., X.Tk. Avg. 65.30 1.59
1000 5c J.P. Asst. Bds. Avg. 27.00 2.59
1050 5c J.P. Asst. Bds. Avg. 31.00 2.79

NEW! 6 Tickets Per Hole Boards
200 25c Kwik Fin . Max. Avg. \$39.50 \$2.50
200 \$1.00 Charley Def. 50.00 2.50

2170 5c Red-WH-BL. Tks. Def. \$36.50 \$1.29
2170 5c Red-WH-BL.5 Fold Def. 36.50 1.39
200 25c Sure Shot Pad Deal . . . 15.00 .89
1000 25c Kwik Fin Pad Deal . . . 24.50 1.44
120 Tip Ticket Bks., gross, \$18.75; doz., \$1.89
120 Baseball Tip Bks. Nat., Amer. Doz. 1.85

WORLD'S BEST BOARDS TICKETS, CARDS
DELUXE MFG. CO. DeLux Building Blue Earth, Minn.

Broudo Now Sole Owner of Globe; Goldman Is Boss

NEW YORK, April 3.—Marking the first change in the ownership picture of Globe Printing Company since the inception of the business 37 years ago, Louis Broudo, one of the founders, has acquired all outstanding stock to become sole owner. Otto (Goldie) Goldman, who entered the punchboard sales field when the industry was in its infancy, has been named managing director.

Long associated with Globe as sales manager, Goldman told *The Billboard* that the new ownership marks the beginning of a new operational policy.

"With our equipment and streamlined operation we will be in a position to serve a much wider field," Goldman said, "and expect to use progressive sales promotion in all territories."

Jack Glass, long one of Globe's traveling representatives, has been appointed sales field supervisor. Glass is now on a preliminary tour of the country, and on the basis of the reports he returns, Globe will set up its new sales organization.

Goldman also disclosed that the firm has expanded its creative design staff and has obtained the services of a color consultants group "whose achievements in the industrial field have won wide acclaim." He predicted that "the new Globe boards will represent the last word in color for maximum eye and player appeal."

KING BROS.

(Continued from page 54) riding family, recently visited quarters en route east. She is employed in the field service of General Motors. Harry Anderson, Cincinnati, spent several days visiting, as did Mr. and Mrs. George Engesser.

Doc Hall, superintendent, and Enoch Bradford, boss canvasman, have completed the work in their department, and Frank Satiro is putting the finishing touches on the various tops. Mrs. Lawrence Pierce has been in charge of wardrobe alterations. Mrs. Morales, who will be wardrobe supervisor, is expected any day. Jack Bell, band leader, advises he will have a 15-piece band, including Buddy Geiss, air calliope player.

Show recently received front-page publicity in the Macon paper on the christening of a new male lion. Animal was named Wilson in honor of Mayor Wilson. The Macon Chamber of Commerce sponsored the christening of a newly purchased leopard named Macon. Recently a Sunday crowd of 4,500 visited the show's animal quarters and watched Professor Morales put his dogs thru their routine.

Arthur Stahlman, concession manager, is getting equipment ready. He also is working on the show program. Working with him is Emmet W. Sims. —WALTER D. NEALAND.

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's 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 circus attendants finally cornered the animal, but not before she had clawed a 14-year-old boy. His wounds were not serious.

Frank J. Lee narrowly escaped serious injury March 30 when a beer 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 to meet some of Cole Bros.' Circus' foreign acts and its English ballet girls.

Early-day ticket seller who started at \$3 per week, cakes and upper, retired wealthy because he was thrifty enough to bank \$200 weekly.

Doc Waddell will do special advance work for Mills Bros. in addition to his regular work of circus chaplain. During April, at the first seven stands, he will preach in churches, address luncheon clubs, speak at schools and broadcast over radio stations. Waddell recently was the subject of a feature story in *American Weekly* magazine by John McClelland and titled *Pastor of the Big Top*.

Side show line-up of Rogers Bros.' Circus includes Harry Leonard, manager; Ward Hall, front and vent; 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 Leonardos, impalement; Ira Gaskill, dancing and snakes, and Wardello, fire eater.

During the early weeks what can happen to a circus which hasn't already happened in the last 40 years, except perhaps an exceptionally dry spring?

Ray Brison* cards from Reading, Pa., that the James M. Cole Circus has posted \$100 with the city treasurer 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 infoes that the Raymond Lee Circus is slated to open in Virginia May 2, with R. J. Staver again in the capacity of agent, his second year there.

How a kind heart can get one into trouble is well understood by the canvasmen who can't resist letting natives go under sidewalks into circuses at bargain prices.

Jo Jo Lewis, clown, and Eva May, aerialist, will play the following indoor dates: Shrine Circus, Omaha, April 5-10, for Rink Wright; Shrine Circus, Washington, April 19-25, for Orrin Davenport; Shrine Circus, Winnipeg, May 9-15, then Calgary and Edmonton, Alta., ending May 29. Bert and Corinne Dearo, aerialists, will follow the same route, and the Aerial Solts will play it to Washington, then go to the St. Louis Police Circus.

In Hayraker, Ia., no one paid much attention to the Hawkins girl who lived over on the old Berkshire place until she returned to her native haunts as an annex dancer.

MILLS BROS.

(Continued from page 54) shows April 17. Invitations are being mailed to newspapermen and public officials in Ohio.

Jeanette Wallace, Gene O'Bryant and their assistants are set up in the new wardrobe department. Mr. and Mrs. Burnstein have returned to quarters following their recent marriage in Cleveland. The bride is the former Ann Duboise, known

professionally as Donna Drew. Robert Mills, band leader, now at home in the Carolinas, is due in quarters next Saturday. Superintendent Charles Brady has built a new grandstand and bleachers. Equestrian Director Bert Wallace has been working on three Liberty acts, and added new dogs to the dog acts. Mr. and Mrs. Pat Flannigan are doing a promotion job for the org in Columbus, O., for April 19. Ted Edlin is general agent.—C. B. SCHULER.



NEW LOW PRICES!

★ PUNCH BOARDS ★

CARD GAME 2-Piece Deal, 25¢ Play, 1496 Holes. Complete "Card Deck" in Award Card.	\$3.50 Net
DRAW CARD 600-Hole—5¢-10¢ or 25¢ Play	85¢ Net
ALOHA 1080-Hole—5¢. Average Profit, \$27.25.	\$1.72 Net
NICE PICK-UP 1200-Hole—5¢. Average Profit, \$29.36.	\$1.98 Net
QUICK AND EASY 240-Hole—25¢. Average Profit, \$28.50.	85¢ Net
SARONG GIRL 840-Hole—5¢. Average Profit, \$23.10.	98¢ Net
AUBURN CUTIE 1250-Hole—5¢. Average Profit, \$32.50.	\$1.25 Net
HARRY'S 3-RING CIRCUS 1000-Hole—25¢. Average Profit, \$65.99.	\$1.25 Net
BIG TOP TOMMY 900-Hole—10¢. Average Profit, \$40.32.	\$1.00 Net
BARREL OF ACTION 2500-Hole—10¢. 9—\$10.00. \$106.00.	\$1.25 Net
WHOPPER WINNERS 200 Multi-6 Tickets. \$1.00 Play. Average Profit, \$81.44.	\$1.25 Net
TWINS 200 Multi-6 Tickets—50¢ Play Average Profit, \$54.50.	\$1.25 Net
TEN SAWBUCKS 205 Multi—50¢ Play. Average Profit, \$47.50.	\$1.25 Net
POKER CIGARETTE 300-Hole—5¢	29¢ Net
POCKET PLAY 100-Hole—25¢	25¢ Net

FIN AND SAWBUCK \$1.49 Net
25¢ Play

DOUBLE SAWBUCK \$1.49 Net
25¢ Play

JACK IN THE BARREL \$1.95 Net Plus Coins
Coin Board, 2000, 10¢

PIGGY BACK \$1.75 Net Plus Coins
1500-Hole—5¢. \$36.75 Profit.

JACK RABBIT \$1.75 Net Plus Coins
1500-Hole—10¢. \$50.50 Profit.

EVERYTHING GOES \$2.25 Net Plus Coins
2500-Hole—10¢. \$81.00 Profit.

JACK IN THE BARREL \$2.50 Net
5¢ Play, 2592 Hole

QUANTITY BUYERS—
WRITE FOR SPECIAL PRICES

Terms: 25% Cash—Balance C. O. D., F. O. B. Chicago.

R & B NOVELTY CO.

2319 BROWN AVENUE EVANSTON, ILLINOIS

Write or wire —don't phone.

Exclusive!
New!



FAMOUS CALENDAR GIRL BOARDS

IN BEAUTIFUL COLORS

ORDER AS
800 TEACHER'S PET
3 TICKETS IN A HOLE
10¢ PER HOLE
AVERAGE PROFIT \$37.70

WRITE FOR CIRCULAR DESCRIBING
— NEW —
CALENDAR GIRL BOARDS
NOW READY
IN 6 TICKET GIANT HOLES
IN 3 TICKET JUMBO HOLES
MORE COMING SOON

SIMPLY BEAUTIFUL!
VERY PROFITABLE!

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

YOU.....

WILL BE AMAZED
WHEN YOU SEE
PIONEER MFG. CO.'S
FULL COLOR AD

PAGES 91-92 THIS ISSUE

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.

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A Winner...

"STEP UP"



240 MGL HOLES
SIX TICKETS
FOR 25c PLAY
LARGE GIRLIE
MONEY BOARD

Takes In.....\$60.00
Av. P. O..... 29.40
Profit.....\$30.60

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HARLICH MFG. CO.

1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 51 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS... GET YOURS NOW - - IT'S REALLY HOT!!



Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band. Watches Styled for Beauty and Built for Accuracy! Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seal.
Push Card Takes in \$21.
Your Cost.....\$10.
EXTRA PUSH CARDS 10c EA.

Your Profit \$11.00

Write J & M SALES CO., 708 S. STATE ST. - CHICAGO 5, ILL.

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 . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

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A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. ju12

A.B.T. CHALLENGERS, PIN GAMES—TRADE for Master Ball Gum Vendors. Penny sales. Box 1784, Louisville, Ky.

CHICAGO COIN HOCKEY, \$60; UNDERSEA Raider, \$100; Gold Cup, \$20; Mills 1-2-3, \$20; Surf Queens, \$25; Crossline, \$15; Flicker, \$15; Pre-Flight Trainer, \$175; Mills Punching Bag, \$50; Keeney Anti-Aircraft, \$15; Seeburg Hockey, \$10; New Champ, \$20. Elite Amusements, 619 Alexander S.E., Grand Rapids, Mich.

CIGARETTE MACHINES—ALL MAKES, ALL models. Equipment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EVergreen 6-4244.

COOKIE VENDORS—30 NAB DINERS, 20 Nika. First-class condition and appearance. Ready for location. Box C-510, c/o Billboard, Cincinnati, O.

ERIE DIGGERS WANTED—IN ANY QUANTITY or any condition. No packing or crating, we pick up. J. Landi, 323 Sanford, Upper Darby, Pa.

FOR IMMEDIATE SALE—ESTABLISHED DISTRIBUTION, also phonograph routes. Special: Twenty Columbia G-Award, Cigarette or Fruit Treels, 1-5-10-25c, like new. Bargain list free. Write Coleman Novelty, Rockford, Ill. ap10

FOR SALE—A.B.T. CHALLENGERS, PERFECT condition, \$15 each. Champion's Basketball, like new, \$15 each. Two-column U. S. Postage Stamp Machines, \$12 each. Dinkelspiel, 307 W. 78th St., New York 24, N. Y.

FOR SALE—EXHIBIT TRAINER BICYCLE and Exhibit Champion Pull Up Punching Bag. Best condition. Both, \$125. Moores Arcade, 919 Liberty Ave., Pittsburgh, Pa.

FOR SALE—NINE SKEE ROLL ALLEYS, 14 ft. length. Manufactured by National Skee Ball Co., Canadaigua, New York.

KORNING — BRAND NEW, NEVER UN-crated. Cost \$700, will take \$199.50 for first order. Guaranteed. Dimensions: 54x44x29. Shipping weight, 5-10 lbs. Full amount with order. (Kettle type—tops \$60 hour). P. K. Sales Co., 507-09 Wheeling Ave., Cambridge, Ohio. my1

MILLS 10-CENT BLACK CHERRY, \$100. Trade 3 Wurlitzer Model 500 Phones, 2 Rock-Ola Model 1422 Phones and 2 Exhibit Rotary Merchandisers, all good condition, for Jennings pre-war 10-cent and 25-cent Slots. Write all details. Skill Coin Machine Co., 4312 Springfield Pk., Dayton, O.

OPERATORS, CONTACT US!—SELLING OUT late Models Nut and Ball Gum Vendors, Stamp Machines, Pin Games, Jukes, etc., at ridiculous prices. Examples: Silver Kings, \$6.50; Northwestern Delux, \$18 (very latest); Pin Balls, \$25; Shipman Duplex Stamp Machines, \$18; 2-col. Parrish Vendors, \$7.50; Bally 200-cup Beverage Machine (good condition), \$200; Advance Model T, \$7.50; Wurlitzer 24, \$75; Columbus 2M, \$6.50; Columbus Model A, \$3; Advance No. 11, \$3; Stanley, \$3. All clean and good condition. 1/3 deposit with order, balance C.O.D. B & K Vending Co., 1477 So. 10th St., Camden, N. J. Emerson 5-3069. ap17

PANORAMS—LATEST MODELS WITH AUTOMATIC Film Cleaners, \$200. Films, \$25 a reel. Panoramic bar boxes, \$8. Jack Parr, 13 Everett St., E. Orange, N. J. ap24

RAY GUN OPERATORS—WRITE FOR INFORMATION on extra moving target conversion units. Amplifiers, motors and rifles repaired. Coin Amusement Games, Inc., 1023 E. 47th St., Chicago 15, Ill. ap10

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. ap24

SHIPMAN "SPIN-IT" 5c NUT VENDORS—LIKE new. 20 machines. Make an offer. E. F. Moore, 407 N. 5th St., Ironton, Ohio.

SKEE BALL AND RAY GUN OPERATORS, ATTENTION! For sale: Nets, Matting, Maple Wooden Balls for Skee Ball Alleys. Parts for Ten Strikes, Ray Guns and all other games. Reliable Parts Company, 2512 Irving Pk. Rd., Chicago, Ill. ap17

SPECIAL—RECONDITIONED BALL GUM MACHINE with 3,500 Balls Gum, \$15. You have machine paid for and \$20 profit on first machine. Wm. R. Harris, 1731 Broadway, Paducah, Ky. ap17

TEN POSTAGE STAMP MACHINES — LIKE new, excellent condition. Sacrifice. \$25 each. L. G. Liclyter, Box 376, Fayetteville, Ark.

TWO PHOTOMATICS, 35 ARCADE MACHINES, 600 Wurlitzer Juke, all in good running order. Walter Brown, Bel Alton, Md. ap17

VICTORY STAMP MACHINES — 2 COLUMN, excellent condition, \$19.50 each singly. Lots of 5 or more, \$15.50 each. 1/3 deposit, balance C.O.D. Kenneth MacKenzie, 809 N. Franklin, Chicago 10, Ill. ap24

WAGON JOBRERS FOR 5c AND 10c NUT Meats and Candies, also 5c Boneless Herring Card to call on stores, taverns and roadstands. Every stop handles them. Write Royal Nut and Candy Co., 1015R Grand St., Hoboken, N. J. ap17

WANTED — USED PENNY VENDING MACHINES regardless of condition. Also Candy Bar and Cigarette Machines. State make, model, quantity, price. T. O. Thomas, Paducah, Ky. ap24

WANTED — KICKER KATCHERS, PIKES Peak, Pop-Ups. Will pay \$7.50 each if in good condition. Contact us immediately. Buckman Novelty, 107 S. Madison, Green Bay, Wis.

WILL TRADE PACE SARATOGA SENIORS Free Play Convertible Consoles for Slots or Scales. Write Standard Scale Company, 4333 Duncan, St. Louis 10, Mo. ap10

5c CANDY VENDING MACHINES — ALL newly painted and completely reconditioned. 25 Model 54 U-Select-It, \$32.50 ea. Illinois Mechanical Candy Co., 1148 W. Van Buren St., Chicago 7, Ill. ap17

10 VARIETY SHOPS, 1c CANDY VENDING Machines, 5 compartment size, like new, \$300 for all. Leo King, 3124 South Center Rd., Flint, Mich. ap10

20 EXHIBIT IRON CLAW DIGGERS, 10 ERIE Diggers, 10 Antoscope Roll Chute Diggers, 10 Exhibit Rotary Merchandisers, 10 Buckley Diggers. Wanted: Old Erie Diggers for parts. National, 4243 Sanson, Philadelphia, Pa.

20 MILLS 1c GUM VENDORS—6 COLUMN. Vends American Chicle Gums like Dentone, Beemans, etc. 8 stands, extra springs and repair parts included. No reasonable offer refused. Write Clinton Novelty Co., Box 386, Clinton, Iowa.

100 ATLAS ACES—ONE, ALL, LIKE NEW, \$7.50. Three Reel Counter Games, \$6.50. Fike Sales, 716 1/2 N. Washington, Kokomo, Ind.

QUALITY BOARDS AT BARGAIN PRICES

Name	Play	Holes	Profit	Net Price
Texas Charley	25¢	1200	\$102.28	\$1.95
Texas Charley	5¢	1200	23.10	1.95
Jackpot Charley	25¢	1000	52.00	1.25
Reg. Charley	25¢	1000	50.00	1.15
Jar of Jack	10¢	2000	56.00	2.95
Barrel of Jack	10¢	2000	56.00	2.95
Dollar Game	5¢	400	7.00	.75
E-Z Pickin'	5¢	2400	45.68	2.95
E-Z Pickin'	10¢	2400	91.36	2.95
Baby E-Z Pickin'	25¢	140	17.08	1.50
Dollar Game	5¢	400	7.00	.75
Kuter Kolers	25¢	300	15.00	.75
Fin&Sawbuck	5/25¢	300	33.15	2.75
Kwik Fin	6/25¢	220	28.75	2.50
Pick a Cherry	5¢	1200	30.04	2.50

All brand-new boards. No seconds or rejects. Send for our Big New Premium Catalog. 20% Deposit, Bal. C.O.D., F.O.B. Chicago.

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Galentine NOVELTY COMPANY

FAST SELLING SALESBOARDS MERCHANDISE DEALS JAR-O-DO TICKETS

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1200 25¢	TEXAS CHARLEY, XX TH.	1.75
2400 5¢	E.Z. PIKINS	2.50
200 25¢	KWIK-FIN (6 for 25¢)	2.35
260 25¢	BIG TOWN SP, XX TH.	1.25
1000	PAD DEALS (5 for 25¢)	1.40
1000 to 1200—5¢	BOARDS, ASST.	2.55
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PAGES 91-92—THIS ISSUE

JUKE BOX \$ATURDAY NIGHT

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 effected before the event takes place, April 26-27, according to Ken Ferguson, Stillwater, Minn., operator 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 plenty of top bands and 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 sentiment 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 at the time, and also that many coinmen here have smaller routes they could not leave untended for the time that it would have taken to go to the Chicago conclaves.

Program for the four-State regional meeting has been set as follows:

Monday (26)—Exhibits open from 10 a.m. to 1 p.m. and from 5 to 10 p.m. Also on this day there will be an open (See *Operator Interest* on page 120)

Gloomy Sunday Is Usually Aftermath of Peak Period

Ops find Saturday income increases are due mainly to adult customers who go out less but spend more—no television is a contributing factor

By Norm Weiser

CHICAGO, April 3.—With live entertainment in smaller bars and taverns declining steadily in this area, with few or no major sport telecasts scheduled for Saturday night in those cities where the visual medium is now in operation, and with most adults now having less money to spend on amusements, and therefore going out only one night a week instead of two or three evenings as was the case during the war and immediate post-war years, operators are finding their juke box receipts soaring on Saturday nights. In New York, Maryland, Chicago, Oklahoma City and Los Angeles, by actual check, the Saturday night takes are greater than on any other night in the week, an indication that the pattern today is nationwide.

Reasons Vary

While the increased receipts on Saturday night are a confirmed fact, the reasons for the increases vary according to locality, and even according to the manner in which various operations are conducted. In the latter instance, the operators, while generally agreeing that Sunday is their worst day in the week, are not in complete agreement on other good and bad play nights during the week. Operators said the type of location had a great deal to do with the play on week nights, but some of the more enterprising ops have figured special promotions to make a Monday, ordinarily the second poorest night of the week, pay off on an average of that attained on a Wednesday night.

Indicative of the operators whose route is outside the limits of a larger community is Herman Duenisch, who operates a string of juke boxes throughout Du Page County in Illinois (close (See *Juke Box* on page 109))

Industry Taxation Threats Temporarily at Standstill As 5 Legislatures Adjourn

Miss. Solons Study Fees for Many Machines

CHICAGO, April 3.—Five more State legislatures have adjourned, bringing the threat of new taxes to the industry to a virtual standstill. Despite the fact that this is an "off" year for legislatures—44 of them met 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 make a pass at easing the financial burden of municipalities.

Arizona, California, Kentucky, Utah and Virginia lawmakers have now packed up for home and the Missis-

issippi Legislature is set to adjourn.

In its closing days the Kentucky Legislature pushed thru a general coin machine tax (see separate story elsewhere in this section) despite strenuous 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, and what started out as a measure to (See *Industry Taxation* on page 120)

Coin Locations Show Gain Over 1947 Business

WASHINGTON, April 3.—Most of the best locations for coin machines encountered seasonal slump in February, the Commerce Department reported this week. Eating and drinking places, drugstores and filling stations registered sizable drops from January business.

Compared with February, 1947, business, however, filling stations were up 15 per cent, while drugstore receipts increased 2 per cent. Eating and drinking places were down 1 per cent from the previous February.

Heaviest decline from January business was reported by filling stations, which were off 9 per cent. Eating and drinking places declined 7 per cent, and drugstore business was down 4 per cent.

Pinball Games Get Airport Blessings

DETROIT, April 3.—Pinball machines in the Willow Run Airport terminal building have received the blessing of both Robert P. Briggs, vice-president of the University of Michigan, which owns the airport, 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 in the building "help defray heavy operating costs."

Calendar for Coinmen

April 7-8—National Automatic Merchandising Association, Region 3 and A (Virginia, Maryland, Delaware, New Jersey, Pennsylvania), Mayflower Hotel, Washington. Neill Mitchell, chairman Region A; Aaron Goldman, chairman Region 3.

April 12-16—National Association of Tobacco Distributors (NATD) annual convention, Palmer House, Chicago.

April 14—Ohio State Phonograph Owners' Association, annual convention, Hollenden Hotel, Cleveland.

April 23-24—National Automatic Merchandising Association, Region 4 (North Carolina, South Carolina, Tennessee, Mississippi, Alabama, Georgia, Florida), Grove Park Inn, Asheville, N. C. J. Herman Saxon, chairman.

April 26-30—American Management Association, annual packaging conference and exposition, 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 13-19—National Dairy Council, convention, Edgewater Beach 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 28-30—National Small Business Men's Association, convention, Palmer House, Chicago.

Curtail Some Coin Taxes in So. Carolina

Game Fees Reaffirmed

COLUMBIA, S. C., April 3.—Automatic merchandising firms in this State will no longer be subject to the per-machine tax imposed by the State's 1947 laws governing coin-operated equipment. Senate Bill 1133, to exempt all food vendors from per-machine taxes and to exempt coin radios from taxation, passed both Senate and House this week, and awaited only the governor's signature before becoming law.

The new law reaffirms license fees on non-payout, free-play pin games, and licenses on this type of equipment remain \$15 per year. Amended version of the new law, after setting forth license fees, states that, "the provisions of this act shall not apply to any machines vending food products."

ICE CREAM'S PROFIT PINCH

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 operating at a nickel unprofitable and have turned to dime cups or to 7-cent prices.

The big question, say ice cream manufacturers, is whether increased costs will force another increase at the wholesale level. In Chicago, for example, most of the major ice cream producers firmly believe that a price increase is just around the corner. None will venture to predict when prices might slack off.

Since 1946, production and consumption of ice cream has tapered off gradually. Candy and other confection items and soft drinks have come back to compete for the consumer's nickel. Ice cream producers, therefore, have been forced to intensify their sales promotion, adding still further to their costs.

Prices Vary

Ice cream prices vary widely, depending on the area and upon the quantity purchased. In Chicago, for instance, Borden and Bowman are selling 3½-ounce cups to retail stores at 55 cents per dozen. Reports from other cities, where costs are not as high as they are in Chicago, indicate

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 thruout the Western States.

Indicted were Walter Gerke, former president of Automatic Machines, Inc., 971 North La Cienega Boulevard, and C. F. Dalton, in charge of salesmen for Automatic Machines.

The two men were charged with advertising in interstate publications promising "exclusive routes" on postage stamp venders 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.

45 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 3½-ounce cups. But a few operators in those days, who were quantity users, recall when they could buy a dozen cups for as low as 31 cents.

(See Ice Cream's Profit on page 105)

Preley Elected Chairman At NAMA Region 8 Meet

KANSAS CITY, Mo., April 3.—Paul Preley, Automatic Cigarette Service Company, St. Louis, was elected chairman of Region 8, 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, F. H. Allen, Canteen of Kansas City, and Fred Brandstrader, NAMA legislative counsel, spoke on Region 8's legislative position. Brandstrader's talk was titled "Divide and Conquer." Emphasis was placed on Kentucky and the last-minute passage of a per-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. Renz Edward introduced E. F. Pierson, NAMA president and head of Vendo Company, as speaker.

Dinner Session

A new idea for a luncheon session was inaugurated at the luncheon Saturday. Professional leaders outside the coin machine industry were invited to attend and give their views. Panel members were Sam Smith, bureau chief, United Press; Harry

Miss. Passes Levy On Coin Laundries

JACKSON, Miss., April 3.—The governor has signed into law House Bill 465, placing a privilege tax on persons operating self-service laundries. Tax becomes effective immediately.

The new law distinguishes between self-service laundries located in various size cities. Coin-operated laundries will be taxed at the following annual schedule:

Class 1 cities: \$60; Class 2, \$40; Classes 3 and 4, \$30; Classes 5, 6 and 7, and elsewhere in the county, \$16.

Hand laundries are likewise taxed at varying rates from \$2.50 to \$20. Other commercial laundries other than hand or self-service are taxed at rates varying from \$32 to \$120.

Popcorn Polka

CHICAGO, April 3.—Tower Records has recorded a new tune, called *Popcorn Polka*, which will be promoted via juke boxes and popcorn vending machines among other media. Cut by Eddy Ballantine and the Bennett Sisters, the record has been assured all-out promotion by the National Popcorn Manufacturers Association. H. J. Villiesse, Chicago representative of the association, said stickers will be attached to 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.

New Jersey's Cig Tax Goes To Governor

Includes \$5 Vender Fee

TRENTON, N. J., April 3.—Cigarette vending machine operators in the State are laying plans to prepare for the imposition of a 3-cents-a-pack tax beginning July 1, called for in Assembly Bill No. 27 which was passed overwhelmingly by the Senate here Monday (29). The bill, introduced by Assemblyman Hugh L. Mehorter, was passed by the lower house a week earlier. Signing of the bill by Governor Driscoll is assured.

Cigarettes, now selling for 18 cents a pack thru venders, will be dispensed at 20 cents after July 1, key operators report. The loss of 1 cent per pack in sales revenue will, in most cases, be shared by operator and location owner. With the average location commission now 1½ cents a pack, operators stand to lose three-quarters of a cent per pack in gross income from present levels. However, operators in areas where competition among vending companies is slight stand to lose more. Paying a smaller location commission than the State-wide average, a 50 per cent cut in commissions paid by these operators would mean a larger percentage loss left for them to absorb.

Another eventuality to be taken into consideration is the possible decrease in total sales due to mail-order sales of cigarettes from adjacent areas.

Western Vend Ops Hold Meet; To Decal Mchs.

LOS ANGELES, April 3.—After a discussion of several months, members of the Western Vending Machine Operators' Association (WVMOA) made definite moves to secure decals for their machines at the March meeting held Tuesday (30) night. Orders were placed for the labels by those attending and other members will be invited to send in their orders, which must be for 1,000 or more.

M. I. Slater, president, who conducted the meeting, read a letter from the Chase Candy Company which offered two new lines to operators in this section. The letter, along with the samples, were passed around to those in attendance. Slater also read a release from the National Automatic Merchandising Association (NAMA) on public relations and urged that each member do everything possible to create better relations with location owners and the public. Later in the session, when the loss of machines was discussed, the president suggested that better relations with the spot owner would eliminate some of the thefts.

Ray Huizing suggested that the WVMOA look into the matter of group insurance. No action was taken on this measure.

Henry L. Myles, a Glendale operator, was accepted as an association member.

Next meeting of the group will be April 27 at the Unique Restaurant, Figueroa and Washington boulevards.

Emerson, director of industrial relations, Fisher Body Division of General Motors; C. H. Sigler, vice-president of First National Bank of Kentucky; Larry Sherwood, vice-president of the Calvin Company, and Claude Huyck, principal of Washington Consolidated High School.

Sessions drew heavy attendance by suppliers and machine manufacturers. Discussion centered on candy, with views advanced that keener competition was "just around the corner." General thought was that pricing of basic candy ingredients was going to continue to be out of line.

On refrigerated candy venders, a wait-and-see attitude was adopted, with information from candy men on correct handling of candy under temperature changes to be acquired in coming months.

A reduction of the number of rationing systems in effect for candy leaders was seen, and several recent price breaks were quoted. Vend packs came in for mention, with additional packs of this type found to be promised by most candy manufacturers in the near future.

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 present the first major showing of 1948 lines of candy products at the National Association of Tobacco Distributors (NATD) at the Palmer House here April 12-17.

There will be a large roster of tobacco products manufacturers and nine vending machine makers, in addition to the candy firms, displaying their merchandise and equipment on the sixth, seventh and eighth floors of the hotel.

During each morning session over 10 round table clinics aimed to help distributors "broaden their horizons" will be held. During the afternoons, clinic chairmen will give reports from individual round table discussions.

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 youngsters "chewing-gum manners." 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 Covington-Kenton Chamber of Commerce, this week announced that the Automatic Specialty Company, manufacturers of food vending machines, plans to begin operations here soon. Automatic Specialty will take over the former Rose Manufacturing plant and will employ approximately 100 persons.

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 stemmeries 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 machines, 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, altho coin-operated.

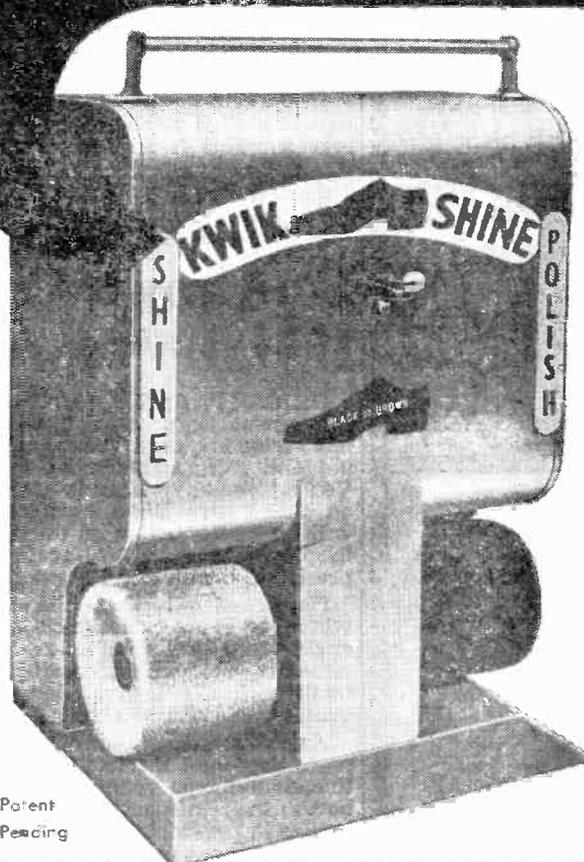
With a capacity of 85 nine-ounce cups, the new machine stands 39 inches high, is 32 inches wide and 27 inches deep. The cabinet is topped by an oval shell which contains the drink dispensing mechanism and a supply of sirup. A plastic window in the oval shell is pushed aside by the customer desiring a drink, after he takes a paper cup from a receptacle in the lower cabinet. Altho 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 sirup 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 dial may be read thru a window in the oval shell. Slug rejection is incorporated in the coin mechanism.

Something **NEW** has been added!



Patent Pending

a **NEW NAME** for a **GREAT PROFIT MAKER**

Kwik-Shine

automatic coin-operated shoe shine machine

NOW IMPROVED
with the new exclusive **PRESSURE-APPLICATOR** for polish
● Cuts service time in half!
● Provides 50% better shine

This new, improved KWIK SHOE SHINE machine can be regulated for one to two minute operation... can be equipped with either 5 or 10 cent slots.

At one-machine locations, neutral color polish can be used for shining black or brown shoes. At larger locations, machines can be placed in pairs, one equipped with brown polish; the other equipped with black polish.

IMMEDIATE DELIVERY

Write, wire or phone **NOW!**

... at **NEW** and **LOWER PRICES** with greater-than-ever profits for distributors and operators.

Distributors wanted everywhere!

KWIK SHOE SHINE CO.

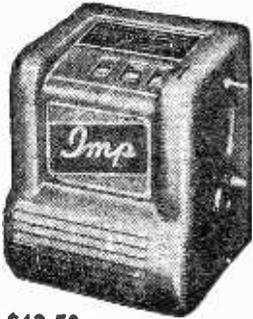
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TOP-FLIGHT bowling team, sponsored by John S. Stevens, president of U-Select-It Candy Service, Inc., Wichita, Kan. Stevens, pictured holding the bowling ball, is widely known for his civic achievements throuout the nation. He was a stellar athlete at the University of Utah during his collegiate days.

OFFER GOOD UNTIL APRIL 15 CLOSING OUT! 1948 Brand New

IMPS
1¢ or 5¢ Cigs. or Fruit. Reels ONLY \$10.00 Ea. In Case Lots (6 to Case)



Less than @ \$12.50 ea.

BRAND NEW COLUMBIA BELLS



Twin Jackpot 1948 Models

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Changeable to 1¢, 5¢, 10¢, 25¢ Play

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Including 8 Sets of 8 Pictures Each.



STRIKE-A-LITE
Electrified - Simple Appealing

THE NEW ABT TARGET SKILL

\$49.50

Strike-A-Lite adapts the old "Hit-the-Candle" feature in play. Hits light electric candles. Reliable money maker. Stands \$7.50 Ea.

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MILLS VEST POCKET BELL

SIZE 8"x8"x8", 8¢

OPERATOR'S PRICE \$65.00

Rebuilt, \$49.50. A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.

MILLS Q.T.'s \$115.00

We carry a complete line of Mills Slots. Send for Price List!

WRITE FOR COMPLETE LIST! Deposit Must Accompany All Orders.

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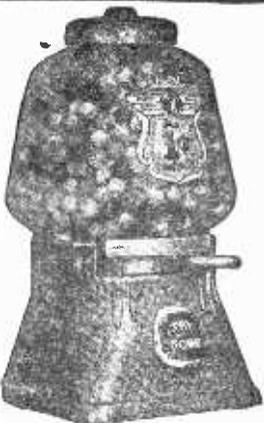
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Bulk Vendors, 1¢ or 5¢

Ball Gum Vendors, 2 for 1¢ or Straight 1¢.

Sample \$13.95

2 to 5, Ea. \$12.50. 6 to 11, Ea. \$11.55. 12 to 49, Ea. \$11.05. 50 or More, Ea. \$10.55.



Victor Model V Globe Type \$12.50
Master 1¢ and 5¢ or 5¢ Only 16.50
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Advance Model D Ball Gum, 2-11 11.90
Columbus 462B, 5¢, Lots Under 12. 12.75

Send for Free Catalog and Quantity Prices on All Machines.

1/3 Deposit Required With Orders

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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 stores thru-out the country, a recent survey by the National Association of Retail Grocers and the *Saturday Evening Post* revealed that 78.8 per cent of the independent retail grocers are entirely self-service in operation, or have installed some features of self-service. This is an increase of 25.8

per cent over the figures revealed in a similar survey conducted in 1944 when the total reached 53 per cent.

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 outlets.

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 is being redesigned and re-engineered, will be manufactured either in the firm's Chicago plant or facilities in Wisconsin. Name of the vender may also be changed.

As produced by Auto Vend Company, the Big-4 machine was a selective, four-flavor vender, holding 200 bottles in its dispensing unit and 100 bottles in pre-cool. Bottle sizes from 6 to 12 ounces may be used.

The survey further revealed that, as of now, only 21.2 per cent are all-clerk operated; 23.2 per cent are entirely self-service, and 55.6 per cent are semi-self-service. In 1944 the clerk-operated outlets totaled 47 per cent, while only 14 per cent 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 thru-out the country.

Clive C. Day Elected Prexy of Lamont Corliss

NEW YORK, April 3. — Clive C. Day was elected president of Lamont Corliss & Company at a recent board of directors meeting, according to firm officials. Day succeeds William K. Wallbridge, who was named chairman of the board.

During the same meeting, Gordon Lamont was appointed firm's director of sales. Lamont succeeds G. L. King, company's retiring vice-president, who will continue in a consulting capacity.

Day is also president of the Lamont chocolate manufacturing subsidiary, Peter Kohler Swiss Chocolates Company, Inc., and holds a like office with the Association of Cocoa and Chocolate Manufacturers of the United States. He also recently became chairman of the American Cocoa Research Institute.

Set NCA Sanitation Meet for Chi April 15

CHICAGO, April 3.—Sanitation department of the National Confectioners' Association (NCA) is sponsoring a sanitation dinner meeting to be held Thursday (15) at the Furniture Club of America here. Discussion will center around methods of maintaining highest sanitary practices in confectionery plants. Otto H. Windt, E. J. Brach & Sons, and a member of the NCA sanitary advisory committee, will act as chairman.

Speakers from the local U. S. Food & Drug offices, Chicago Board of Health, Illinois State Division of Foods and Dairies, and the University of Chicago, will cover such subjects as "Application of Federal Food and Drug Act to Candy Manufacturers," "Co-Operation of State of Illinois With Candy Manufacturers," "Basic Requirements of a Good Sanitation Program" and "Sanitation in Eating Establishments."

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 sanitary practices.

Other speakers on the program include Charles F. Scully, Williamson Candy Company, sanitary advisory committee chairman; M. R. Stephens, chief of Chicago station of federal food and drug administration; Zeon 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.

5¢ GUM AND 5¢ HARD CANDY AND MINT VENDORS



for Charms, Lifesavers, Gum and similar sized products.

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VICTOR'S MODEL V

The Operator's Choice Is Model V, as it correctly vends ALL BULK MDSE. . . . Charms, Peanut, Candy and Ball Gum. No additional parts necessary.

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NEW candy-coated chocolate CONFETTI, 450 count to the lb.—assorted colors, 36 lb. to the ctn.—38¢ per lb.

ROY TORR LANSDOWNE PENNA.

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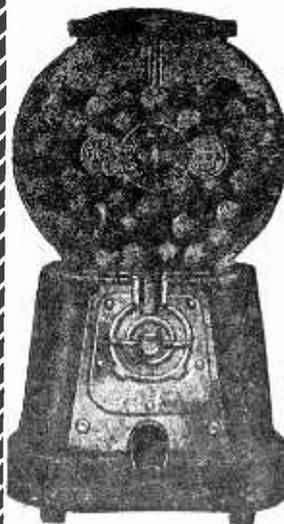
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Advance #11, 2-11 \$12.80 Ea.
Model D, Gum Machine, 2-11 11.90 Ea.
Stick Gum, 2-11 12.80 Ea.

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New Challenger \$45.00
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Best Hand 50.00
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MACHINES, SUPPLIES AND ACCESSORIES

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HIGH INCOME OPENING FOR DISTRIBUTOR

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Midwest manufacturer of brand new PENNY CONFECTION AUTOMATIC DISPENSER HAS exceptional opening for capable factory distributor. Must be able to close attractive deals with new operators ranging from \$1,000.00 to \$6,000.00. Prospects usually secured from newspaper Business Opportunity classified column. Earnings of present distributors range from \$2,000.00 to \$5,000.00 every month. Travel necessary. Auto helpful. References required. Strong company. Powerful co-operation, advertising assistance. Write fully. Our organization knows of this ad.

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1. **JOE LOUIS** will knock out "Jersey Joe."
2. **SALAMAGUNDI** will win Kentucky Derby.
3. **ST. LOUIS CARDINALS** will win National League Pennant.
4. **CHICAGO BEARS** will win championship National Football League.
5. **"SILVER-KING"** vendors will be the most popular and make more money for the operator.

Clip this "ad" and mail to us with your name and address. If we're wrong, we will send a **FREE** gift every Vending Machine operator can use.
Buy the **NEW "Silver-King" 2** for 1c Ball-gum Vendor to meet and beat all competition.

**1c-5c VENDORS
"HOT NUT"-VENDORS**



Mechanically perfect. Never misses. Handles 110, 170, 210 count gum—no 17c change and positive delivery. If you want the best trouble-free vendor, try the new improved '48 "Silver-King" Nut and Ball Gum Vendors, 1c-5c. U. S. and Foreign Coins. (Patent Pending)

**IMMEDIATE DELIVERY
AT ALL BEST DEALERS OR WRITE
SILVER-KING CORP.
622 Diversey Parkway, Chicago 14, Ill.**

Ice Cream's Profit Pinch; Ops Must Hold 5c Price

(Continued from page 102)

A similar price condition exists in the dime field. Chicago ice cream producers are selling 5-ounce 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 margin because of the investment and added servicing required on an ice cream route.

Vender Production

Ice cream vender manufacturers, distributors and operators estimate that there are not more than 5,000 ice cream merchandising machines on location throughout the country. Production of ice cream venders, since the war, has been held back first by varying shortages and secondly by the indefinite situation in the ice cream market.

Only one firm, Revco, of Deerfield, Mich., has produced ice cream venders in quantity. Revco, in the business since 1939, hit an all-time production high in 1941 when it built between 1,500 and 2,000 machines. Currently, Revco is producing two models—single and double-flavor units, but even Revco's production is limited by the indefinite price picture in supplies.

Both the single and double flavor Revco models are equipped with changers which return change from dime and quarter insertions. But operators are frank in their belief that automatic merchandising of ice cream is essentially a nickel business, even tho most of them realize that the nickel line cannot always be held under present conditions.

New Entries

Two newer entries in the ice cream vending manufacturing field are Vendi-Freeze and Berco Manufacturing Company. Vendi-Freeze, with headquarters in San Diego, Calif., has already produced approximately 140 units on contract with the American Fitting Company and has signed a second contract with the Powell Pressed Steel Company, Hubbard, O. The Vendi-Freeze machine vends 120 bars at a nickel.

Distributors for Vendi-Freeze have accepted orders and deposits for machines, and they look to the new contract with Powell to enable them to deliver. Meantime, deposits placed with distributors are being held in escrow by the S. J. Gully Bank, Farrell, Pa., pending production and delivery of the units by Powell. Contracts call for delivery within 120 days or return of deposits.

Under this arrangement, the S. J. Gully Bank says that operators are putting up deposits of \$125 on each machine. Price of the machine, originally announced at \$375, has been increased to \$585 because of higher material and production costs.

The contract Vendi-Freeze originally signed with American Fitting Company, according to the S. J. Gully Bank, is still in force and that firm will continue producing the same machine Powell will make. American Fitting's production facilities, however, are reportedly limited.

The second newcomer, Berco Manufacturing, Chicago, expects to start delivering an ice cream bar unit this month. Henry Hildebrand, president of Berco, told *The Billboard* this week that his production plans are definitely set, but that his firm has not yet selected a national selling organization to distribute the machine. The Berco vender holds 100 bars, will list at \$545.

Once these two firms, and others who have already announced their intention of building an ice cream machine, get into full production, automatic merchandising of ice cream products may take on new life. Much depends on the number of these vendors 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.

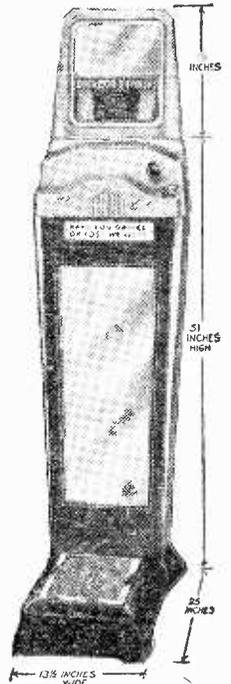
To have a profitable business, say operators of existing single-flavor equipment, an ice cream vender must do 300 sales per week. This means that only high traffic locations can support ice cream machines at current price levels. But the high traffic locations, operators quickly point out, are far from saturated.

Ice cream operators have already effected adjustments in commissions paid locations. A cross-section survey of operators indicates commissions paid on ice cream routes now vary from 5 to 10 per cent. Majority of the operators, however, are tending toward the 5 per cent figure in an effort to bring their costs in line.

Philly Ball Gum Ops Seek Clarification

PHILADELPHIA, April 3.—Local operators of ball gum venders are seeking to have a confused situation cleared up that has already resulted in the seizure of at least 15 gum venders here by the police. Of the 15 machines confiscated thus far, 11 were on location in stores.

In removing the venders from locations, police have pointed to various complaints that some of the youthful gum customers 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 state, the youngsters were inserting pennies in a gum vender that is played like a baseball game. The patron flips five balls to a mechanical man in the vender holding a bat. Those who 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 venders.



199% PROFIT

**Not a Novelty
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200 FORTUNE TELLING
NO SPRINGS SCALE**

Height, 51 In. Width, 13 In.
without sign
Depth, 25 In. Sign, 15 In.
Net Weight 185 Lbs.
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Reap Profits — **AT OUR RISK**
Our Vending Machines **MUST PAY OFF** — within 5 weeks — or you get a full refund.
Write for full details about our inexpensive **Model V-Globe Type Vending Machine**
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BRILLIANT, WISCONSIN

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Feature Chase "Hard Shell" Candies on counters and in machines. They look good, taste good, ARE good! Sell Chase Candies and watch them boom your business. Write for information.

CHASE CANDY COMPANY

Vending Division: St. Louis, Mo.
Chicago, Ill. • St. Joseph, Mo. • San Francisco, Calif.

SCOOP

**BRAND NEW POPCORN MACHINES TO SETTLE CLOSE-OUT INVENTORY. LIST PRICE \$750.00 EA.
OUR PRICE—\$199.50**

Floor Model, Kettle Type. Specifications: 54" high, 44" long, 29" deep. Chrome trimmed exterior. Shipping weight: 560 lbs. each. Full amount with order. Deduct 2%. First come, first served. Guaranteed satisfaction. Wire for actual photo. Immediate shipment (specify rail or truck freight).

P. K. SALES CO.

507-509 WHEELING AVE. Phone: 3-2941 CAMBRIDGE, OHIO

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TORR TIME PAYMENT PLAN
16 weekly payments. Write for details.
ROY TORR
Lansdowne, Pa.

**NEW LOW PRICES ON
3/8 Rain-Blo Ball Gum**
25 lb. to 475 lb. 32c per lb.
475 lb. to 975 lb. 31c per lb.
1000 lb. or over 30c per lb.

ROY TORR LANSDOWNE PENNA.

33 Ball Gum
(3 1/2 Lb. Globe)
Less than 25 \$11.40
Less than 100 \$11.10
100 or More 10.80
(5 Lb. Globe, 15¢ Extra)
Prices subject to change without notice.

E-Z Time Payment Plan—1/3 Down, Balance 12 Months.
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CARL F. TRIPPE
2823 LOCUST ST. ST. LOUIS 3, MO.

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MODEL K**

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us **NOW** for detailed information and prices.

A Product of
**VICTOR
VENDING CORP.**
5711 Grand Ave.
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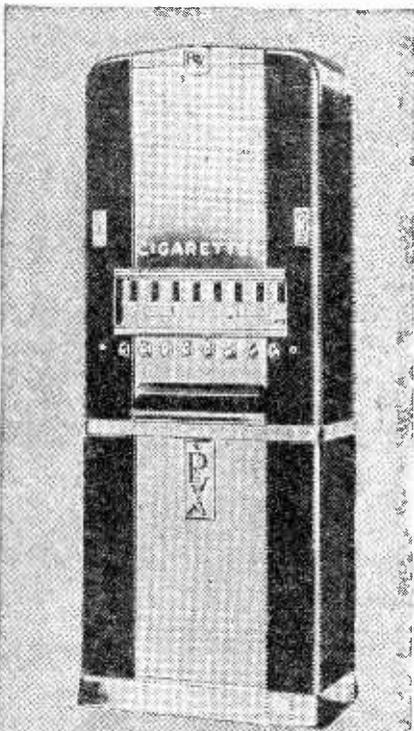


MINIT POP

10 Brand New 10¢ Play at \$125.00 each.
Terms: Full remittance with order.

P. K. SALES CO.

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PX
MANUAL OR ELECTRIC

"DEALERS CHOICE"

When the experienced operator calls the play his choice is PX. Look around at the high stake spots and you'll find a PX in a big majority of the ace locations.

Your Inquiry Is Invited

Standard Vendors Division

Lehigh
Foundries, Inc.
EASTON, PENNA.

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, emphasis upon coin vending machines," according to a recent statement of W. T. George, manager of the Coca-Cola bottling operations here and in Weatherford and Graham, Tex.

Backing up his statement that venders are a prime factor in increasing consumption, George described the affect of the installation of a machine in a local grocery establishment. He said: "We place a fairly large capacity vender . . . on a test basis (in the grocery) in the face of strong doubt by the dealer. Within a short time the total sales (of Coca-Cola) in that outlet had doubled. And this increase came in the full case 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 Club here recently, quoted two reasons for the current "softening" of the candy market. Reasons given were over-production by manufacturers and the quantity of new products that have been introduced.

Gott said his observations were the result of conditions seen first-hand on a cross-country trip during which he studied the candy trade. Altho the introduction of new products is a good thing, he stated, "an avalanche of new products coming with an over-production of all candies 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, could easily be thru 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 national home use of candy bars increased 9.6 per cent, or from 79.2 per cent in 1939 to 88.8 per cent in 1946. Heading the list in popularity were the Mars bars, which chalked up 6.8 per cent of the total for 1946, as compared with its 1.5 per cent rating in 1939.

Dell readers placed the Clark bar in the No. 2 slot, with a 6.5 per cent rating, as compared with its 4.6 per cent in 1939. Peter Paul Mounds placed third with 4.6 per cent; Oh Henry, fourth with 4.3 per cent; Baby Ruth, fifth, 3.4 per cent (as compared with its 1939 rating of 12.9 per cent); Fifth Avenue, which didn't rate in 1939, was in sixth place in 1946 with .9 per cent. All other identified brands totaled 8.9 per cent, while 14.9 per cent of the brands were not specified.

Also reported 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.

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 membership heard the reading of a bulletin issued by the Pennsylvania Association of Tobacco Distributors emphasizing the importance of operators of cigarette venders knowing who 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 use every precaution when selling used equipment to be certain that the potential buyer does not contemplate making a direct sale to the location.

Other high points in the operators' meet included a discussion on the advisability of member operators exchanging information relative to discharged employees or employees who voluntarily left the employ of member operators. One operator stated that an exchange of information on dishonest employees could prove beneficial to the trade as well as the public.

One of the most important accomplishments of the cigarette operators meeting was the agreement among the membership that a letter should be sent to operators thruout Pennsylvania advising them that the Cigarette Merchandisers' Association believes certain laws recently passed pertaining to the cigarette vending business are unconstitutional, along with a recommendation that this association or the National Automatic Merchandising Association be contacted before any payments 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.

Kwik Kafe Expands Route; Adds Biscuits

NEW YORK, April 3.—In a move to expand and diversify its vending machine route, Metropolitan Kwik Kafe this week purchased the Statler Biscount 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 was the 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 newly acquired biscuit locations in the near future. Many of these locations are in manufacturing plants in the highly industrialized areas around Passaic and Paterson, N. J.

POSTAGE STAMP MACHINE CO.
presents
THE SELECTOR
The outstanding four-column Stamp Machine that has no comparison.
VENDS 1c-1½c-3c AND AIR MAIL STAMPS
Also available, model dispensing 1c-3c Air Mails & Special Delivery combination.

- Fingertip push operation
- Two locks secure protection
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- Holes available to set machine on the wall or fasten to counter, equipped with suction feet for glass
- Available in attractive maroon or grey cabinets with white enamel cover
- Mechanism contains only 2 sliding parts which are instantly removable
- Capacity: 600 folders (150 each)

Insertion of 3 or more coins does not jam mechanism
Factory guaranteed for 1 year against mechanical defects.

Several territories still available on exclusive basis to qualified distributors.
OPERATORS: Contact us for your nearest distributor.
POSTAGE STAMP MACHINE CO.
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33 West 60 St. New York 23, N. Y.

A Consistent, Good Weekly Income Can Be YOURS as an Operator & Distributor
Purchase the new "SHINE O MAT" automatic, shoe-shining machine. "SHINE O MAT" brushes and buffs a pair of men's shoes for only 5c. In owning a "SHINE O MAT" you own the means of making money.

A Beautiful Machine That Attracts Immediate Attention
Gives you substantial repeat business. Dependable and rugged, trouble free operation. A completely new field with untold opportunity for fabulous profit!

We Will Show You How To Set Up and Operate a Substantial, Profitable Business
Write today . . . for full details. You, too, can enjoy the benefits of a steady weekly income.

PRODUCTS MERCHANDISING COMPANY
7551 Melrose Avenue, Hollywood 46, Calif.
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NOW
Top Quality Bubble Gum
32c Per Lb. Any Size—25 Lb. Min. Order.

BRAND NEW 1948 SILVER KINGS
\$12.50 In Lots of Ten. Sample — \$13.95.

HOT HUT MACHINE, Silver King — \$29.95.
Good Substantial Stands—\$3.50 Each.

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467 N. Milwaukee Ave. CHICAGO 10, ILL.
Exclusive Silver-King Distributors Chicago and Suburbs

CHARMS Write at once for free details on how CHARMS can double or even triple your profits in bulk vendors. Lowest prices on Plastic and Metal Charms, Stone and Cameo Rings, Gold and Silver Wedding Rings, Knives, Jacks, Skulls, Balloons, Bells and Jumping Beans.
BECKER VENDING SER. BRILLION, WIS.

VICTOR'S NEW MODEL K
It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vendor. Write us NOW for detailed information and prices.
A Product of **VICTOR VENDING CORP.**
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Northwestern
39 MODEL
ALL AROUND ALL PURPOSE ALL PRODUCT

BULK VENDERS—All Models
Complete Stock of Northwestern Parts and Supplies

We manufacture the now famous **BLACK BEAUTY** and **RANEBO** line of Boston-Baked Beans . . . **CHEF Brand Salted Peanuts**, too.

FISHER BROWN, Ltd.
2216-18 South Harwood Dallas, Texas
Phones: H-7314, H-7315

OVERNIGHT SERVICE in all Southwestern States

Pa. Bottlers Plan Tax-Repeal Fight

HARRISBURG, Pa., April 3.—Pennsylvania's soft drink tax, enacted by the 1947 State Legislature, will provide a battleground for this year's legislative election campaign, with organized bottlers leading the fight against candidates who do not commit themselves to repeal of the levy.

The tax is 1 cent on each 12-ounces of bottled drinks and 1/2 cent on each ounce of sirup used in the fountain manufacture of soft drinks.

A meeting of the board of directors of the Keystone Bottlers' Association here recently mapped plans to carry out the fight against the tax.

E. D. Lowenstein, of Philadelphia, president of the bottlers' association, said "the industry, representing 700 bottlers and approximately 60,000 retail outlets throughout the State, will ask each candidate for office in the State Senate and House to work for repeal of the soft drink tax." The bottlers will fight the election of any candidates who do not make this promise.

Since the tax was enacted it has brought more than \$10,000,000 in State revenue.

Grant Patents On Merchandise Bottle Venders

WASHINGTON, April 3.—Marcus L. Holt, 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 R. Brock, Adairsville, Ga.

Patent No. 2,438,502, covering 13 claims, was originally applied for October 5, 1944. The machine, a bottle vender, includes the combination of means for guiding and maintaining the alignment of two stacks of bottles by engagement on three 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, supporting means for the lowermost bottle in one stack 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 released to move laterally into 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. 2,438,503, included 14 claims and was originally filed May 8, 1946, covering an article vending machine. The official description of this machine includes the combination comprising guides defining adjacently disposed sections thru 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, a series of laterally movable elements in each section for retaining the articles of the various rows in staggered relationship to one another, laterally shiftable means for each 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 effect sequential release of the bottom 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 NATD Meet

NEW YORK, April 3.—A scale model of the 40-acre grounds of the Diamond Match Company, Cloquet, Minn., will feature the exhibit of Diamond's B-F-D division at the National Association of Tobacco Distributors in Chicago's Palmer House, April 12-17.

E. B. Howard, B-F-D's sales manager, disclosed that the model would be a replica of the match factory which produces the Independence brand of pocket lights. He added that visitors to the firm's booth would see diagrams and samples outlining each step of the conversion of logs to packaged matches.

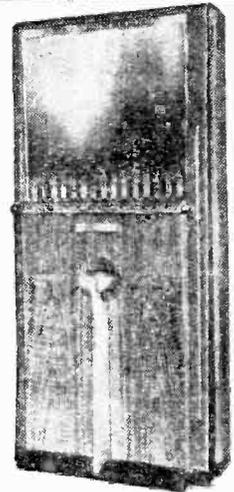
The B-F-D division was formed after Diamond's acquisition June 30, 1947, of the B-F-D Company, manufacturers of safety matches, ice cream sticks and several other items made from wood pulp.

St. Charles Passes Cig Tax

ST. CHARLES, Mo., April 3.—City council here recently enacted an ordinance establishing a cigarette tax of 2 cents per pack. Tax is the first such imposed in this city. Its passage followed wage increases for city's police and fire department employees.

CIGARETTE MACHINES

Rowe President, 10 Cols., 475 Pack Cap.	\$125.00
Rowe Royal, 10 Cols., 400 Pack Cap.	100.00
National 9-50, 350 Pack Capacity	100.00
National 9-30, 270 Pack Capacity	75.00
National 6-30, 6 Cols., 180 Pack Cap.	32.50
UNEEDA MODEL E, 12 COLS., 300 PACK CAP.	60.00
Uneceda Model E, 8 Cols., 240 Pack Cap.	57.50
DuGrenier Champion, 9 Cols., 420 Pack Cap.	75.00
DuGrenier Model W, 9 Cols., 300 Pack Cap.	55.00
DuGrenier, 4 Cols., 100 Pack Capacity	25.00
NEW Uneceda, 8 Columns, 510 Pack Capacity	159.50
NEW DuGrenier Challenger, 7 Columns	100.00
Lehigh PX, 10 Columns	140.00



SPECIAL \$85.00

Uneceda Model 500, 15 Cols., 425 Pack Cap.

CANDY MACHINES

Stoner Candy, 8 Cols., 165 Cap.	\$125.00
National 9-18, 9 Columns	110.00
Rowe Candy, 8 Columns	100.00
DuGrenier Candyman	67.50

10c CIGAR MACHINES

7 Column, Capacity 175	\$32.50	Single Column, Capacity 50	\$22.50
1 1/2 Stick or Tab Gum Machines, 500 Cap.	\$19.85		

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ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

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"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

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CAMEO SPECIAL DEALS!

DEAL #1 5 Globe Type 1 1/2 Silver King Ball Gum Vendors with 50 lbs. 5/8" Bubble Ball Gum, all for **\$70.00**

DEAL #2 5 Globe Type 1 1/2 or 5c Silver Kings with 50 lbs. of Virginia Peanuts, all for **\$70.00**

DEAL #3 5 5/8 Silver King Hot Peanut Machines with 25 lbs. of Fresh Cashews, all for **\$149.75**

25 1 1/2 ABT Challengers, late 1947 Model, like new. **\$30.00 Ea.**
1/3 Deposit with order, bal. C. O. D.

CAMEO VENDING SERVICE
432 W. 42nd St., New York 18, N. Y.
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VENDORS' SPECIALS

Mdse. Stands, Solid Steel—Weight 25 Lbs. **\$4.50**

Double Plates for Two Machines **1.15**

BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb. **.35**

1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

BULK VENDERS

Candy and Salted Nuts. We can save you money on your requirements. Write for prices.

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MINIT POP

Floor Demonstrators. Salesmen's Samples 22 Machines. Guaranteed perfect. \$350.00 each. Terms: Full remittance with order.

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FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

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BUBBLE BALL GUM 26c PER LB.

3/8 size only. Minimum Shipment, 25 lbs. Orders for 100 lbs. or more, that are postmarked no later than April 17th, receive a combination 1 1/2, 5c, 10c Coin Counter FREE.

M. & M. CANDY—40c per lb. (25 lb. minimum)
Large Charms, \$3.75 per 1,000; \$35.00 per 10M
Small Charms, 3.00 per 1,000; 27.50 per 10M
JUMBO Salted Peanuts, 30 lb. carton, \$8.50

We can offer you for immediate delivery all makes of Bulk Vendors, Games, Merchandise, Parts, etc., in any quantity and at America's lowest prices. A complete ONE STOP SERVICE for any operator. Write. Certified Check or Money Order in full on above merchandise; no C. O. D.'s.

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Brand New!
Immediate Delivery!

\$59.50
Lots of 5
Less Than 5—\$65.00.
Original Price—\$89.50.

The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamiltons, with no increase in investment.

BRAND NEW IMPS \$10.00 EA.

In Case Lots of 6
Less Than 6 **\$12.50 EA.**
1 1/2 or 5c Cig. or Fruit Reels

NEW IMPROVED 1948 IMPS **\$14.50 EA.**
5 or More, \$13.75
12 or More, 12.95

BAT-A-BALL JR. BRAND NEW

A real money making Counter Game at a fraction of its original cost. This game is just in time with the coming baseball season.

Original Price, \$79.50 with Stand
WHILE THEY LAST \$14.95
Stand \$3.00 additional

1/3 Deposit on All Orders.

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The "Little Giant" HOT POPCORN DISPENSER

8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for information.

Manufactured by **ABC POPCORN CO.**
Wholesale and Supplies
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Also Suppliers of
● Raw Corn ● Seasoning
● Boxes ● Bags
● Pre-Popped Corn ●

PIONEER DEAL SPECIALS!



VICTOR MODEL V

DEAL #1
5 Globe-Type Victor Model V, \$62.50, plus 50 lbs. of Bubble Ball Gum, all for **\$74.00**

DEAL #2
5 Globe-Type Victor Model V, \$62.50, plus 80 lbs. of Virginia Peanuts, all for **\$77.50**

DEAL #3
5 Globe-Type Victor Model V, \$62.50, plus 60 lbs. Spanish Peanuts, all for **\$74.50**

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

CAMERA CHIEF \$19.95
Ea. Including 3 Sets of 9 Pictures Each.

Virginia Peanuts, 30-lb. ctns. 28¢ lb.
Spanish Peanuts, 30-lb. ctns. 22¢ lb.
Licorice Lozenges, 38-lb. ctns. 30¢ lb.
M & M's, 25-lb. ctns. 42¢ lb.

5/8" BUBBLE BALL GUM
25c lb. 500 Lb. Lots
26c lb.—Less than 500 lbs.
5/8" RAIN-BLO 28c LB.
Packed in 25 lb. cartons
Full Cash With Order.

Rainbow Peanuts, 40-lb. ctns. 25¢ lb.
Boston Baked Beans, 40-lb. ctns. 25¢ lb.

1/3 Deposit, F. O. B. Brooklyn, N. Y.;
Balance C. O. D.
Send Money In Full and Save C.O.D. Charges.

PIONEER VENDING SERVICE
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Phone: Dickens 2-7992

Chi Ops in Line For Vend Spots At New Airport

CHICAGO, April 3.—Numerous vending machine locations will be offered local operators this summer 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 building at the airport. Latter, in turn, will lease this to airlines as terminal space.

Forecasts indicate that customer potential for venders will be an ultimate 22,400,000 plane passengers per year.

Assign Patent For Dispenser

WASHINGTON, April 3.—A patent, No. 2,438,602, 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. The application for the patent was filed September 12, 1947.

The description of the unit covers a dispenser for slender articles comprising a base, a guide rod extending upwardly from the base, an article magazine, open at its upper end, mounted on the guide rod for reciprocating movement therealong, a fixed article supporting platform within the magazine, a cover member fixed to the upper 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-Suchard Chocolate Company, will be one of the key speakers at the June 13-16 Chicago convention of 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 biggest turnout in its history. NCWA says interest is also mounting in the all-confectionery 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 said this week after a survey of peanut acreage.

According to the survey, 3,263,000 acres have been planted this year, while the 1947 figure was 3,378,000 acres. As was the case last year, 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 Cig Tax to Governor; Includes \$5 Fee

(Continued from page 102)

ing Delaware, which imposes no tax at the present time. Thus New Jersey operators may now expect to feel the same impact on sales due to this practice, as is now experienced by operators in near-by New York and Pennsylvania. Altho the present tax measure provides for a \$1 consumer license to be paid by New Jersey residents "importing" cigarettes from other States, such use taxes are notoriously difficult to enforce.

On the bright side of the picture operators in the State are cheered by the reported intention of Republican legislators, who pushed thru the tax measure in the Senate by a vote of 18 to 4 over Democratic opposition, to support legislation calling for a reduction in the State license fee for vending machines from the present \$5 to \$1. Also the need for time-consuming pennyng will have been eliminated.

The bill is designed to raise \$14,200,000, of which \$10,000,000 would be set aside for increased school aid, primarily to boost teachers' salaries over the present minimum of \$1,800.

Speaking against the bill before its passage, Sen. Elmer Wene stated his party (Democratic) platform was opposed to new taxes.

"I ran on that platform," he said. "I regard it as a solemn pact with the voters, and I will not break it."

But majority leader David Van Alstyne (Republican) countered that the tax was essential to the needs of the State.

"No one likes to pay new taxes," he said, "but New Jersey is faced with a dire need to take care of its wards. This is a perfectly fair tax and has been adopted by many States."

Meanwhile operators in New York and Pennsylvania are elated at the turn events have taken. They feel sure that sales thru venders will in their States increase markedly once the New Jersey tax is put into effect.

Conn. Tobacco Acreage Up

WASHINGTON, April 3.—U. S. Agriculture Department's crop reporting board reported recently that while tobacco growers thruout the nation plan to cultivate only 81 per cent as many acres this year as in 1947, Connecticut growers plan an increase in such acreage. It is figured that an overall increase of 10 per cent in Connecticut acreage is assured.



IMMEDIATE DELIVERY

#510 MASTER Penny-Nickel Nuts. Vends Ball Gum or **\$17.50**
#500 MASTER Straight Penny Nuts. Vends Ball Gum or **\$13.95**

Write for new sales plan. Address mail to Dept. B.

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Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

—insist upon Northwestern. Write for the name of your nearest distributor.

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THE "CHALLENGER"

THREE MACHINES IN ONE
The Most Attractive Three Unit Hot Nut Machine Produced.

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716 W. Madison St. Chicago 6, Illinois



1¢ DELUXE VENDOR

Vends all types of bulk merchandise. Ideal for Gum, Charms and Pistachios. Sturdily constructed.

WRITE FOR PRICES AND DETAILS
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VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

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YES, IT IS NEW PUNCH-A-BALL GUM BOARD

1¢, 2¢ and 5¢ PLAY Salesmen, Operators, Jobbers, write for Circular and Photo just off the Press. — NEW LOW PRICE —

JAMES CANTE
Manufacturer
809 Montgomery St., Jersey City 6, N. J.

SUNFLOWER'S

2 FOR 1¢ DISPENSER GEAR FOR MASTER MACHINES

Instantly convert 1 for 1¢ to 2 for 1¢ ball gum sales. Increase your ball bubble gum sales up to 500%. Gears available in two sizes for 5¢ or 17¢ count gum. One piece, all aluminum, guaranteed against breakage, easy to install, takes only five minutes, fits any master machine.

Our low prices assure your profits at 2 for 1¢ sales.

GENUINE RAIN-BLO GUM

25 lb. carton 5/8 size, 30¢ lb. 170 count, 31¢ lb.

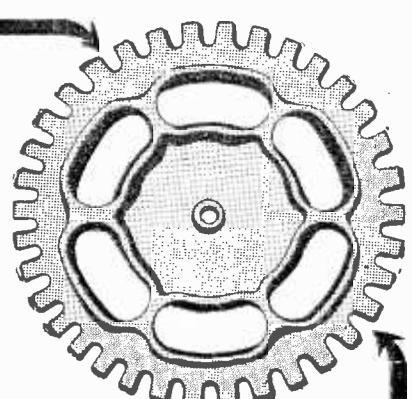
REGULAR BALL BUBBLE GUM

Top Quality

5/8 size only, 25 lb. carton, 100 lbs. or more, 27¢ lb. Under 100 lbs., 28¢ lb.

Terms: Net F.O.B. N. Y.

1/3 Dep. With Order. Balance C. O. D. Write for our complete price list of supplies for operators. Lowest Prices, Highest Quality.



Sample: **\$1.25**

12 or more, **\$1.00** each Prepaid

Terms: Sample, full cash; 12 or more, 1/3 Deposit, Bal. C. O. D.

SUNFLOWER DISTRIBUTING CO., INC.

2125 Amsterdam Ave., New York 32, N. Y. WA 7-4714

JUKE BOX SATURDAY NIGHT

Alfred Sales Wurlitzer's Buffalo Dist.

Succeeds Redd in New York

BUFFALO, April 3.—Alfred Bergman, 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 Pennsylvania and part of Central New York effective immediately. Bergman had been Aireon distributor for New York State, except New York City, and Northern Pennsylvania.

Under the new franchise, Alfred Sales will take over the territory which has been handled by the Redd Distributing Company for more than two years, and prior to that, had been handled by the Mayflower Distributing Company.

Bergman reported that he will continue servicing Aireon ops in this area until that firm can appoint a successor. While several deals are now hanging fire in this regard, no definite appointment had been made.

The contract between Bergman and Wurlitzer was signed at the manufacturer's headquarters in North Tonawanda, N. Y., at a party given to celebrate the 24th anniversary of Mike Hammergren's association with the firm.

While there was no statement forthcoming from Redd executives regarding the sudden switch in distributors, Si Redd was here this week to wind up the firm's affair. Redd's franchise as Wurlitzer distributor for the New England area was reported not to be affected by the switch here. It could not be learned from Redd what plans had been made regarding future activities of the firm in this area, including disposition of 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) will hold its ninth annual convention here April 14, with headquarters at the Hollenden Hotel. With a heavy turnout of operators and manufacturers expected, the association will hold a luncheon session at the Hollenden, starting promptly at noon, at which both operators and manufacturers will discuss current problems in the industry.

Highlight of the convention will be the banquet, which will be held in the grand ballroom, and is scheduled to start at 6:30 p.m. Following the banquet, as is the custom at OSPOA meets, a show will be held, this year featuring Carmen Cavallaro's orchestra, Dorothy Shay, Sugar Chile Robinson and other acts. Tickets are being sold for this affair at \$10 each, with the proceeds to be donated to the American Cancer Society, according to Jack Cohen, banquet chairman.

Maestro Previewed

DETROIT, April 3.—Members of the Michigan Phonograph Operators' Association received a preview of the new Filben Maestro 1948 juke box at their March 20 meeting at the Fort Wayne Hotel here. The Great Lakes Distributing Company had a model of the new machine rushed to Detroit from Filben's Chicago headquarters and set up a showing at the same hotel coincidental with the association get-together. William W. Rabin, Filben president, and Sam Drucker were on hand for the preview.

Gloomy Sunday Is Usually Aftermath of Peak Period

Ops 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)

to Chicago). A veteran music machine man, Duenisch rates Saturday night as being at least 20 per cent ahead of his second best evening, Friday. The third best income for the Duenisch machines is on Wednesday

nights, while Sunday is far below the average, and Monday is only slightly better.

"People out our way like to relax over the week-end," said Duenisch, "and Saturday night is the best, one for that purpose. Too, taverns in the county are open an extra hour Saturdays, the closing hour being pushed up to 2 a.m. That means an extra \$1 at least into the juke box in each location."

Quarter Vs. Nickel

While there is no doubt that adults are better spenders than the teenagers who comprise the greater number of juke box daytime patrons, the question of quarter insertions by adults also finds variable answers in different areas.

William Nyland, manager of the Western Automatic Music, Inc., Chicago, says his firm has a number of six-for-a-quarter machines on location, and the play is holding up well. Nyland rates Saturday night as the peak period, with receipts running 35 per cent ahead of the next best night which is Friday. Unlike many firms, Nyland says Monday nights rank third in order of income, with the six-for-a-quarter play machines, which receive special promotion, helping to keep the Monday figure up. Sunday, according to Nyland, is the worst night of the week.

"We believe the major reason for the heavier play Saturday night is the fact that most people who patronize our locations are paid on Saturdays. Our out-of-order calls are extremely high Mondays, an indication of heavy play. That's why I would rate Monday immediately after Saturday and Friday."

Disagreeing on the quarter-play (See *Gloomy Sunday* on page 113)

Miss. Rewrites Tax Code; Would Hike Radio Levy

JACKSON, Miss., April 3.—What started out as a simple measure to exempt all coin-controlled radios and video sets from the State's general tax code on coin machines, boomeranged last week when the State Legislature rewrote the measure to double existing fees on coin-operated equipment and to place a \$4 tax on all coin radio and television sets.

Since approval of this piece of legislation, however, another bill has been introduced to bring fees on other coin-operated equipment down to the level currently imposed under the 1944 laws. This second bill would not affect the \$4 tax placed on radios and tele sets.

Contest Measure

Counsel for coin-operated radio operators in the State contested the measure and finally proposed a compromise, suggesting that the State place a \$2 fee on radio and tele sets. In the end, however, deciding that the \$4 fee would be an improvement over the \$30 called for under existing (See *Miss. Would* on page 111)

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-commercial music system, Select-o-Matic, in 37 cities, and plans were completed to follow up with showings in 11 other cities during the coming week. Initial show was held in San Francisco at the Hotel Sir Francis Drake by the Jones Distributing Company.

Results of the showings held this week in the 37 cities (*The Billboard*, March 27) were generally held to be above expectations. The following coverage of some of the shows held in the Far West, Midwest and East were indicative of reactions thruout the country.

SAN FRANCISCO, April 3.—Premiere public showing of the Seeburg Select-o-Matic was held in the Franciscan Room of the Sir Francis Drake Hotel for five days, beginning Wednesday (31). Press and radio 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. T. McKelvy, vice-president and director of sales, and Dan Donohue, district manager for Seeburg in the 11 Western States, with headquarters in Los Angeles. R. F. Jones, president of Jones Distributing Company, factory representative for Seeburg, was host to the visitors.

Jones was aided in doing honors by C. M. McMurdie, general manager and director of sales for the Jones company. The showing drew the attention of a great number of music and coin trade members.

Aireon Appoints New Distributor

NEW YORK, April 3.—Hub Enterprises has just been appointed distributor for Aireon music equipment in the Baltimore area, Ben Palastrant, Eastern regional sales manager of the manufacturing firm, announced here this week. Hub, located at 32 South Charles Street, Baltimore, previously carried another juke box line.

Executives of the distributing houses are Aaron Goldsmith, president; Sol Silverstein, treasurer, and Lou Wilmer, who will now head sales of Aireon music equipment.

LOS ANGELES, April 3.—Over 30,000 people are expected to view the new Seeburg Select-o-Matic "200" displayed here by the Minthorne Music Company by the time the six-day showing in the Colonial Room of the Ambassador Hotel ends tomorrow (4) night. Show opened Tuesday (30) afternoon when the press and radio representatives were given a special preview of the equipment. After a recess of several days the machines will be moved to the Adams Hotel in Phoenix, Ariz., for another showing.

According to Mike Holbert, sales manager for Minthorne Music, 30,000 invitations were mailed to newspapermen, radio station representatives, office managers, industrial plant operators and music men to witness the unveiling. Attending the show on opening day and assisting Jean and Dolores Minthorne were J. P. Seeburg; C. T. McKelvy, director of sales, and D. J. Donohue, Western representative.

The industrial and office models along with the control unit were displayed in the swank room. The control model was shown in the center of the room so that visitors could watch the vertical playing as well as the traveling turntable. Also shown was Seeburg's line of record changers.

INDIANAPOLIS, April 3.—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 for hotel use at the Tradio, Inc., plant here, George Trad, vice-president, announced this week. The new Tradio, priced to sell at \$44.95, features a slide-rule dial, loop antenna, compact chassis and a coin box positioned on the outside of the set.

In announcing the new model, Trad stated: "From every conceivable angle the new set, plus the lowered price, constitutes an added lift for Tradio operators. A number of production factors have enabled us to come out with this vastly improved Tradio at a considerably lower price."

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DESIGNED FOR LONGER LIFE
and LASTING BEAUTY!

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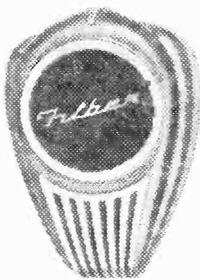
the FILBEN DE LUXE

8" speaker with an "Alnico 5" slug is engineered to the nth degree to give you tops in tone reception. Speaker housing is all aluminum with a highly polished surface designed for longer life and lasting beauty. 17" long, 12" wide, 6" deep. Weighs 8.3 oz.

PRICED AT ONLY **\$19.95** F.O.B. CHICAGO FACTORY

the FILBEN STANDARD

is quality supreme with a handsome wrinkle finish and highly polished aluminum trim. 17" long - 12" wide - 6" deep, weighs 8.3 oz.



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NATIONAL FILBEN CORPORATION
1141 S. WABASH, CHICAGO 5, ILL.

ADVANCE RECORD RELEASES

FOLK

(Continued from page 36)

- Deck of Cards**
Rainbow Four (Sinner Man) Rainbow 60005
- Egg-a-Bread**
Tex Ritter (Pecos Bill) Capitol Americana 40106
- Gravy Train**
Oklahoma E. Moody and His Blue Bonnet Boys (The Devil) Coast 269
- I Wasn't Born Yesterday**
T. Hill (It Makes) Mercury 6098
- I'll Be Late in Coming Home**
J. Lawson (It's Just) Columbia 38166
- I'm Waiting for Your Call**
R. Sooter (Wa-Hoo Kiss) Black & White 10025
- I'm Waltzing With a Broken Heart**
F. Willing and His Riders of the Purple Sage (Anytime) Capitol Americana 40108
- It Makes No Difference Now**
T. Hill (I Wasn't) Mercury 6098
- It's Just That Same Old Line**
J. Lawson (I'll Be) Columbia 38166
- Loaded Pistols—Loaded Dice**
D. Spriggs and His Western String Band (Peekin-Peekin-Peekin) Coast 267
- Lonesome Train**
The Massey Brothers (Piney Woods) Coast 273
- Milk Cow Blues**
J. Wakely (Bouquet of) Capitol Americana 40107
- Pecos Bill**
Tex Ritter (Egg-a-Bread) Capitol Americana 40106
- Peekin-Peekin-Peekin (The Keyhole Song)**
D. Spriggs and His Western String Band (Loaded Pistols) Coast 267
- Piney Woods**
The Massey Brothers (Lonesome Train) Coast 273
- Sinner Man**
Rainbow Four (Deck of) Rainbow 60005
- Someday You'll Call My Name**
Smilin' E. Hill (The Hemlines) Apollo 182
- The Devil in Disguise**
Oklahoma E. Moody and His Blue Bonnet Boys (Gravy Train) Coast 269
- The Devil's Dream**
The Massey Brothers (Billy in) Coast 273
- The Hemlines Arc Getting Longer**
Smilin' E. Hill (Someday You'll) Apollo 182
- 25 Chickens, 35 Cows**
J. Denis and His Ranchers (Worry, Worry) London 166
- Wa-Hoo, Kiss Me Again**
R. Sooter (I'm Waitin') Black & White 10025
- Worry, Worry, Worry**
J. Denis and His Ranchers (25 Chickens) London 166

RACE

- Ram-a-Lam-a-Lam**
J. Morris Ork (Boogie Woogie) Manor 1128
- Blues Ain't Nothin'**
Dootsie Williams Ork (Don't Ever) Coast 8048
- Boogie Ride**
P. Williams Sextet (Bouncing With) Savoy 664
- Boogie Woogie Job**
J. Morris Ork (Ram-a-Lam-a-Lam) Manor 1128
- Bouncing With Benson**
P. Williams Sextet (Boogie Ride) Savoy 664
- Butch**
J. McVea Door Openers (Two Timin') Black & White 842
- Come and Get It, Honey**
N. Lutcher (He Sends) Capitol 15064
- Don't Ever Trust a Woman**
Dootsie Williams Ork (Blues Ain't) Coast 8048
- Dusty Road**
Baby Face Lewis (Grandma and) Savoy 5547
- First and Fifteenth Stuff**
Brownie McGhee (Mabelle) Savoy 5548
- Grandma and Grandpa**
Baby Face Lewis (Dusty Road) Savoy 5547
- He Sends Me**
N. Lutcher (Come and) Capitol 15064
- Honey Chile**
The Four Blues (It Takes) Apollo 398
- I Want a Little Girl**
T-Bone Walker (T-Bone Jumps) Black & White 125
- If I Only Had You**
V. Snow (The Lonesome) Gold Seal 5657
- It Takes a Long, Tall, Brown-Skin Gal (To Make a Preacher Lay His Bible Down)**
The Four Blues (Honey Chile) Apollo 398
- Long Gone, Parts I & II**
Sonny Thompson Miracle M-126
- Mabelle**
Brownie McGhee (First and) Savoy 5548
- Recess in Heaven**
D. Grissom (Why Must) Jewel ON-2004
- Sarah, Sarah**
M. Davis (When I) Jewel ON-2003
- T-Bone Jumps Again**
T-Bone Walker (I Want) Black & White 125
- The Lonesome Road**
V. Snow (If I) Gold Seal 5657
- The Twister, Parts I & II**
P. Williams Sextet Savoy 665
- True**
Little Miss Cornshucks (Why Was) Miltone 246
- Two Timin' Baby Boogie**
J. McVea Door Openers (Butch) Black & White 842
- Walkin' and Talkin'**
D. Washington (West Side) Mercury 8079
- West Side Baby**
D. Washington (Walkin' and) Mercury 8079
- When I Say Goodbye**
M. Davis (Sarah, Sarah) Jewel ON-2003
- Why Must I Adore You**
D. Grissom (Recess in) Jewel ON-2004
- Why Was I Born**
Little Miss Cornshucks (True) Miltone 246

LATIN-AMERICAN

- A Todo Mecate**
Trio Hermanas Pallais (Son Mis) Pan-American Pan 085
- Bailadores**
C. Guancho (Llegaste) Coast 7032
- Boga, Boga**
F. Rosas (Seras Mejor) Coast 7015
- Clavel Del Aire**
A. Ortiz Tirado (Ojos Tapatios) Peerless 2659
- Con Mi 30-30**
Martin y Malena (La Embarcacion) Peerless 2711
- Corri'o De Miguel Aleman**
J. Flores (Viva Coahuila!) Peerless 2664
- Criolla**
P. Infante (Por Ultima) Peerless 2702
- Dark Eyes (Ojos Negros)**
E. Morales Ork (Easy Does) Manor 1125
- Devuelveme Mis Besos**
B. Eugenia (Que Digan) Peerless 2666
- Easy Does It**
E. Morales Ork (Dark Eyes) Manor 1125
- El Aburrido**
La Panchita (El Sauce) Peerless 2673
- El Barzon**
J. Flores (El Guajolote) Peerless 2653
- El Caballo y La Montura**
V. Valdes (Pobre Miguel) Peerless 2704
- El Cua Cua**
V. Valdes (Por Poquito) Peerless 2667
- El Cumbanchero**
E. Morales Ork (Lament) Gold Seal 3233
- El Dedo Gordo Del Pie**
C. Guancho (Es Un) Coast 7022
- El Guajolote**
J. Flores (El Barzon) Peerless 2653
- El Sauce y La Palma**
La Panchita (El Aburrido) Peerless 2673
- Emilia**
J. Guitron Mariachi (Salud y) Peerless 2672
- Es Un Disco**
C. Guancho (El Dedo) Coast 7022
- Granada**
A. Ortiz Tirado (La Paloma) Coast 7013
- La Burrita**
V. Romero (Mi Pobre) Peerless 2721
- La Embarcacion**
Martin y Malena (Con Mi) Peerless 2711
- La Motivosa**
P. Infante (Que Gusto) Peerless 2671
- La Paloma**
A. Ortiz Tirado (Granada) Coast 7013
- Lament**
E. Morales Ork (El Cumbanchero) Gold Seal 3233
- Llegaste Tarde**
C. Guancho (Balladores) Coast 7032
- Malena Querida**
Martin y Malena (Te Quiero) Peerless 2714
- Mi Pobre Flor**
V. Romero (La Burrita) Peerless 2721
- Ojos Tapatios**
A. Ortiz Tirado (Clavel De) Peerless 2659
- Pobre Miguel**
V. Valdes (El Caballo) Peerless 2704
- Por Poquito Me Tumba**
V. Valdes (El Cua) Peerless 2667
- Por Ultima Vez**
P. Infante (Criolla) Peerless 2702
- Porque Te Quiero**
Trio Hermanas Pallais (Ya Lo) Pan-American Pan 084
- Puro Engano**
R. Hernandez Ork (Tin-Gui-Liu) Coast 7030
- Que Digan Lo Que Quieran**
B. Eugenia (Devuelveme Mis) Peerless 2666
- Que Gusto Da**
P. Infante (La Motivosa) Peerless 2671
- Rhumba Boogie**
C. Reyes Ork (Rhythm Rhapsody) Capitol 15067
- Rhythm Rhapsody**
C. Reyes Ork (Rhumba Boogie) Capitol 15067
- Salud y Anarquia**
J. Guitron Mariachi (Emilia) Peerless 2672
- Seras Mejor**
F. Rosas (Boga, Boga) Coast 7013
- Son Mis Gallos**
Trio Hermanas Pallais (A Todo) Pan-American Pan 085
- Te Quiero Porque Te Quiero**
Martin y Malena (Malena Querida) Peerless 2714
- Tin-Gui-Lin**
R. Hernandez Ork (Puro Engano) Coast 7030

SHAFFER GUARANTEED USED PHONOGRAPHS

- CABINET COMPLETELY REFINISHED
- MECHANISMS CLEANED AND DEGREASED
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- ROCK-OLA SUPER 159.50
- ROCK-OLA '39, STD. OR D.X. 109.50
- WURLITZER 1015 524.50
- WURLITZER 950 225.00
- WURLITZER 750-E 274.50
- WURLITZER 600 99.50

"WALL BOX SPECIALS"

- SEEBURG WS-27-5c W. O. M. \$28.50
- SEEBURG WB-17-5-10-25c BAROMATIC 34.50
- SEEBURG 3-WIRE 5c W. O. M. 24.50

TERMS: 50% CERTIFIED CHECK, BALANCE C. O. D.

SHAFFER MUSIC CO.

606 S. HIGH ST., COLUMBUS 15, OHIO

WRITE ABOUT
SEEBURG 146-W

Mississippi Would Hike Radio Levy Under New Code

(Continued from page 109)

laws passed in 1944, the coin radio operators' opposition died off somewhat.

Operators of other types of music equipment and coin-operated movie machines found their taxes had not increased when the measure passed. Music machines operated at a nickel pay a \$10 annual fee, those operating at a dime pay \$20 and those operating at 20 cents or more pay \$30.

Pin game operators, however, were particularly hard hit. Present law calls for a tax of \$20 annually on nickel-operated games. The law approved last week doubles this amount to \$40. Amusement games operating at a quarter are to be taxed at \$120 instead of the present \$60.

In addition, the new measure includes an enabling clause which permits cities to tax up to 50 per cent of the State levy. This would mean that a pin game operator would conceivably have to pay a total of \$70 tax per machine per year—\$40 State tax, \$20 local tax and \$10 federal tax.

Special provision for coin radio and tele sets qualified radio and video to mean "those devices which receive and reproduce the broadcasts of commercial radio and television stations licensed by the Federal Communications Commission."

Large hotels, prospective buyers of both coin radio and video sets, were dismayed at passage of the \$4 tax. Since operators of coin radios work on a narrow profit margin they point out any per machine tax cuts dangerously into profits. Smaller, well-established operators of coin radios, however, reported that they did not object to the \$4 tax.

Exclusive Appoints 6 New Distributors

LOS ANGELES, April 3.—Six new distributors to handle Exclusive Records were announced by Leon Rene, president of the disk firm. Thru these six outlets juke box operators in nine sections will be offered the company's full line.

Appointed were Elite California Distributors, for the San Francisco area; Frederick Lee Company, Inc., for the Chicago and Minneapolis areas; Robert's Record Distributors, for the St. Louis and Kansas City, Mo., areas; Tanner Distributors, for the San Antonio area; Southland Distributing Company, for the Atlanta area, and W. E. Harvey Company, Inc., for the Cleveland and Detroit areas.

Batting a 1.000

EAST ST. LOUIS, April 3.—Phonograph Owners' Association of East St. Louis (POAESL) now has 100 per cent membership in Coin Machine Industries, Inc. (CMI), it was announced this week by Dave Gottlieb, CMI president.

The membership meeting immediately following the industry show last January heard a talk by Richard H. Schneider, Mecca Music Company. His report follows: "I left the show with the impression that CMI really is doing something for the industry and is entitled to the support of the operators. So, a motion was passed to buy all active members of our association a CMI membership."

At the POAESL meeting this week, each member received his CMI membership card.

Warncke New AMI Distributor for Houston

CHICAGO, April 3.—AMI, Inc., has appointed the R. Warncke Company as distributor of its products in the Houston area, Lyndon C. Force, AMI manager of general sales, has announced. Warncke firm has already been AMI distributor in the San Antonio area for several months.

Headed by R. Warncke, widely known in Southwestern coin machine circles, the distributor firm has maintained offices at 1217 Taft Avenue, Houston, for some time. Its San Antonio address will continue to be 121 Navarro Street.

J. R. Moore Co. Sets 2 Portland Execs

PORTLAND, April 3.—The Jack R. Moore Company, AMI distributor with offices here and in San Francisco, Spokane and Seattle, has appointed Ralph D. Perin, formerly branch manager in Spokane, as branch manager of the Portland area, and George Miller, sales manager in the same area.

The appointments were announced by W. H. Schetter, president.

"THE HIGHEST BIDDER"
 TURN YOUR USED RECORDS
 \$\$ INTO CASH \$\$
 WRITE, CALL OR JUST SHIP TO
NATHAN MUCHNICK
 1251 N. 52nd St., Philadelphia, Pa.
 Phone: GRE 3153
 WILL PICK UP WITHIN 100 MILE RADIUS

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 attendant. Inserting a quarter makes a record, plays it back, and delivers it—all automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 29 1/2" high, 21 1/2" wide, 28 3/8" deep without base) COIN RECORDIO takes little space, but makes BIG profits.

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:

- TAVERNS • STORES • DANCE HALLS • DEPOTS • AIRPORTS
- THEATERS • HOTELS • COIN ARCADES • 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.

There's Profit in it! Write or wire...

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

Coin Recordio

**TOP CASH for
USED & NEW RECORDS**

Any Quantity—We Pay Freight—
Pick-Up Within 100 Miles

WRITE - WIRE DETAILS

TOPS MUSIC ENTERPRISES
4418 So. Hoover, Los Angeles 37, Calif.
Phone: ADams 0910

**TOP PRICES PAID
for
USED RECORDS**

Sell to Chicago's Largest Dis-
tributor of Used Records.
WE PAY THE FREIGHT
WRITE, CALL OR SHIP TO
"TONY" GALGANO

USED-RECORD-EXCHANGE

DICKENS 7060
4142 W. Armitage Chicago 39, Ill.

Columbia
COIN OPERATED
RADIOS

In a Choice of
2 STYLES
and
SIZES

for PROFITABLE
OPERATION in

- MOTELS • HOTELS
- RESTAURANTS
- HOSPITALS • BARS
- BOOTHS, etc.

Specially engineered for the finest in tone quality and performance. Acclaimed America's Best Buy by operators for bigger profits at a smaller investment.

WRITE TODAY FOR LITERATURE ON HOW TO BUILD UP YOUR OWN BUSINESS WITH VERY LITTLE TIME, EFFORT AND INVESTMENT.

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321 W. DIVISION ST. CHICAGO 10, ILLINOIS

A Good Point... Better
Juke Box Performance
with **MIRACLE POINT NEEDLES**

The MIRACLE POINT Needle performs better with its round precious metal tip. Your records last longer, play more often between needle changes, give the clear, true tones that mean pleasant listening. These advantages add up to greater enjoyment for your patrons, reduced costs for you.

30¢ each,
lots of 1 to 12

Make it a point to buy MIRACLE POINT

M. A. Gerett Corp. 722 - 724 WEST WINNEBAGO STREET MILWAUKEE 5, WISCONSIN

THERE'S A REASON WHY FLEX WASSERMAN SELLS MORE FLEXIBLE MIRROR TO THE COIN MACHINE INDUSTRY THAN ANY OTHER MANUFACTURER.

CALL, WRITE OR CABLE

Flexible MIRROR COMPANY
5000 W. JEFFERSON, LOS ANGELES RO 3437

UNIVERSAL AMPLIFIERS

Fits all Wurlitzers, Rock-Olas and Seeburgs (except High Tones). Complete with tubes, volume and tone control, and switch. Fine tone quality.

1/3 Deposit, Balance C. O. D. **SPECIAL \$29.50**

JAMES D. BLAKESLEE
406 CONNECTICUT ST. Phone: GRant 8163 BUFFALO 13, N. Y.

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 Gold 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 thruout 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 exhibit periods.

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.

DETROIT, April 3.—Major Detroit industrialists as well as the press were introduced to the new Seeburg Select-o-Matic library Thursday (1), when the first units were placed 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 the kick-off, with practically all local newspapers and radio stations represented, in some cases by several staff members. Forrest Heath, of the Atlas company, acted as master of ceremonies, demonstrating the new equipment. Gunnar Gabrielson, Seeburg district manager, was in attendance, with Barney Greenberg, head of Atlas, on hand as official host, assisted by R. J. Scherf, engineer; H. D. Silver, and Glenn Payne, of his staff.

On Thursday afternoon, representatives of major automotive companies were present at special invitational previews, to see the library's possibilities for industrial installations in their own plants. Among the companies contracted were Kaiser-Frazer, Packard, Ford, Chevrolet, Plymouth, and Chrysler.

The showing was open to the public on Friday thru Sunday, with adequate and widespread publicity. Numerous announcement cards from Thursday afternoon on in the hotel 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 from Thursday thru Saturday for the industry and public, the Hy-G Music Company here held its showing of the new Seeburg Select-o-Matic at the Dyckman Hotel. Hy Greenstein, head of the 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 backed up with extensive newspaper advertising in the local newspapers and a heavy pre-showing publicity campaign.

CHICAGO, April 3.—Taking over the north ballroom at the Stevens 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).

With two metal cabinet and two wood cabinet models on the floor, the show also featured a display of Seeburg record players; 8 and 12-inch speakers in plastic housings, 8 and 12-inch speakers in wood housings, recessed wall and ceiling speakers, an industrial-commercial remote control unit, paging amplifier and mixer with a desk microphone, and a remote control power switch. Rounding out the display was a chassis of the Select-o-Matic which enabled visitors to view the operation of the vertical turntable, and the moving mechanical "brain," which puts the records on the turntable, plays them, then returns them to their rack.

Ginsburgs Host Show
Hosting the show were Ed and Morrie Ginsburg, heads of the Atlas Music Company. In charge of the demonstrations was Dave Bender, who will direct the sales department

Juke Box Favorite In Teen-Age Clubs

COLUMBUS, Ga., April 3.—Juke boxes figure prominently in the growing number of teen-age clubs scattered about the country, according to a recent edition of TeenTalk, monthly publication put out by Royal Crown Cola bottlers here.

A new teen organization in Duluth, Minn., is mentioned as having installed a complete soda fountain and purchased a juke box and piano for their basement clubroom. "It's a swell place for an after-school hang-out," members state. Club is sponsored jointly by the YMCA and the YWCA.

Two other youth groups also broke into the club columns with mention of acquisition of juke boxes. They are the Teen-Age Canteen in Carnation, Wash., which meets in the basement of a church parish house, and the Angle Youth Center, Monroe, Wis., supported by the city council.

of Atlas which will handle the new Seeburg equipment. Harold Schwartz, Joe Kline and Al Klieman were among other Atlas Music Chicago staffers to welcome show visitors. Phil Moss, who heads Atlas's branch office in Des Moines, was also on hand.

Arranged thruout the ballroom were blow-ups of a number of the ads which will be carried by 22 national magazines in the near future, among them the Saturday Evening Post, Fortune and Business Week.

NEW YORK, April 3.—With an elaborate display featuring six units of Seeburg's new industrial music machine, Select-o-Matic, Atlantic New York Corporation, local Seeburg distributors, unveiled the 200-record-play phonograph to 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 picture story in Life, representatives of radio, wired music firms, phonograph dealers and industrial music concerns, as well as the general public, watched Seeburg and Atlantic executives demonstrate the machine's operation. Special interest was shown in the vertical, double-needle tone arm around which Select-o-Matic's long-playing feature is built.

In a separate room off the main display area, Atlantic showed Seeburg's new record changer for home phonographs. These will be ready for distribution soon.

Atlantic New York Corporation executives on hand included Bert Lane, Harry Rosen, Meyer Parkoff and Harry Schneider.

BUFFALO, April 3.—Davis Distributing Corporation, Seeburg distributors for Buffalo, Rochester, Syracuse and Albany, N. Y., held a showing of the new Select-o-Matic music equipment in all four cities, beginning March 31-April 4.

Buffalo show was held in the Iroquois Room of Hotel Statler and included both industrial and home units. First two days' showing was limited, by special invitation, to music operators, radio and newspaper people and industrial leaders; general public was invited thereafter. Louis Wertheimer, Davis's Buffalo manager, was host. Arnold Moyer, newly appointed sales manager for Seeburg Industrial Commercial Music, was also on hand.

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 Saturday Night

(Continued from page 109)

situation, Floyd Johnson, 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 33 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."

Tele 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 television effect on juke box 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 fling."

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 hit about \$4. Sunday is the worst day of the week.

"I rate Thursday night second because most of my locations are 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 about \$15 in quarters. Now we average about \$9.

Angelo Dominick, an operator in the Oklahoma City area, has agreed with ops in other areas that 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 Dominick. "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."

Dominick 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 are few, and that in time the 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 thus stay at home.

"I believe the reason for the play

Election Meet Set by Music Ops in Cincy

Board Admits New Member

CINCINNATI, April 3.—Final preparations for the forthcoming election of officers highlighted the March 30 board of directors meeting of the Cincinnati Automatic Phonograph Owners' Association (CAPOA) here. Election meet is scheduled for April 13, with ballots set to go in the mail Wednesday (7).

During last week's meet, Benny Stevens' application for association membership was approved by the board.

being greater Saturday night can be attributed to the over teen-age crowd who not only stay out later, but have more money to spend."

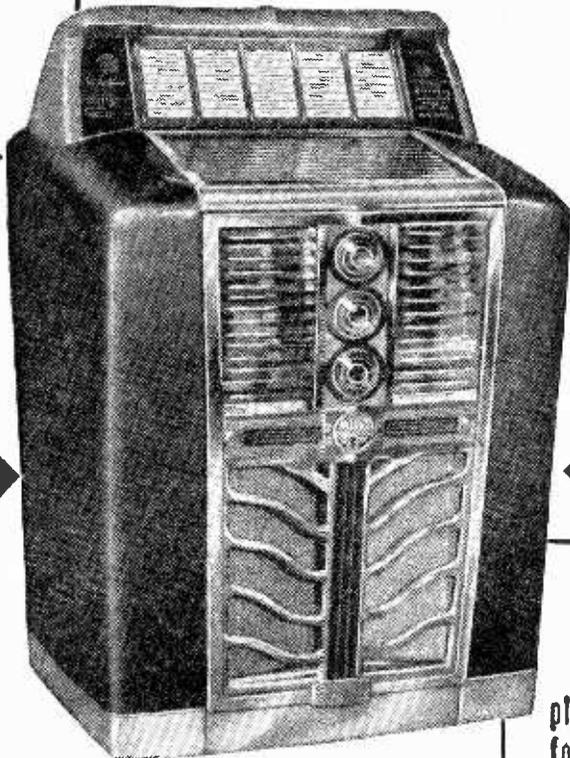
Charlie Bernoff, Regal Music Company, New York, had the following to report on Saturday play:

"Saturday night is the best night of all. Not only is it pay day, but people stay out later. We have found that if a juke box normally takes in about \$20 a week, approximately \$6 of that amount is Saturday play. But we always get a big play on a holiday eve."

Summing up the situation as a whole, Arthur Herman, Boro Automatic Music Company, Brooklyn, reported:

"It's the old, old story. People are just in the habit of going out Saturday night. And wherever they go, that's where they are going to spend their money."

higher earnings
from your
locations!



THE MILLS CONSTELLATION

THE PUBLIC PREFERS

THE COIN BOX CONCURS

no other phonograph
has all these features:
plays 40 selections • six hits
for two bits • wide range tone
• aluminum cabinet • adjustable
tone arm • table top service

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

JUKE BOX BARGAINS

AMI HIBOY, 40 Selections	\$179.50
SEEBURG HI-TONE	199.50
SEEBURG LO-TONE	249.50
SEEBURG VOGUE, ESRC	189.50
SEEBURG REGAL, ESRC	169.50
SEEBURG REGAL	149.50
SEEBURG K-20	99.50
ROCK-OLA #1422	349.50
ROCK-OLA COMMANDO	97.50
WURLITZER 850	225.00
WURLITZER 1942 VICT. 24	99.50
WURLITZER 61	69.50
WURLITZER 24	99.50
MILLS THRONE	99.50

Above in good operating condition.
 1/3 Deposit With Order—Balance C. O. D.
PURVEYOR DISTRIBUTING COMPANY
 4324 N. Western Ave. CHICAGO 18

TUBES

6J5	.45
5Y3	.38
6L6C	.91
2051	.45
6C4	.29

ENGLISH Sales Co.
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 Andover 6604

SPECIAL!

10 ROCK-OLA PHONOGRAPHS, 1946 MODELS @ \$395.00 EACH

One-third deposit, balance C. O. D.

Perfect condition, beautiful appearance and equipped with new accumulator assembly just like the 1948 Models.

MODERN DISTRIBUTING CO.
 1810 Welton St. DENVER 2, COL.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Change of Pace

Popular recording artists are starting to try their hands at the folk music game, with Capitol platters announcing an album of folk music by Jo Stafford, while Kate Smith will shortly be released on an album of similar material on MGM label. . . . Ernest Tubb, the Decca star, reports that he is now doing a disk jockey seg every Saturday night from his Nashville record shop, with the program going on right after the *Grand Ole Opry*. Ernest reports that his record shop, now a year old, is going great guns, with 70 per cent of the business mail order.

After a four-year absence, Foy Wil-ling has returned to the Capitol fold. His first release, made before the January 1 ban date, will be *Anytime and Waltzing With a Broken Heart*. . . . Esmerelda, Musicraft singer who hit with *I'm My Own Grandmaw*, will tee off on a vaude tour April 23 at the State Theater, Hartford, Conn., drawing \$1,000 weekly. Other dates include the Adams, Newark, N. J., April 28, and the Hippodrome, Baltimore, May 5.

The Lazy H Ranch Boys, currently on WSID, Baltimore, new independent station, line up with Eddie Stater, electric guitar and vocals; Paul Seipp, fiddle and guitar; Charles Holbrook, bass, and Tex Daniels, accordion. . . . The Midwestern Hayride, big folk music ailer on WLW, Cincinnati, goes back to a half-hour April 10. Sponsor is Fleetwing gasoline. Cast will include Ernie Lee, Brown's Ferry Four, Girls of the Golden West, Lafe Harkness, Turner Brothers, the Trailblazers and Bill Thall.

Arnold Draws Well

Eddy Arnold pulled almost 3,000 to the Arena, Philadelphia, March 24, with a gate of \$5,000. Booked by the Jolly Joyce agency, Arnold and his company, including the Oklahoma Wranglers, the Willis Brothers, Annie Lou and Danny Dill, Roy Wiggins and the local Mac Maguire and his Harmony Rangers, staged a three-hour show.

Success of the Arnold package has led to the booking of Gene Autry's entourage April 9 at the same spot. Autry will work two shows—a half-price moppet show at 4 p.m., and the regular evening show at a \$2.60 top. . . . Jolly Joyce has booked Eddy Arnold for parks, fairs and concerts along the Atlantic Coast June thru September. Arnold will head Western units for the tours.

Tumbleweeds

Rusty Keefer and His Tumbleweeds, featured on the WFIL-ABC *Hayloft Hoedown* show out of Philadelphia, have been set by the Jolly Joyce Agency, Philadelphia, to summer at the new Sanatoga Park near Pottstown, Pa. Starting May 10 Keefer and his Western unit will play host to the visiting Western headliners every Sunday at a matinee and two evening shows, with the possibility of other showings added during the week in season. In addition, Keefer will locate with his unit in Reading, Pa., to present a daily program in the interests of the new amusement park on WEEU in that city.

Jolly Joyce Agency, Philadelphia, has closed negotiations to book Merle Travis and his Western band in the East for four weeks commencing May 15. Joyce is bringing Travis in from Hollywood.

At a popularity contest on Western singing stars conducted by the management of the Pike Theater in Wilmington, Del., Roy Rogers took the edge away from Gene Autry, last year's winning favorite.

Packard Names Regional Mgr.

INDIANAPOLIS, April 3.—Homer E. Capehart, chairman of the board of Packard Manufacturing Corporation, announced the appointment this week of L. B. McCormick as firm's regional manager for North and South Carolina and Virginia.

Capehart said McCormick, who began selling Electramuse phonographs in North Carolina in 1926, a few years later handled Capehart phonographs in the same area. During the next decade, he operated eight different music companies in two Southern States, and in 1941, founded Whitehead Music Company in Wilmington, N. C. For the past three years McCormick has been a Packard distributor. He is also president of the North Carolina Automatic Music Association (NCAMA).

Emerson Declares Dividend

NEW YORK, April 3.—Board of directors of the Emerson Radio & Phonograph Corporation, suppliers of the television receiving equipment used in the Videograph coin-operated combinations, last week declared a quarterly dividend of 20 cents per share payable April 15, 1948, to stockholders of record April 5.

Since the dividend is payable on 800,000 shares now outstanding, it is equivalent to 40 cents per share on 400,000 shares (before the recent 100 per cent stock dividend). The prior quarterly dividend was 25 cents per share.

Coradio Names 7 Distributors To Handle Line

NEW YORK, April 3.—The recent appointment of seven new distributors by Coradio, Inc., to handle its coin-operated radio line was announced here this week by Lou Brown, president. With the new appointments, Coradio's national distribution network now comprises 14 separate outlets.

New distributors and their franchise territories are as follows: C. Buchanan Sales Company, 207 Iroquois Avenue, Louisville, in Kentucky, Tennessee, Southern Indiana and Southeastern Missouri; Chambers Industries, Inc., 4630 Maple Avenue, Dallas, in Texas, Louisiana, Virginia, North Carolina and Mississippi; Wittick Sales Company, 18445 Fairfield Drive, Detroit, in Michigan, Northern Indiana and Western Ohio; Karl Kenyon, 540 Maxon Street, Eau Claire, Wis., in Minnesota, Illinois, Iowa and Eastern Nebraska.

Also named are Lewis & Burt, 442 North Seneca, Wichita, Kan., in Kansas, Arkansas, Oklahoma and Western Missouri; H. N. Clarke, Chamber of Commerce, Martinsburg, W. Va., in West Virginia and Western Maryland, and C. B. Hewett, P. O. Box 61, Moultrieville, S. C., in South Carolina and Georgia.

In addition, Brown disclosed that Eastern Ohio has been added to the franchise territory of Hescor, Inc., Buffalo, established Coradio distributor in Pennsylvania and Western New York.

Steel Curb Not Juke Box Worry

WASHINGTON, April 3.—As forecast, the steel allocations programs will have scant effect on the juke box industry or other non-priority steel users. The forecast finally was made official by the Commerce Department this week in a letter to the Iron and Steel Institute.

The letter stated that "alho it is impossible to predict even approximate amounts of steel that will be required to meet the needs of critical industries, we can state, however, that under the allocations program the total increase in the amount of steel for these industries is expected to represent only a small percentage of total steel output."

The letter pointed out that "obviously, allocations of excessive amounts of steel to participating industries would create serious dislocations in other segments of the economy."

Special Licenses For Sunday Jukes

GREAT BARRINGTON, Mass., April 3.—The selectmen (city council) here, following receipt of information from State officials, have issued a warning to locations where juke boxes are in operation that their present license covers operation Monday thru Saturday only and that a special license is required in order to operate the music equipment Sundays. If the juke are operated on the Sabbath, a fee of 50 cents per Sunday is payable to the town, and an additional \$2 per Sunday to the State.

At the same time it was announced the selectmen had approved an application from Robert Taylor, manager of the Great Barrington Coffee Shop, for a license to operate the juke box in his location for 11 Sundays. The application was forwarded to the State Department of Public Safety for approval.

Circular
FREE!

Send for it

AMI 40 SELECTION WALL BOX

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILL.

Record Reviews

(Continued from page 35)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

WILL BACK ORK (Eunice Clark) (Delmac 1001) <i>My Secret Dream</i> Able sugary Back ork rendition with pleasant Clark gal chanting of so-so ditty.	64	68	61	64
<i>The Scissor Grinder Serenade</i> (Jimmy Confer) Novelty ditty treated to dull waxing, the Confer warbling rates bow.	58	60	55	60
SAMMY KAYE (Celebrity 2007) <i>My Buddy</i> (Tommy Ryan-the Three Kaydets) Old Kaye cutting with Tommy Ryan and Kaydets on vocal sweet-style standard. Much the same as present Kaye ork.	77	79	75	76
<i>Angel Child</i> (The Three Kaydets) Flip here complete with singing song title and Kaye introduction of Kaydets group. Oldie moves along in typical Kaye bouncy tempo.	78	81	76	76
JACK FINA (MGM 10135) <i>Piano Portraits Boogie</i> Fina's fingers do some tricky boogie 88-ing maneuvers in a classical vein, with ork lending symphonic effect.	73	78	71	71
<i>Samba Caramba</i> Infectious, moderate paced samba rhythm with Fina again displaying flashy piano tricks.	75	79	72	75

FOLK

DALE EVANS (Majestic 6027) <i>Loaded Pistols! Loaded Dice!</i> Evans gal dons nasal twang and with tongue in cheek romps thru current novelty.	83	84	80	84
<i>What Fer Didgee</i> Gal adds a bit of a sob to twangy chirping of hill novelty lament.	76	77	72	78
COWBOY COPAS (King 696) <i>Tennessee Waltz</i> Slow, deliberate hill waltz disk with Copas displaying strong, competent tonsils.	81	80	79	83
<i>How Much Do I Owe You?</i> Peppy folk ditty enables Copas and band to show off individual talents.	76	77	74	77
ERNEST TUBB (Decca 46119) <i>Seaman's Blues</i> Plaintive Tubb chanting of sea-going Texan lament.	75	76	75	74
<i>Waiting for a Train</i> Tubb delivers folk blues with usual train flavored lyric.	73	74	71	75

RACE

LUCKY MILLINDER (Paul Breckinridge) (Decca 24384) <i>Tonight He Sailed Again</i> Breckinridge's tenor tonsils do well by good race ditty with Millinder ork providing tasty backing.	77	77	74	80
<i>Don't Hesitate Too Long</i> (Annisteen Allen) Deep Allen chirping over strong even paced Millinder backing which features good sax work and solo trumpet tootling.	74	73	71	79

RACE

ROSETTA HOWARD (Big Three Trio) (Columbia 38145) <i>Where Shall I Go?</i> Throaty Howard gal blues vocal and patter abetted by good incidental 88-ing.	75	74	73	79
<i>It's Hard To Go Thru Life Alone</i> Thrush sells poor race ware as strong as possible, but material too much to overcome.	56	57	51	59
ARBEE STIDHAM (Victor 20-2767) <i>In Love With You</i> Backroom blues stuff with earthy delivery of sensible but overly sedate lyric.	60	55	60	65
<i>I Don't Know How To Cry</i> More of the same.	61	59	57	67
ROY BROWN AND HIS MIGHTY MEN (DeLuxe 1154) <i>'Long About Midnight</i> Slow blues delivered well but lyrically ordinary.	60	59	59	63
<i>Whose Hat Is That?</i> Something slightly different in the blues vein; an amusing shout with Brown showing to be a strong newcomer to wax.	82	82	79	84
WYNONIE HARRIS (King 4210) <i>Good Morning, Mr. Blues</i> Lots of fine tenor sax on this side but the Harris is in good shape the material just isn't.	68	68	68	68
<i>Good Rockin' Tonight</i> Meaty blues stuff with a solid beat and a lusty Harris chant.	80	78	80	82
PAUL WILLIAMS SEXTETTE (Savoy 664) <i>Bouncing With Benson</i> Clean riffer dedicated to Detroit spinner Ed Benson.	63	62	62	66
<i>Boogie Ride</i> A boogie blues with a neat intro which should draw juke attention.	68	66	68	70
PAUL WILLIAMS SEXTETTE (Savoy 665) <i>The Twister, Parts I and II</i> Two sided instrumental loaded with familiar riffs from beginning to end. Just frantic and familiar enough for both sides to click off race box plays.	68	64	68	72
ANDRE ORK (Grand G-25000) <i>Not Tonight, Josephine</i> Happy polka styling with brief chorus vocal and patter.	73	70	72	77
<i>Pigs Knuckles</i> Novelty polka in fast paced bright styling minus vocal.	67	67	65	70
JOHN McGETTIGAN (Victor 26-7501) <i>Rare Ould Irish Whiskey</i> The thick McGettigan brogue chuckles its way thru traditional Irish tune. Disk is label re-issue.	64	60	66	65
(John Sheridan) <i>Come Back, Paddy Reilly, to Bally James Duff</i> Flip here is also a re-issue with Sheridan mixing in flute work and vocal chores.	64	60	66	65

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Aireon

Best of the Best

FOR 405

New York:

Lew Jaffa is no longer associated with Eastern Electric Vending Machine Corporation, selling organization for C-Eight Laboratories. Lew was the firm's sales manager. Due in town this week is Cliff Blake, Eastern's Western representative. . . . Sol Tabb, of Hysol Music Company, is sporting a tan acquired during his Florida vacation. Sol returned last week and is now back on the job.

Bill Rabkin, International Mutoscope Corporation proxy, reports that the Photomatics and Voice-o-Graphs on location at the Museum of Science and Industry during the recent run of the Photography on Parade Show proved so popular they will be retained as permanent installations at the museum.

Ben Linn, of Regal Music, passing out double-size cigars to his friends last week. On Saturday (27) his wife, Claire, gave birth to twin boys. . . . Hamilton Hoge, president of United States Television, reports that experiments are almost complete on the firm's new large-screen receivers. Two of these sets will be announced soon, one which yields a picture 3 by 4 feet and another 9 by 12 feet. . . . A recent addition to Broadway's Playland Arcade is Max Levine's new game, Pitch 'Em and Bat 'Em.

Matty Forbes, managing director of the Cigarette Merchandisers' Association of New York, returned last week after a month's stay in the South. Bernie (Red) Weiner kept things running smoothly at the association's office during Matty's absence. . . . Al Neyens, O. D. Jennings & Company rep, visited old friends on coin row last week.

When Paul Perkins was hired as a salesman by Emby Distributing, Inc., a year ago, none thought that he would be the direct cause of a major publicity boost for the local Wurlitzer distributor. But when the March 27 issue of *The Pittsburgh Courier*, prominent Negro weekly, rolled off the presses, it carried a full page of photos on Young Distributing, Inc., the firm which replaced Emby early this year, and a story praising the company for employing the only Negro selling juke boxes in this area. Dan Kipnis, Young partner, and Jim Healy, office manager, got a special mention in the accompanying feature-length story.

Barney Sugarman, of Runyon Sales Company, reports that the Recordio-Grams he placed on test location recently are proving top quarter grabbers. Barney has 10 of the Wilcox-Gay machines in various New Jersey spots. . . . Ed Barnett and Fred Pergola, of Cameo Vending Service, are receiving customers in their remodeled 42d Street store.

Muriel Winkler, secretary to Eddie Correston at Palisades Specialties Company, and Robert Paulson, assistant office manager of Palisades Amusement Park, were recently married. The Paulsons reside in Cliffside Park, N. J. . . . Videograph, Inc., manufacturers of the coin-operated combination juke box-television set, hit Nick Kenny's column in *The Daily Mirror* Monday (29). Kenny called the Videograph ". . . the most beautiful thing we have seen in years."

Al Simon is keeping busy this week overseeing the move of his office and showroom facilities from 64th Street to his new and larger quarters at 501 West 42d Street. Simon, who is Eastern sales agent for the Chicago Coin Machine Company, says the move should be completed early next week. . . . Nat Cohn, Modern Music Sales proxy, is planning a short business trip to Chicago.

Mac Pollay, top man at United Phonograph Service, reports he will soon expand his contract service plan for juke boxes to cover Brooklyn and Long Island. Designed for operators (See *New York* on page 119)

COINMEN YOU KNOW**New Orleans:**

Les Griffin, owner of Griffin Distributing Company, with offices in New Orleans, Jackson, Miss., and other cities, was seriously injured in an automobile accident in Jackson recently. He was confined to St. Dominic Hospital, Jackson, with fractures of the shoulder, nose, hip, arm and leg, as well as other injuries.

Dixie Coin Machine Company is expecting a shipment of the new Adams-Fairfax cigarette merchandiser which it will distribute. Ed Holyfield, Dixie manager, spent a recent week-end in Biloxi, Miss. Joe Ben Jones, salesman in the office, spent a week-end at his home in Monroe, La. Al Silberman, Adams-Fairfax Corporation sales manager, Los Angeles, was a visitor at Dixie. Out-of-town operators visiting the firm included Mr. and Mrs. Clarence Frazier, of Grand Isle; Jack Lopeman, Rayne, and M. Crow, of Franklinton, La.

Tac Elms, of TAC Amusement, reports business normal for this time of the year. He is spending a good part of his time cray fishing around the city. Joe Collins, Chicago, with CMAC, was a New Orleans visitor, calling on Griffin Distributing and others.

Bob Buckley, of Console Distributing Company, says business is pretty good if you are willing to work for it. The company has three service trucks on the road to assist ops in repairing all makes of bell machines. Sam Tridico is spending most of his time now in the Console office. Dave Martin is traveling for Console and is on the road most of the time with Buckley in Texas, Louisiana, Alabama and Mississippi. Joe Cannizzaro is office manager at Console. LeRoy Oubre, former bookkeeper, is running an out-of-the-city music route.

San Francisco:

Since joining the Golden Gate Novelty Company as sales manager and buyer, Al Meyer is making frequent trips out of town. He was away three days last week visiting the trade in the Sacramento Valley area and came back with the report that business in that vicinity is good. He is now planning trips to other Northern California territories. Incidentally, his company has just received a shipment of the new Tennessee five-ball game from the Williams Manufacturing Company, Chicago.

Attending the premiere Western showing of the Seeburg Select-o-Matic here last week were C. T. McKelvey, 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 Hirschfeld 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. Jack Cohen, president of the association, last week turned over a check for \$145 to Mrs. Roger O. Williams, one of the Red Cross volunteers in this area.

Ohio State Phonograph Owners' Association's (OSPOA) annual convention will be held at the Hollenden Hotel here Wednesday (14), with a record turnout predicted. Proceeds from the sales of banquet tickets will be turned over to the Cancer Fund.

Myron Erb, formerly with Triangle Distributing Company; Barney Wert, former operator, and John Helman, who was a service manager with Triangle Distributing, have formed the Erb-Wert-Helman Company to handle Aireon jukeboxes in Ohio.

Twin Cities:

Hy-G Music Company reported extremely high interest in Seeburg Industrial-Commercial Music (SICM) which was introduced in the Twin Cities last week in a special showing at the Dyckman Hotel, Minneapolis. Hy Greenstein, firm head, said the show, which opened Wednesday (31) and continued thru Saturday (3), drew some 200 to 300 persons daily. Al Lieberman, general sales manager for Hy-G SICM division, was in charge of the demonstrations. A strong newspaper advertising campaign—plus copy in the news columns—attracted considerable attention and numerous mail inquiries were received. Among them a letter from a school superintendent offering to quit his job and take to the road selling the new machine to schools.

The Gopher Candy Club, made up of candy manufacturers' representatives, is staging its 11th annual Friendship Dinner April 24 in Hotel St. Paul, with Paul G. Sandell, of Miss Morris Candies, Minneapolis, general arrangements chairman. . . . Miles Tierney, former Minneapolis coinman who retired sometime ago, came around this week visiting distributors "just to keep my hand in," he explained. . . . A. E. Coddington, Minneapolis operator, is back on the job after being bedded for a spell fighting a cold. (See *Twin Cities* on page 118)

Buffalo:

Davis Distributing Company here, headed in Buffalo by Lou Wertheimer, is giving its first showing of new industrial music this week at Hotel Statler. The Select-o-Matic will be viewed by coin machine men and many local industrial leaders for several days. Davis Distributing is reported to have added the Seeburg territory in Utica, N. Y. recently, thus expanding its distributorship over most of upper New York State.

Harry Winfield, J. H. Winfield & Company, well-known distributor here, has added U. S. Vending Machine Corporation's new air-conditioned large-size candy venders to his lines. He is so sold on the new machine which boasts a Nash-Kelvinator Refrigerator unit and large storage space, that he will operate a goodly number of them himself.

Jim Blakeslee, Iroquois Amusement Company here, is expanding his music routes and has bought new Seeburg equipment. He also is moving his headquarters, warehouse and repair shops to a larger location at 82 15th Street. . . . Herb Ross, operator, and owner of downtown Playland Arcade, is adding new ideas to his set-up. He is handling used records in the arcade, having set up an attractive large department at front window racing Main Street. His indoor golf is going okay and table tennis is getting started with formation of local industrial leagues. His new slogan is: "Amusement department store with three floors of fun for everyone." . . . Joe Molien, of Niagara Midland, has returned from Florida and en route made several biz stops in Chicago, Detroit and Pittsburgh.

Pittsburgh:

Mulligan Distributing Company here, outlet for the Aireon music machine, finally had some new Coronet 400's on the floor last week to show operators. The scheduled unveiling of the new equipment week before last was held without the physical equipment, which had been damaged in a freight wreck. But ops, who saw pictures of the machine at the showing, converged on the Mulligan headquarters Thursday (1) to see the Coronet on display and in working order.

Chicago:

Paul Bleck, of General Music & Novelty Company, Fond du Lac, Wis., takes wedding vows Wednesday (7). Paul is an AMI distributor and was formerly service manager for the Grand Rapids music machine manufacturing concern. His fiancée was at one time secretary to Ernest Rullman, erstwhile president of Automatic Instrument Company. . . . Monte West, AMI's sales engineer, is back from a tour of Jack R. Moore Company showings on the West Coast. Moore, with offices in Seattle, Spokane, Portland and San Francisco, was appointed distributor of AMI products in February.

D. A. Wallach, sales manager for Marvel Manufacturing, is back from an extensive road trip during which he visited Eastern distributors. He reports that several coinmen are very high on the Marvel plus-four coin chute, while others think the play appeal potential very promising. . . . Spring weather was a welcome visitor here the past week, and local operators were quick to report increased play as a result. The break in weather was also a tonic for operators with resort and transient locations in the outskirts of the city. With the roads so treacherous the past few weeks, many of those who drive have been staying close to home, which meant that out-of-town spots were not getting the play.

Cigarette and cigar operators from all over the country are looking forward to the National Association of Tobacco Dealers' annual convention which begins at the Palmer House here April 12. Thus far five of the largest cigarette machine manufacturers and four cigar vender makers have contracted for booth space at the conclave.

Genco is getting ready to debut a new five-ball game. . . . Arcade equipment and manufacturers are anticipating a good season again this year, but are hoping that the confusion about rail travel and shipments get clarified before too long. They claim that this is the buying season and some of the regular buyers are staying away until they see which way the wind blows. Last week traveling shows using special trains were informed that during the coal shortage no special trains would be moving.

Monarch Coin Machine Company's bell division is specializing in 50-cent bells, Carl Huppert reports. However, the nickel, dime and quarter models are still being accorded plenty of attention, Carl adds. Division, currently seeking to build up a backlog of the three-reelers, had anticipated first group turned out would last into June, but orders cleaned out this stock early. Monarch's Roy Bazelon is still vacationing in Florida.

A. A. Dubin, Vendi Freeze Sales, is sporting additional lettering on his office door these days. New legend states that he is regional manager of the new midjet car manufacturer, Keller Motors Corporation. . . . Henry Hildebrand, head of Berco, firm turning out the new Hilco ice cream bar vender, was out of the city last week busily tying up odds and ends on vender deals.

Victor Vending Machine Company, maker of a line of bulk venders, is producing at a good rate in its modern plant. New warehouse, adjoining the main factory, was just recently completed and is constructed along same modern lines as the latter. H. M. Schaefer, president, promises news of new equipment in the near future.

E. C. Travis Jr., Advance Machine Company, states that the firm's multiple line of automatic merchandisers is being turned out at a continuous pace, but due to continuing raw material conditions, a backlog can not be built up. . . . Central Stamping & Manufac-

turing Company's Arthur Eichholz says the new Vend-Tote merchandiser carrying tray is meeting good operator reception.

Nate Gottlieb, of D. Gottlieb & Company, left last week for a three-week trip to Florida, where he and his wife will enjoy a postponed vacation. Sol Gottlieb is in New York checking on the amusement game situation. He may be there seven weeks. . . . Army and air force PX systems now own approximately 50 per cent of all the coin machines located on military installations. According to authorities here, the post exchange service has been able to actually handle the servicing of venders, but has never had much success servicing the complicated wiring of pinball games.

Frank Mencuri, of Exhibit Supply, is away on an extensive road trip in the interest of arcade equipment. . . . Dr. Pepper Company disclosed last week that one of the things that has retarded the firm's expansion has been its need for a top-flight vending machine. Firm claims that this problem will be answered by a machine now in the pre-production stage.

There was plenty of activity at the United Manufacturing Company headquarters last week, and several out-of-town coin machine men were seen looking around the floor. Lyn Durant, United's president, and Billy De Selm greeted Louis Casola, who heads the Casola Coin Machine Company, Rockford, Ill., and spent some time with Norwood Veach, Central Distributing, St. Louis, before Norwood returned home. Also keeping busy with the visitors was Ray Riehl.

Bally Manufacturing Company greeted a number of visitors last week, among whom were Ben Becker, Ben Becker Sales Corporation, New York; Virgil Christopher, Chris Novelty Company, Baltimore, and P. Palmantier, of Palmantier Sales Company, Canton, O.

Al Sebring, Bell Products Company, is hurdling some production problems to get the new Beacon Junior mechanical coin changer out to the market. Firm's larger electric changer is still coming off the line and finding ready location reception, Al says. . . . Seymour Golden, new head of Coin Machine Service, is planning some high-level activity for the parts firm. Seymour was president of the Speedliner Corporation here, firm making liquid process duplicators, until February 15. He resigned to take over Coin Machine Service.

Coinex Corporation's Murray Rosenthal last week greeted visitors Louis Danley, Mendon, Mich., and J. Pianin, Belmont Sales, Detroit. Murray is backing up his previous statement that business is good by adding that the current level is high and still on the uptrend "as far as I'm concerned."

Mike Spagnola, Automatic Phonograph Distributing Company, says the new 40-selection AMI wall boxes are arriving in greater numbers lately. Two recent shipments indicate that production is being pushed on the boxes.

With the Midwestern showings for the new Aireon Coronet 400 completed, Fred Mann, regional manager for the firm, worked out of his Chicago office last week. However, he says he is about due to spend some time traveling thru Central Illinois. Fred says his distributors are writing in asking for faster deliveries on the new \$495 juke, and he is advising them that the factory is again stepping up its production to meet the call for the machines.

William M. Rabin, president of the Filben Corporation, spent the early part of last week on the East Coast. Sam Drucker was scheduled to leave for St. Paul the end of the week to

Detroit:

Arthur C. Olf Jr. and John A. Parks Jr. are forming the Vend Sales Company, with offices in the General Motors Building, to take over distribution here for the Hawkeye popcorn vender. They will also operate some machines. Both partners have had experience in peanut machine operation in the past, but are new to the popcorn field. . . . Austin Chavis and George F. Taylor, both new in the coin-operated machine field, are opening an automatic self-service laundry, under the name of Chavis & Taylor. They are locating in the suburb of Inkster.

Irving B. Ackerman, music operator and counsel of the Michigan Automatic Phonograph Owners' Association, was selected March 29 as the day's "birthday citizen" by The Detroit Free Press on the occasion of his 38th anniversary. A picture and brief biographical sketch were used in the daily paper. . . . William Lydon, former Michigan Commissioner of Employment Agencies, is starting manufacture of a new coin-operated pool table, which is now on test location here. Firm name is Lydon Industries, with factory on McBride Place.

James F. Hopkins, head of Michigan Music Company, operating Musik in this territory, and L. N. Bier, a newcomer in the coin machine field, are starting a route of "Pop" Corn Sez machines in the city and suburbs under the name of King Vending Company. Offices of the new company are in a building, now being remodeled, for use also as headquarters (See Detroit on page 119)

meet with Jack Carter, of the Midwest Distributing Company, to plan for showing the new Filben Maestro. Sam will return to the Twin Cities April 26 for the two-day, Four-State Convention. He and Rabin will make their headquarters at the Radisson Hotel, which also is the convention site.

Bell-o-Matic Corporation is now national distributor for Globe's Lightning coin changer. Grant Shay, vice-president of Bell-o-Matic, is justly proud of the latest issue of Spinning Reels, firm house organ.

R. L. Budde, ABT's assistant to the president, reports that the ABT packaged coin unit for venders is making good progress in the field. . . . Altho not too much has been said about it in the past, dime bars are apparently building up a steady following. In local dime stores, both Mounds and Hershey are featuring their 10-cent editions exclusively.

Several firms with lines related to the cigarette vending field are planning to show their wares at the NATD Show at the Palmer House here beginning April 12. . . . A local daily carried a story here this week pointing out that the brain and not the stomach controls the appetite. This probably means that food vender operators will have to concentrate on brain food.

Col. Roland Isker reports steady developments on his extensive routes in naval installations in the Chicago area. The colonel is a retired army officer but seems to make a specialty of doing business with the navy. . . . Fifth Army headquarters, located in the Hyde Park section of Chicago, is one of the city's top vending locations. An immaculately clean installation, it was a veteran's hospital until a year ago.

C. T. McKelvey, Seeburg vice-president, was in California this week attending the Select-o-Matic showing held by the Minthorne Music Company in the Los Angeles Ambassador Hotel. Minthorne firm was anticipating a heavy turnout of Southern California coinmen, since it mailed out more than 30,000 invitations.

Indianapolis:

Bill Bolles, Packard Manufacturing, who returned from an Eastern business trip, is on a flying trip to the South, including stops in Alabama, Mississippi, Kentucky and Tennessee. He will visit the high spots in all the mentioned States. . . . Clarence Hohman, assistant to Mrs. Blanche Janes, of the Janes Music Company, reports the birth of a boy, born March 27 in St. Francis hospital here.

Bannister & Bannister Distributing Company are showing Manhattan phonographs. . . . W. D. Dawalt and M. W. Richardson have joined the sales organization of the Southern Automatic Music Company. . . . S. T. Fowler, Cambridge City operator, was a recent visitor on coin row, buying supplies and equipment. . . . Music Operators of Indiana, Chapter No. 1, report several new members. Robert McDuff, Kenneth Cardinal and Mrs. C. C. Surber joined the organization at the last dinner meeting.

Charles Baker, of the Wabash Distributing Company, Terre Haute, was on coin row buying new equipment. . . . New phonographs are not moving as they should, and business at taverns and other spots is off.

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Here Is Profit Pulling Play!

- Single coin play. Twin coin head with any combination of 5c-10c-25c chutes.
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EXAMPLE: A "Wild" lemon on center lite-up column with plum-lemon-plum on reels scores 3 plum award. Three bars with "Wild" bar lit scores 300. It's new. Different.

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780 224.50	Hitone, ES 139.50	DeLuxe 107.50
500 119.50	Commander, Cadet, Envoy, Major, etc. . . . 149.50	Standard 107.50
600 99.50	Classic, Vogue 109.50	Twin Twelve 69.50
24 Victory 79.50	Plaza 89.50	5-Wire Cellar Job 69.50
616, Ill. 59.50	Regal 89.50	Rock-Ola Spectravox, rebuilt and equipped with Seeburg Wireless Wallbox—to be used with Seeburg phonographs as remote console \$99.50
616, Plain 49.50	Casino 89.50	
61 64.50	Royal 69.50	
Cellar Unit 79.50	Rex 30-Wire Cellar Job 59.50	

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ROCHESTER

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) Lentsch, both well-known coinmen, have joined the Midwest staff. Lentsch 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.

Coin play in the Twin Cities area was enjoying a good pre-Easter spurt, but the snow storm Easter Saturday cut things down for a couple of days. However, Fritz Eichinger, St. Paul operator, says that the current good weather has brought out the nickels again. Fritz was in no condition to be running around in cold weather, 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 Symphonola 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 to keep waiting crowds 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 house.

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 Plitman. Incidentally, Lerner staged a television broadcast in his establishment the other night and drew a full house to witness KSTP-TV videocast of baseball teams in training. . . . Charles Swan, of Apex Amusement Company, Minneapolis, is busy installing new phonos in a number of his locations. . . . Bill Hattestad, who left the coin machine industry two years ago when elected mayor of Cottonwood, Minn., is returning, now that his fling in politics is over. He was in the Twin Cities this week shopping for equipment. . . . Marty Kantar, of Harmony Music Company, Minneapolis, is proudly sporting a new car.

D. K. Carter, Minneapolis operator, is back from a two-week vacation in the South. . . . Also back from vacations are Phil Moses, of Phillips Sales Company, and Mike Crakes, both Minneapolis operators. . . . Leo Landsberger, Mill City coinman, is expanding his music route. . . . Paul Aitkinson, 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 Gil Hanson, of St. Peter, Minn.; Phil Stang, of Jordan,

Minn.; John McMahon, of Eau Claire, Wis.; Claire and John Netterberg, of Castlewood, S. D. . . . Jonas Bessler, formerly with 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.

Lyle Caughey, 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. Caughey is one of the top jobbers to fill the candy-tobacco needs of most of Minnesota's vacationland area going north from Bemidji. . . . From Helena, Mont., comes word that Henry F. Sheehan, president of H. F. Sheehan & Bros. Company, large candy-tobacco jobbers, died there recently at the age of 84.

Irving Efron, of Standard Cigar & Tobacco Company, Twin City wholesalers, will be married in April. Cecil Tattleman and John Pruyn, 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 has been reached by Sol Sachs, who recently acquired sole interest in Perfection Sales Company, candy-tobacco wholesalers. Sachs, who also operates Sachs Nut & Shelling Company, returned from the East where he lined up a number of new lines to assure his retail trade of complete coverage. . . . Capitol Records branch office here is planning quite a hoop-te-do for Stan Kenton and his orchestra when the unit comes to Minneapolis later this month for a one-week engagement at the Radio City Theater.

Matt Engel, of Paster Distributing Company, reports that Wurlitzer phonos are moving extremely well.

METAL TYPER DISCS

FOR GROETCHEN TYPERS

\$7.00 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

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MAX GLASS
DISTRIBUTING COMPANY

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NOW—The Only Really New Console!

Keeney's WILD BELL

TWIN CONSOLE

in any 2-coin combination

• PLAY APPEAL GALORE

proven best by location test

SENSATIONAL EARNINGS!

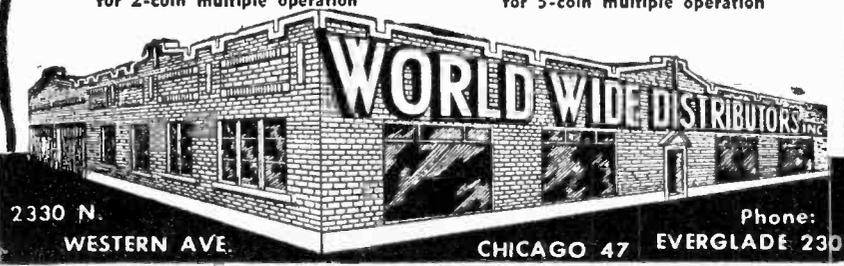
Immediate Shipment

PRICE \$800.00

. . . and to complete your console picture:

It's Keeney's GOLD NUGGET for 2-coin multiple operation

It's Keeney's TWIN BONUS SUPER BELL for 5-coin multiple operation



2330 N. WESTERN AVE.

Phone: CHICAGO 47 EVERGLADE 2300

with the shipping department having difficulty keeping up with orders. . . . Sid Levin said Gottlieb's Robin Hood flipper game continues to be a top seller with coinmen. . . . Aireon Coronet juke boxes are being very well received, reports Oscar (Ozzie) Truppmann, of Bush Distributing Company, Aireon distributors in this territory. . . . Archie LaBeau, of LaBeau Novelty Sales Company, is on the job following his tonsilectomy of a few weeks ago. He reports Rock-Ola music machines doing right well. . . . Business at the F. C. Hayer Company, RCA Victor Records jobbers here, is moving along at a rapid pace, Hayer reports. The company's new and spacious record department is constantly swarming with operators and dealers seeking the latest releases.

Detroit:

(Continued from page 117)
of the Michigan Music Company, which is moving to the same location at 2617 West Grand Boulevard.

Fred L. Kircher Jr., who is the son of Fred L. Kircher, veteran operator of Quality Vendors, at Lansing, has established a semi-independent branch of the firm here in Detroit under the same name, and is building up a route, specializing exclusively in candy machines. Young Kircher, who is a college graduate in chemistry and music, believes that the vending field is one of the best ways to learn business, and gave up specialized technical posts to go into the business. . . . Ben Newmark, of the Atlas Music Company, has returned from a trip up-State, and reports a heavy demand for Seeburg units thru the Wolverine territory.

Forrest Heath has been named sales manager of the new Music in Industry division of Atlas Music Company, handling the new Seeburg industrial music installations. . . . Ben Gittleman and Jerry Werbelow, of Alma, Mich., are incorporating the G & W Specialties Company with a capitalization of \$25,000 to operate popcorn machines.

New York:

(Continued from page 116)

who don't have mechanics on their staffs, Pollay's service guarantees to keep music machines in operation for a set fee per machine. Up to now United has covered only Manhattan and the Bronx.

Al Bloom, president of Speedway Products, claims excellent results with a tele-juke he has had on test location in a 46th Street tavern. Al has begun delivering the combination television-juke box to operators, now that his production line is rolling. . . . Zenith Radio Corporation, manufacturer of the Cobra 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 Cobra, records retain 95 per cent of their original fidelity after 2,000 plays.

Ben Palastrant, Aireon's Eastern regional sales manager, returned last week from a selling trip in Pennsylvania, Delaware, Maryland and Washington. He says public showings of Aireon's \$495 juke box will be held shortly in Baltimore and Washington. . . . F. McKim Smith, National Association of Automatic Machine Owners' president, was in town this week and looked in at the Savoy Plaza showing of Seeburg's new 200-record Select-o-Matic.

Albert I. Gorner, former public relations director of the Coin-Metered Washing Machine Operators' Association (CMWMOA), is no longer connected with the org. Charles Kaiser, CMWMOA president, is temporarily taking over his duties. . . . Fred Hunter, president of Automatic Devices, was a visitor here last week.

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 luxury trains on the Pennsylvania Railroad were meeting with enthusiastic traveler acceptance.

The games, Gottlieb Bowling Leagues, have been placed in the new recreation cars just put in service as part of the Jeffersonian, all-coach streamliner the railroad operates between New York, Philadelphia and St. Louis.

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 railroad spokesman told *The Billboard*. Three of the new cars are now in service, since three complete trains are needed to provide daily Jeffersonian service.

Car Facilities

The cars, built by the American Car & Foundry Company and decorated by Raymond Loewy Associates, are 85 feet long and incorporate such facilities for passengers' enjoyment and comfort as a small newsreel theater, a game and reading room, a completely equipped children's playroom and a sunken buffet lounge in sleek, modern club styling.

Air-conditioned thruout, 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

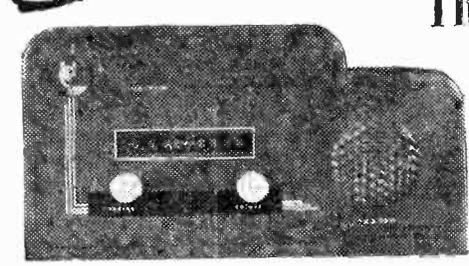
LOUISVILLE, April 3. — Urging coin machine operators to apply for their city licenses on coin-operated equipment immediately, David A. McCandless, Louisville safety director, warned them last week that the drive on unlicensed amusement and music machines will continue until all are licensed or confiscated. Thus far the license check has resulted in the 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 jammed the city tax offices 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.

Did You Know

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.



TRADIO has been re-designed 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.

For Pay as You Play . . . **ORDER NOW for immediate delivery**

IT'S TRADIO ALL THE WAY! **WRITE Dept. A-4**

TRADIO, Inc. ASBURY PARK, N.J. Telephone Asbury Park 2-7447-8-9

PROTECT YOUR INVESTMENT—MULTIPLY PROFITS WITH ALTAS PERSONAL SERVICE

NEW EQUIPMENT		NEW CONSOLES	
BANJO	TRINIDAD	Jenn. Challenger	\$595.00
TRADE WINDS	BALLY GOLD CUP,	Ev. Bang Tails	49.50
CINDERELLA	F.P.	Wild Lemon	542.50
BALLERINA	BALLY TROPHY, P.O.	Double Up	542.50
CARIBBEAN	GOLD MINE	Triple Bell	895.00
NEW JENNINGS BELLS*		CONSOLE BARGAINS	
Standard Chief, 5c	Lots of 5 \$269.50	5c Pace Reels Jr.	\$ 49.50
Standard Chief, 10c	279.00	25c Pace Reels	49.50
Standard Chief, 25c	289.00	Bang Tails	425.00
Standard Chief, 50c	399.00	Track Odds, Daily Double, JP	225.00
Standard Chief, \$1	599.00	25c Bonus Super Bell (Fl. Sample)	450.00
Super DeLuxe Lite Up Chief, 5c	324.00	Jennings Silver Moon	69.50
Super DeLuxe Lite Up Chief, 10c	334.00	5c Jennings Club Console	79.50
Super DeLuxe Lite Up Chief, 25c	344.00	25c Jennings Club Console	89.50
Super DeLuxe Lite Up Chief, 50c	354.00	Super Bell, 5-5-5-25	125.00
Standard Club Console	369.00	Super Bell, 5-5, FP & PO	89.50
Super DeLuxe Club Console	424.00	5c Big Game	49.50
*With Tic-Tac-Toe Reels, Same Prices			
SPECIAL! SHOOTING STARS		PHONOGRAPHS	
5-Ball Game		Seeburg Cadet	\$245.00
Top Money Maker—In Original Cartons		Wurlitzer 600	195.00
Now Only \$69.50 Ea. Lots of 5		Wurlitzer 616	89.50
In Single Lots, \$74.50 Ea.		Seeburg Royal	110.00
		Seeburg Classic	195.00
		Seeburg Hi-Tone, R.C.	275.00
		Seeburg Concert Grand	175.00
		Concert Master, '40	225.00
		Seeburg Crown	175.00
		Rock-Ola DeLuxe	175.00
		Rock-Ola Master, '40	175.00
		Mills Throne	145.00
		Mills Empress	169.50
		SEEBURG LO-TONE	295.00

WE CAN SUPPLY ANY BELL, CONSOLE, ARCADE MACHINE OR OTHER EQUIPMENT—WRITE!



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ATLAS NOVELTY COMPANY

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ATLAS MUSIC CO., 22 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE

Immediate Delivery!
FROM STOCK!

RUNZEL
Pushback Wire

18 or 20 Strand

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Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

RUNZEL
Cord and Wire Co.
1723 W. MONTROSE AVE.
CHICAGO 41, ILL.

COMPARE!

WICO FLIPPER KITS ARE FULLY GUARANTEED. YOUR MONEY REFUNDED IN 10 DAYS IF YOU DON'T THINK WICO FLIPPERS ARE . . .

**EASIEST TO INSTALL—
BEST TO OPERATE—
LONGER LASTING**

WICO FLIPPERS

FIT ALL

MANUFACTURERS' GAMES

KNOW YOUR FLIPPERS!

GET WICO SKILL
THRILL FLIPPER
KIT TODAY!
COMPLETE KIT. **\$5.95**

Distributors, Write

WICO CORPORATION
2913 N. Pulaski Rd., CHICAGO 41, ILL.
Phone: Mulberry 3000

SLOT ROUTE FOR SALE

1 1941 Buick Coupe; 16 1947 Jennings Chiefs, 5-10-25-50; 4 1947 Wurlitzer 1015, 1 1939 Rock-Ola, 1 950 Wurlitzer, 10 Late Marble Tables, Mechanic available who handles route. Federal taxes all paid. All covered under one-year contracts. Officers' Club, NCO Club and one post exchange. Route grosses \$25,000. Sale price, \$20,000. Large expansion expected shortly on this route. Will also sell a town route established 16 years. BOX D-229, The Billboard, Cincinnati 22, Ohio.

MECHANIC WANTED

Who can repair Phonographs, Pin Ball, Console and Slot Machines. Steady work, good salary.

MILLER MUSIC COMPANY

R. R. 1 HUNTSVILLE, OHIO

**Industry Taxation Threats
Temporarily at Standstill**

(Continued from page 101)

keep coin radios and coin television from paying the State licenses on coin-operated equipment turned into a boomerang when the bill was amended to tax not only coin radio and video but to double the existing tax rates on pinball games.

In the closing days of the session, operators are striving to secure passage of a measure which would bring fees back to the rates established by the Legislature in 1944. Whether the bill would get thru committees and past both houses of the Legislature before adjournment was anybody's guess this week.

Meantime, 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 other beverages in bottles or other containers."

On the surface, vending machine operators were certain of only one thing: The measure had been inspired by someone who would like to see soft drink bottle vending ma-

chines put out of business. Proposed annual rate per machine: \$100.

Bottlers, who have heavy investments in bottle drink venders, were ready to fight the tax, but reports from Mississippi indicated that a group of bottlers—who did not own soft drink venders—were pushing passage of the measure.

The same bill would place a \$2 and \$2.50 tax on other types of merchandise vending machines. The measure was being considered by the ways and means committee this week, following its introduction Monday (29).

In Massachusetts, it appeared that the bill to fix a maximum commission rate on cigarette vending machines was not as dead as had been reported. The Legislature, instead of reporting on the bill unfavorably—as had first been announced—decided to carry over debate on the matter until the next legislative session. Operators, who were originally warm toward the measure have cooled noticeably, and 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, automatic merchandisers won a victory in the closing days of the South Carolina legislative session when the State passed a bill exempting 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 merchants succeeded in having the act amended.

**Plan Graduation
For 2d NAAMO
Mechanics Class**

ATLANTIC CITY, April 3.—F. 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 being 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 was the case previously. Instead, members of the class will move directly into jobs which are now being lined up by NAAMO. Starting salaries for the graduates will be set in accordance with their 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 per year on juke boxes, pinball machines and vending machines has been started thru city council under Pennsylvania's new law which permits municipalities to levy such taxes.

The proposed tax ordinance provides that the levy "shall be payable . . . by the person operating or managing any device 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 planned in conjunction with the levy, and under this system machines can be moved from one location to another without paying additional taxes.

**Patent Issued
On Coin Counter**

WASHINGTON, April 3.—A starting control for coin-counting machines has been patented by Earl W. Quirk and Arnold R. Buchholz, both of Watertown, Wis. The patent, No. 2,438,822, covering four claims, has been assigned by Quirk and Buchholz to the Brandt Automatic Cashier Company, also of Watertown.

A description of the unit is as follows: In a coin-counting machine in which a driven coin feeding wheel is rendered inoperative by the counting mechanism at the termination of a predetermined count and rendered operative by the operation of a starting control, the coin feeding wheel being associated with a coin discharge passage, the combination of a coin discharge tube forming a combination of the discharge passage and supported for limited movement, electromagnetically operated means for operating the count starting control, and control means for the electromagnetically operated means operable by the operator's movement of the discharge tube as when a coin receiving tube is positioned to receive the counted coins from the discharge tube.

OPERATOR INTEREST

(Continued from page 101)

meeting in the Gold Room of the Radisson beginning at 1 p.m., ending at 5 p.m. During these four hours the exhibit floor will be closed.

Tuesday (27)—Exhibits open from 10 a.m. to 6 p.m. Convention banquet will be held beginning at 6 p.m. Homer E. Capehart will be the featured speaker at the banquet.

The Wisconsin Phonograph Operators' Association, with headquarters in Milwaukee, has informed Ferguson that it has canceled its own regular association meeting for April in order to let its membership attend the Minneapolis event.

MUST HAVE
A QUANTITY OF
**Bally Victory Derbys
Bally Entrys
and '47 Jockey Clubs**

CONSOLES

Mills '47 3 Bells, New \$375.00
Mills 4 Bells, 5-5-5-25 119.50
Mills 3 Bells 139.50
Keeney Super Bell, 5 & 25,
Comb. F.P. & P.O. 149.50

ONE-BALL PAYOUTS

Turf Kings \$ 49.50
Jockey Clubs 49.50
Kentuckys 39.50
Winning Tickets 25.00

Strikes 'N' Spares

Like real bowling, all new improvements. Cables, Pins, Switches, etc. **\$399.50**

NEW Pace—1946 Chrome Bells
5c. \$145.00 25c. \$165.00
½ List Price.

NEW Solofone & Personal Music
Boxes & Amplifiers
Priced to sell

ORDER TODAY! WRITE TODAY!

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COMPANY
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MUSIC

3—1015 Wurlitzer \$480.00
Very clean with stepper.
1—950 Wurlitzer 165.00
Clean and overhauled.

CONSOLES-ONE BALLS

7—Keeney Bonus Bells, 5c \$265.00
Perfect mechanically, clean.
5—Del. Draw Bells 265.00
Perfect condition throughout.
5—Draw Bells, red buttons 215.00
Reconditioned and good.
4—Victory Specials 159.50
Good appearance and running perfect.
2—Special Entrys 339.50
Almost like new.

KAW SPECIALTY CO.

1137 Osage Ave. Kansas City, Kans.

TRINIDAD — CARIBBEAN
GOLD MINE — BANJO
TRADE WINDS — TRIPLE ACTION
LEAP YEAR

Lehigh Specialty Co.

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PHILADELPHIA 21, PA.

JACK DAVIS

Tired of Being Retired, In Business Again
TRICKS—JOKES—NOVELTIES—SOUVENIRS
Specials: Wizard Packs or Svengall \$4.50 Dz.
Penny & Dime, original, best make 5.50 Dz.
Shimmy Dancers, 6 kinds, 40¢ Dz. 4.50 Dz.
Trick Matches, Plugs, Itch, Sneeze 25 Dz.
Storekeepers, send for new list.
JACK DAVIS, 514 Collins Ave., Miami Beach, Fla.
Mrs., what have you? I need Merchandise.

SEND TODAY!

FOR OUR LIST OF

OUTSTANDING EQUIPMENT BUYS!

CLOSING OUT STEEL AND WOOD ROLL DOWN GAMES

MAKE YOUR HIGHEST OFFER!

- KEENEY COVER GIRL
- MARVEL GOLD MINE
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ADVANCE ROLL AND OTHERS.

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NOW IN PRODUCTION DELIVERY SOON

"LEAP YEAR"

BY MARVEL

MARVEL Manufacturing Co.

2847 Fullerton Ave., Chicago 47, Ill.
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RECONDITIONED LIKE NEW

ROLL DOWNS

ADVANCE ROLL: \$175.00
BALLY HI-ROLL:

1/3 Deposit, Balance C. O. D., F. O. B. N. Y.

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PARKWAY SALES

101 East 93rd St. Brooklyn 3, N. Y.

SPRING SPECIAL! ABT CHALLENGERS

1948 MODELS, SLIGHTLY USED \$30.00 EACH

WRITE - WIRE - PHONE

1/3 Dep. With Order—Bal. C. O. D.
Write for Catalogue.

WEST SIDE DISTRIBUTING CORP.

698 Tenth Ave. (49th St.), N. Y. 18, N. Y.
Phone: Circle 6-8464

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 newsreel theater, a game and reading room and buffet lounge.

Nashville Ops Take Complaint to City Council

Discuss Coin Ordinance

NASHVILLE, April 3.—Meeting in a special but unofficial meeting with the city council here this week local coin machine operators charged that the proposed \$2 per machine tax would prove a hardship on small operators. Last week the ordinance to regulate amusement 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 music 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 a situation in Nashville that allegedly exists in Memphis. Newman expressed the view that the proposed ordinance would amount to 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 Reps at NATD Confab

ST. LOUIS, April 3.—Universal Match Corporation and its Schutter Candy division will bring the largest convention delegation in its history to the forthcoming National Association of Tobacco 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-long showing of products, Universal will hold its Corn Beef Open House, an event that has become one of the company's leading social gatherings 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 theaters, movie houses and sporting 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 12, the local 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 boxes. At near-by Norristown the annual tax and license fee for each music box and pinball machine is now \$15. The ordinance in Conshohocken, in addition to a 10 per cent tax on tickets to all theatrical entertainments, also imposes a \$10 annual license fee on pinball machines and music boxes.

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 an amusement tax of 1 cent on each 10 cents of the admission charge to theaters in Carlisle, also places taxes and license fees on music machines, pinball machines, pool and billiard tables, bowling alleys, circuses, carnivals, street fairs, taprooms and bars where "live music" is furnished, private parking places, and gasoline, kerosene or oil pumps.

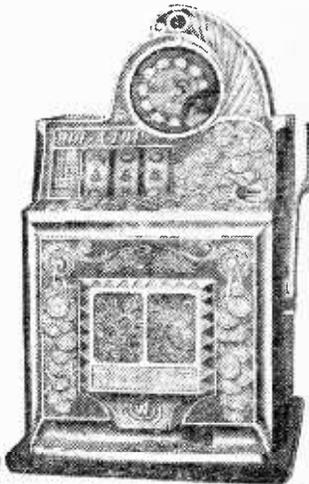
Begin Delivery Of New 5-Ball By Chicago Coin

CHICAGO, April 3.—Chicago Coin Machine Company has started deliveries on its newly developed five-ball game, Trinidad, Sam Wolberg and Sam Gensburg, firm heads, announced this week.

New amusement game features a multiple of play 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. Trinidad's 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, co-ordination and skill serve to keep player-interest at a high level when playing the game.

Philip Morris Dividend

NEW YORK, April 3.—Philip Morris & Company, Ltd., Inc., last week declared a regular quarterly dividend of \$1 per share on the cumulative 4 per cent preferred and 90-cents a share on its cumulative 3.60 per cent preferred stocks. Both dividends are payable May 1 to stockholders of record April 15.



NOW \$150.00
5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are Net F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.
Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

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SEEBURG } CONVICTS
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Must be complete with all parts

Will Pay \$30 Write for
Each—F. O. B. Shipping
Your City Instructions

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WANTED

GOTTLIEB
BATTING
CHAMP

MANUFACTURED IN 1939

D. GOTTLIEB & CO.
1140 N. Kostner Ave. CHICAGO 51
Telephone: ALbany 2640

WE WILL TRADE

10 LATE PHONOGRAPHS FOR ONE-BALLS OR CONSOLES OR FIVE-BALLS

MUST be late One-Balls and Consoles, and also Five-Balls. Get our Price List on all New Games. We will save you money.

USED PIN GAMES—In A-1 Condition

Flying Trapeze	\$149.50
Mexico	89.50
Singapore	165.00
Money	89.50
Super-Score	59.50
Havana	69.50
20 Used Bally Jockey Specials, Ea.	400.00

Now Delivering—Bally New Gold Cup, One-Ball.
Genco Triple Action—United Manhattan
Write for Price.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., So. Nashville 10, Tenn.
Phone 4-8571

finest RECONDITIONED EQUIPMENT IN THE NATION

Every game goes through our production line — fully overhauled mechanically — ALL PARTS FULLY GUARANTEED FOR 90 DAYS — you will say our equipment is the best you ever purchased.

PINS

Stage Door Canteen	\$29.50
Midget Racer	29.50
Surf Queen	35.00
Super Liner	49.50
Mam'selle	115.00
Stormy	179.50
Sea Breeze	55.00
Big Hit	25.00
Big League	29.50
Chicago Coin Baseball, with Flippers	100.00
Kilroy	75.00
Spellbound	40.00
Dynamite	55.00
Mystery	75.00
Cross Fire	95.00
Baffle Cards	55.00
Maisie	85.00
Tornado	90.00

Flippers added to any game—\$12.00 extra.

ROLL DOWNS

Total Roll	\$ 59.50
Sportsman's Roll	59.50

MUSIC

Seeburg Regal Lite Up	\$ 69.50
Seeburg Envoy, Remote	139.50
Seeburg Casino	79.50
Rock-Ola Standard	119.50
Rock-Ola DeLuxe	129.50
Rock-Ola Master	139.50
Rock-Ola Super (1940)	129.50
Rock-Ola Playmaster, Converted for 30-Wire Cable	129.50
40 Record AMI Singing Towers	79.50

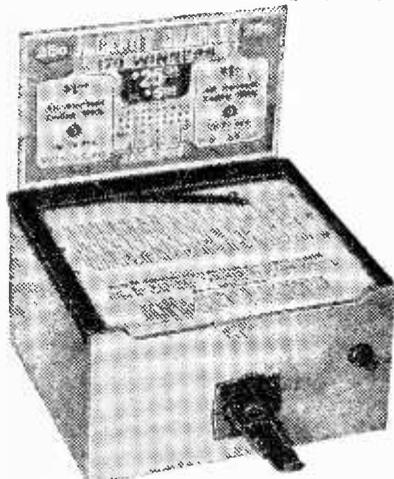
SPECIAL
Like New 1946 ROCK-OLA, \$375.00

Wurlitzer 616	\$ 39.50
Wurlitzer 500	99.50
Wurlitzer 950 E	195.00
Wurlitzer 600 K Victory	99.50
Wurlitzer 600 R Victory	89.50
Wurlitzer 24	99.50
Wurlitzer 750-E	279.50

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

Deals of all kinds Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

Perfect—Late Models

HAWAII	\$120.00
NEVADA	130.00
STORMY	165.00
HUMPTY DUMPTYS	165.00
VICTORY SPECIALS	130.00
SPECIAL ENTRIES	300.00

1/3 Deposit—Balance C. O. D.

SOUTHERN AMUSEMENT COMPANY
1935 Sophie Wright Place, New Orleans 13, La.

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-F Cigarette Vender, Adams Fairfax Corporation, 5721 West Jefferson Boulevard, Los Angeles.

Art Show (Displays Photographs), Shipman Manufacturing Company, 1326 South Lorena Street, Los Angeles 23.

9EC Cigarette Vender, National Vendors, Inc., St. Louis.

Bottle Venders (Chieftain, Leader, Midget), General Vending Machine Corporation, 549 West Washington Boulevard, Chicago 6.

Kwik Shine (Shoeshiner), Kwik Shoe Shine Company, 3214 Broadway, Dept. E, Sacramento 17, Calif.

Maestro '48 (Juke Box), The National Filben Corporation, 1138 South Wabash, Chicago 5, Ill.

Select-a-Bar (Candy Vender), Shipman Manufacturing Company, 1326 South Lorena Street, Los Angeles 23.

Sapphire 99 (Phono. Needle), Duotone Company, Inc., New York.

Shine-o-Mat (Shoeshiner), name has been changed to Shine Betty, according to Carl E. Danielson, Sacramento, Calif., the inventor.

New Firms

Blendow & Meyer, Inc., 750 10th Avenue, New York.

Gold Amusement Company, Philadelphia.

Purchases

Missouri National Company, Kansas City, Mo., has purchased Carton Cooler Company, Kansas City, Mo.

Automatic Sales, Inc., Pittsburg, Kan., has purchased the U-Select-It Company, Carthage, Mo.

Chase Candy Company, St. Louis, has purchased the O'Brien of Cali-

fornia, Inc., (candy plant), San Jose, Calif.

Coin Machine Service, 1547 North Fairfield Avenue, Chicago, has been purchased by new interests headed by Seymour Golden.

Crown Farm 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 Blanche Bouchard, original owners.

Hagman Candy Company, Joplin, Mo., has purchased the John V. Whitten Candy & Tobacco Company, Carthage, Mo.

Personal Notices

Charles M. Dooley has been appointed manager of the merchandising and consumer research division of the Owens Illinois Glass Company, Toledo.

R. 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 Industries, Inc., have joined United States Vending Corporation. Stella will head the service department; Peterson will be in charge of production control.

Royal B. Rands, Boardman, Ore., 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

H. B. Enterprises, New Orleans, has been appointed distributor for Apollo Records.

R. F. Jones Distributing Company, San Francisco, has been appointed distributor for Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Seaboard Distributors, Hartford, Conn., has been appointed distributor for Apollo Records.

Unique Company, La Crosse, Wis., has been appointed distributor in Wisconsin, Minnesota and Iowa by Siros Manufacturing Company, Houston.

Branch Offices

E. E. Harvey Company, Inc., (record distributor), 234 Walnut Street, Cincinnati.

Jones Distributing Company, 1263 Mission Street, San Francisco.

FOR SALE! ABT RIFLE RANGE

USED ONE SEASON

- 18 FT. TARGETS
- 10 RIFLES
- 1 LARGE COMPRESSOR
- 5,000 CARTRIDGES
- 150,000 PELLETS
- ORIGINAL COST, \$4500.00

\$2000.00 COMPLETE

AL MEYERS

ROCKAWAY PARK, N. Y.
Phone: Belle Harbor 5-5949

ACCEPT ANY REASONABLE OFFER

Chicken Sams with conversions, Air Raider, Convoy, Rapid Fire, Howl-a-Bomb, Rock-o-Ball, Texas Leaguer, World League, Chi Coin Hockey, Seeburg Sportsman, Moving Target Gun, Midget Skee Ball, Champion Basket Ball, Windmill Sr. and 1 Shipman 2-Column Hershey Vender.

G. N. VENDING COMPANY
663 W. Broad St. Columbus 8, Ohio

ATTENTION SHOWMEN, CARNIVALS AND COIN MACHINE OPERATORS!

Guaranteed Closeouts in Reconditioned and New Equipment. Phone or Wire Order.

1 A.B.T. Six Gun Rifle Range, complete. Original cost, \$1,500.00. Closing out for only	\$450.00
2 Pre-Flight Trainers, 25¢ slot, used less than 3 months and first class. Ea.	400.00
2 Seeburg Jap Guns, with conversion, recently refinished. Each	69.50
1 Fist Striker, 5¢, used 60 days. Each	125.00
2 Mutoscopes, 5¢, with reels & stands. Each	45.00
2 1947 Evans Ten Strikes, like new. Ea.	165.00
5 Mutoscope World's Fair, 2¢ Card Venders, with base. Each	35.00
1 Exhibit Double Unit, 1¢ Card Vender, with base	45.00
4 Chicago Coin Hockey. Each	69.50
1 Chicago Coin Goalee	135.00
1 Brand New Spotlite	99.50
10 Brand New Exhibit Ideal 1¢ Card Venders, with 1000 cards. Each	24.75
6 Factory Rebuilt and Refinished Panorams, either individual or open screen	Write
4 Used Panorams	Write
2 Slightly Used Post Card DeLuxe Photomatics—2 slightly used Voiceographs. These 5 pieces like new.	Write
4 Used Late Model Valtres. Each	125.00
6 Refinished Wood Cabinet Valtres, 1¢ or 5¢ slot. Each	85.00
1 Brand New Bat-a-Ball Senior	65.00
12 Pre-War A.B.T. Challengers, good condition. Each	11.50
48 Post-War A.B.T. Challengers, perfect condition, single	24.50
Lots of 5. Each	21.50
1 Pitch-Em, 1¢	8.50
1 Pikes Peak, 1¢	9.50
12 Gottlieb 3-Way Grippers. Each	17.50
5 Pop-Ups, 1¢. Each	10.50
12 Brand New Junior League Bat-a-Balls, with stands. Each	16.50
4 Brand New 5¢ Hi-Fly. Each	25.00
1 New Challenger Hot Nut Vender, with stand	45.00
1 New 10¢ Cigar Vender	31.50
2 Keeney 5¢ Super Bells. Each	75.00
1 Brown Cabinet Paces Races	85.00
1 Zoom, 1¢	7.50
1 Baker Lucky Strike	8.50

Also the following thoroughly reconditioned

Five-Balls:
3 Snappy, 2 Exhibit Stars; 1 each Broadcast, Zip, On Deck, Air Circus, Zombi, St. Moritz, Silver Spray, Knockout, Play Ball, Jolly, Band Wagon, Southpaw, All American, Sky Line, Star Attraction, Velvet, Sport Parade, Alert and Venus. Your choice. Each \$ 19.50

Six for \$ 100.00

1 Sea Breeze \$ 69.50

2 Double Barrel. Each \$ 39.50

2 Step-up. Each \$ 49.50

1 Big League \$ 49.50

1 Streamliner \$ 39.50

1 Canteen \$ 44.50

1 Surf Queen \$ 44.50

9 Post-War Vest Pockets. Each \$ 45.00

3 Post-War Columbia Twins. Each \$ 67.50

1 Jennings 5¢ Chief \$ 65.00

1 Post-War 10¢ Walling Rotatop, used 60 days \$ 95.00

Terms: 50% Cash With Order, Balance C. O. D.

THE VENDING MACHINE COMPANY
207 Franklin St. Fayetteville, N. C.

REMEMBER THIS

acme PLASTICS
ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

Solid Color — Non-Inflammable — Shrink-Proof — Expertly Molded — Perfect Fit

Write for Price List

ACME SALES COMPANY
505 West 42nd St., N. Y. LOnacre 3-4138

Chicago Coin All-Star Hockey	\$45.00
Evans Super Bomber, A-1	99.50
2 Bally Rapid Fires. Ea.	50.00
Test Pilot	75.00
2 Air Raiders, A-1	69.00
1 Selectoscope	90.00
1 Periscope	35.00
1 Liberator	35.00
6 Supreme Allies. Ea.	60.00
1 Roovers Electric	40.00
1 Shoof Your Way to Toyko	40.00
3 Anti-Aircraft. Ea.	40.00
2 Mutoscope Card Machines. Ea.	25.00

B. & M.

BOX 312 PALISADE, N. J.

READ

IN MUSIC IT'S SEEBURG

BETWEEN

SCIENTIFIC SOUND DISTRIBUTION

THE

EXCLUSIVELY DISTRIBUTED BY

LINES

ATLANTIC NEW YORK CORP.

540-550 W. 58th St., NEW YORK 19, N.Y.
PHONE: COLUMBUS 5-4584

10—1947 BUCKLEY TRACK-ODDS

Cash or check payout daily double. Jack Pot used less than 2 months.

MAKE OFFER

ACE NOVELTY CO.

342 Abby Fresno, Calif.
Phone 6-1011

MINIT POP

Floor Demonstrators. Salesmen's Samples 22 Machines. Guaranteed perfect. \$350.00 each. Terms: Full remittance with order.

P. K. SALES CO.

507-509 Wheeling Ave. Cambridge, Ohio

"AS IS" SALE

All Parts Intact

AMI Hi Boy, 40-Record	\$ 79.50
Singing Tower	90.00
Wurlitzer 61, C.M.	50.00
Wurlitzer 71, C.M.	65.00
Wurlitzer 616	35.00
Wurlitzer 500	85.00
Wurlitzer 850	175.00
Wurlitzer Twin 12	65.00
Wurlitzer 800	175.00
Wurlitzer 950	175.00
Wurlitzer 12-Record	30.00
Seeburg Gem	75.00
Seeburg Regal	75.00
Seeburg Classic	125.00
Seeburg 12-Record	30.00
Rock-Ola Boxes	3.00
Rock-Ola Bar Boxes	5.00
Packard Boxes	22.50

WRITE, WIRE, PHONE TODAY!

WE CARRY THE LARGEST STOCK OF USED EQUIPMENT IN THE NATION—ALL TYPES, MAKES AND MODELS. WRITE TODAY FOR COMPLETE LIST.

1/3 Deposit With Order—Balance C. O. D.

DAVID ROSEN, INC.

Exclusive AMI Distributor

855 N. Broad St., Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave., Baltimore 23, Md.
Edmonson 5322

Bell-o-Matic Will Handle Coin Changer

Nat'l Distrib for Globe

CHICAGO, 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 50-cent 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 thru use of section or individual 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.



Priced Within Reach of EVERY Operator

DELUXE & UNIVERSAL SAFES AND STANDS

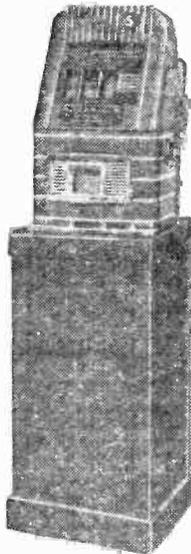
Nothing can compare with these super-safe protection units at the price. They are heavier, better constructed . . . are equipped with better locking devices . . . simplify servicing all machines . . . are streamlined and finished in attractive colors that harmonize with the finest interiors.

Plan TODAY to safeguard your machines, your income, and your locations with DeLuxe or Universal Protection Equipment.

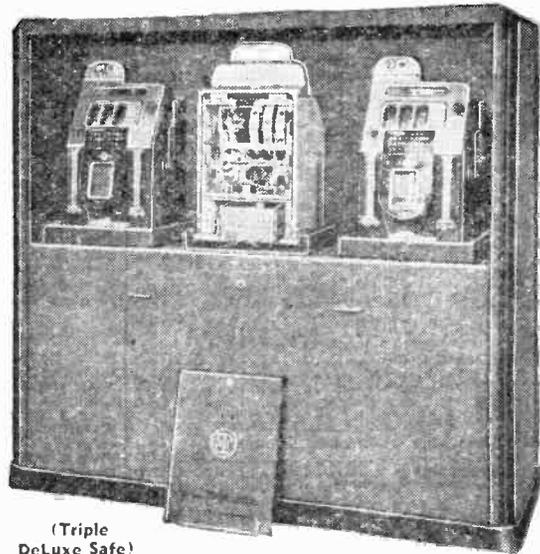
Write at once for literature, prices, and name of nearest distributor.

PROMPT DELIVERY

FIT ALL MACHINES



(Single Universal Stand)



(Triple DeLuxe Safe)

CHICAGO METAL MFG. COMPANY

3724 South Rockwell Street
Chicago 32, Illinois
Tel.: Lafayette 5754

ARCADE MACHINES

Voice-O-Graph, like new	\$1,200.00
Voice-O-Graph	900.00
Photomatic	500.00
Atomic Bomber	200.00
Bally Undersea Raider	175.00
Ace Bombers	175.00
Champion Hockey	150.00
Mutoscope Punching Bags (2)	150.00
Night Bomber	125.00
Keeney Submarine	100.00
Chicoin Hockey	85.00
Mutoscope Sky Fighter	75.00
Life League	65.00
High Striker	50.00
Strike the Clock	45.00

All of the New Pin Games—Television by Emerson, Coin Operated—Downing Johnson Coin Counter and Coin Sorter—New Buckley Cross Slot Machines and Track Odds Console—Chicago Metal Revolv-a-Round Safes—Wattling Scales—Silver King Merchandising Machines—Coin Stackers.

Write for Circulars.

1/3 Deposit—Balance C. O. D.

PHONE, WIRE OR WRITE

INTERSTATE COIN MACHINE CO., INC.
1883 Columbus Ave., Springfield, Mass.
Telephone: 3-9088

UNITED, MILWAUKEE

is now in new quarters at
3754 W. VLIET

Phone: West 3224

Get on Our Mailing List

United Coin Machine Company

SEE

SPEEDWAY'S TELE-JUKE

Speedway Products, Inc.

502 W. 45 Street New York 19, N. Y.
LONGacre 5-0371
Al Bloom, President

HIDEAWAYS \$50.00 EACH

Rock-Ola Windsor with Adapter.	
Seeburg Gem with Adapter.	
Filben adapted for Buckley Boxes.	
Boxes—\$7.50 Each—Buckley, Seeburg 30-Wire, Rock-Ola Telephone.	
Ten-Pin Alleys, crated, \$35.00; uncrated \$30.00	
Bowling League, 9 Ft. Alley, crated, \$60.00; uncrated	50.00
Seeburg Guns	35.00
(Target Conversion, Slap-the-Jap)	
Rapid Fires	40.00
Jennings Bob Tail, replay	25.00
Victory Model Wurlitzer	75.00
Personal Music Boxes	15.00
Amplifier for Personal Music	50.00
Large Toledo Scale	15.00
Sport Special	30.00
Record Times	35.00

E. & R. SALES COMPANY
813 College Ave., N. E., Grand Rapids 5, Mich.

SLOT MACHINES

HEADQUARTERS for all models of Mills Bell Machines
BOUGHT SOLD AND EXCHANGED ★ SEE OUR FLOOR DISPLAY NOW!

OPERATORS' INFORMATION ON REQUEST

BAFFLE CARD	\$ 54.50
CAROUSEL	77.50
COVER GIRL	25.00
CYCLONE	95.00
HI RIDE	130.00

MIDGET RACER	\$29.50
MISS AMERICA	59.50
SHOW GIRL	39.50
SMARTY	49.50
SMOKY	75.00
SPELLBOUND	34.50
STEP UP	34.50
SUPER LINER	57.50
SUPER SCORE	59.50
SUSPENSE	40.00
TORNADO	77.50

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

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 BANJO.

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.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



THEY'RE ALL MAKING BIG MONEY With "PRO-SCORE"

See your local distributor or write us for details. Write today.

GEORGE PONSER CO.

158 E. Grand Ave. CHICAGO 11, ILL.
Phone: Superior 4427

MINIT POP

10 Brand New 10¢ Play at \$425.00 each.

Terms: Full remittance with order.

P. K. SALES CO.

507-509 Wheeling Ave. Cambridge, Ohio

FIVE BALLS		APRIL SALE		PHONOGRAPHS	
Baffle Card, Gottlieb	\$ 69.50	AMI: Model "A" Phonograph	\$575.00	MILLS: Throne	65.00
Ballyhoo, Bally	74.50	MILLS: Wallboxes, new	30.00	PACKARD: Wallboxes, used	22.00
Big Hit, Exhibit	25.50			Hidden Unit	250.00
Carousel, Koenig	69.50			Model #7	455.00
Dynamite, Williams	45.50	ROCK-OLA: 1947 Model	420.00	Rock-Ola, 1946	320.00
Defense, Genco	15.50	Counter Model	77.50	Rock-Ola Master	117.50
Glamour, Bally	15.50	Hideaway #1424	250.00	8200 Lo Tone, w/amp.	220.00
Gold Ball, Chicago Coin	94.50	Model 9800	155.00	Royal	68.50
Havana, with new motor, United	97.50	9800, RCES	160.00	9800 Lo Tone model	200.00
Jeep, Exhibit	15.50	8800 Lo Tone model	200.00	1946 Model 146	475.00
Jungle, Genco	15.50	1946 Model 146M	490.00	9 Wallomatic Wireless	
Kilroy, Chicago Coin	59.50	Boxes, Ea.	15.00	Res	70.00
Liberty, Gottlieb	15.50	WURLITZER: #850 Hideaway	160.00	Model #800	205.50
Maisie, Gottlieb	89.50	Victory Model	72.50	Model #850	210.50
Marjorie, Gottlieb	89.50	Counter Model #61	55.00	Model #500K	103.50
Midget Racer, Bally	32.50	Counter Model Stands	10.00		
Playboy, Chicago Coin	78.50				
Play Ball, Bally	15.50				
Rio, United	76.50				
Rocket, Bally	69.50				
Smarty, Williams	42.50				
Showboat, Chicago Coin	15.50				
Smoky, Exhibit	79.50				
Showgirl, Williams	54.50				
Sky Ray, Keeney	15.50				
Sluggo, Genco	15.50				
Spellbound, Chicago Coin	34.50				
Stage Door Canteen, Gottlieb	29.50				
Sunbeam, Exhibit	15.50				
State Fair, Genco	46.50				
Sport Parade, Chicago Coin	35.00				
Step Up, Genco	44.50				
Suspense, Williams	34.50				
Torpedo, Genco	15.50				
Tornado, Williams	74.50				
Tropicana, United	177.50				
Ginger, Williams	119.50				
Mexico, United	139.00				

ATTENTION: We will install flippers on any five ball games listed above for \$10 additional charge.

ONE BALLS	
BALLY: Blue Grass	\$ 42.50
Dark Horse	42.50
Longacre	65.00
Pimlico	47.00
Victory Special	165.00
Special Entry	345.00
Jockey Special	445.00
Daily Races	240.00
GOTTLIEB: CONSOLES	
DeLuxo Draw Bell	\$320.00
Lucky Lucre, Cash P.O.	48.00
EVANS: Twin 5¢ & 25¢, fir. sam.	545.00
Jumbo Parade, Cash P.O.	44.50
MILLS: Jumbo Parade, F.P.	37.50

COUNTER MACHINES	
1¢ American Eagle	\$ 12.50
1¢ Skill Thrill, Daval	13.50
1¢ ABT Challenger Guns	16.50
1¢ ABT Big Game Hunter	11.50

MISCELLANEOUS	
New Silver King and Columbus Peanut and Gum Vendors	\$ 13.00
New Franz Scales	82.50
5¢ Coin Changers, single tube	8.10
5¢ Coin Changers, double tube	15.00
Mills Slot Stands, slightly used	21.00

1/3 deposit, balance C. O. D. or sight draft. State second choice if possible. Telephones: Main 8751 and Main 0477

T and L DISTRIBUTING CO.

1321 Central Parkway Cincinnati 14, Ohio

SHOOTING STARS 6-Ball Free Play Game, New, in Original Cases... \$69.50	PHOTOMATICS Outside Lights... \$315.00 Inside Lights... 375.00 Just Off Location	A. B. T. CHALLENGERS Brand New, With Stands, Complete... \$49.50
--	--	---

IMMEDIATE DELIVERIES—Write for Prices: Banjo—Build Up—Catalina—Cinderella—Ballerina—Leap Year—Trinidad—Lady Robin Hood—Bally Gold Cup & Trophy—Chicago Basketball—Shorty—Score-a-Barrel; also brand new Evans Bangtails—Packard Hideaway Unit, complete with Boxes.

SPECIAL! MILLS 50c SLOTS—ALL MODELS!			
RECONDITIONED EQUIPMENT WRITE FOR OUR NEW LIST AND SPECIAL PRICES FOR CONSOLES, ARCADES, 5-BALL FREE PLAYS, ONE-BALL F.P. & P.O., PHONOGRAPHS AND COUNTER GAMES! It Will Pay You To Inquire!	SLOTS—Reconditioned—Guaranteed		
	Mills Blue Fronts	\$ 75.00	10¢ 25¢
	Mills 25¢ Blue Fronts	85.00	92.50
	Mills 10¢ Brown Fronts	87.50	90.00
	Mills 5¢, 10¢, 25¢ Black Cherry Bells, used only 30 days	147.00	205.00
	Mills 5¢ Golden Falls	205.00	215.00
	Mills 25¢ Golden Falls	215.00	110.00
	Mills 25¢ Mystery Bonus	110.00	50.00
	Columbia 5¢-10¢-25¢ converter	50.00	21.50
	Slot Stands	21.50	44.50
	Single Safes	44.50	72.50
	5¢ Jennings Victory Chief	72.50	

Write for Prices on all New Mills, Jennings, Pace, Buckley Slots. **TRY OUR 24-HOUR REPAIR SERVICE.**
New Slot Box Stands (metal) \$22.50

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. **CABLE: MOCOIN.**

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

PALISADES IS NOW DELIVERING!
CARIBBEAN—BALLERINA—TRADE WINDS—CINDERELLA—TENNESSEE—CATALINA
FACTORY BUILT FOR NEW YORK CITY OPERATION
WE HAVE A COMPLETE LIST OF PRE-WAR AND POST-WAR EQUIPMENT. IT IS WELL WORTH NEW YORK CITY OPERATORS' TIME TO VISIT OUR SHOWROOMS.
READY FOR DELIVERY FOR OUR NEW JERSEY AND NEW ENGLAND FREE PLAY CUSTOMERS: Williams—Tennessee; Exhibit—Build Up; United—Caribbean; Bally—Ballerina; Bally—Eureka; Bally—Gold Cup Genco—Trade Winds; Gottlieb—Cinderella; Chicago Coin—Catalina; and other late new games in cases.
IMMEDIATE DELIVERY OF BALLY GOLD CUP, EVANS WINTERBOK, EVANS RACES, AND ALL NEW JENNINGS BELLS AND MILLS BELLS.
ONLY DEALER IN THE EAST WITH A COMPLETE LINE OF EVANS CONSOLES AND ALL SLOT MACHINES!
PALISADE SPECIALTIES COMPANY
498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.
ONLY 20 MINUTES FROM NEW YORK CITY VIA LINCOLN TUNNEL OR WASHINGTON BRIDGE.

GIVE TO THE DAMON RUNYON CANCER FUND

New Kentucky Tax Law Takes Effect July 1

Covers Most Coin Devices

FRANKFORT, Ky., April 3.—A much-amended version of House Bill 435—a general tax law applying to most types of coin-operated equipment, excepting certain venders and coin radios—has been signed by the governor to become effective July 1, 1948. The bill was part of the administration's revenue raising attempts and was contested strongly by operators, particularly merchandise vending operators.

In its final form, the new tax law provides exemption for certain kinds of venders, 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 contested the bill on the grounds that any per machine tax is unfair and discriminatory.

Quote New Law

Covered under the new law are all "lawful coin or token-operated vending machines . . . which contain no element of chance and which, as a result of depositing a coin, token or other object, automatically . . . issues or vends value received in the form of merchandise, goods, chattels, or products, or renders any service, imparts any information or data of any kind or nature whatsoever, or provides entertainment or amusement."

Specifically exempted by the law are: Parking meters, pay toilets, postage stamp vending machines, baggage lockers, coin-operated candy venders, coin radios, popcorn vending machines or 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 to be licensed do not violate any of the State's gaming statutes.

Fee Scale

Fees provided are \$10 per machine per year for any machine operating at a nickel thru nine cents, and \$15 per year for any machine which requires 10 cents or more to operate.

Bill provides that for "machines vending commodities for the sale of which an 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 now under the occupation 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 of the commonwealth is hereby authorized and empowered to levy a tax on coin machines as defined and provided in this act; provided, however, that any license tax so imposed by a municipal corporation shall not exceed in amount the taxes herein provided for State purposes, except that cities of the first class may levy taxes equal to twice the amount of the State taxes herein provided."

This enabling section of the measure was bitterly contested by operators, and operators of Louisville, the only first class city in the State, would be particularly hard hit should the city government decide to take full advantage of the law's provisions.

NEW METAL TYPER MACHINES

REPAIR SERVICE PARTS AND SUPPLIES

We Rebuild Old Groetchen Typer Machines to Look and Operate like new.



FINEST ALUMINUM DISCS

Plain or Colored
Write for Samples and Prices
FOR TOPS IN QUALITY
BUY DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

Eagle REPLACEMENT PLASTICS

- SOLID COLOR
- TOUGH CONSTRUCTION
- PERFECT FIT
- TOP QUALITY
- LOW COST

Strongest, toughest construction . . . almost 1/4" thickness. Solid colors through and through — not sprayed or painted.

Eagle Coin Machine Co.
1514 N. Fremont Ave.
Chicago 22, Illinois
Phone Michigan 1247

WANTED FIRST CLASS PHONOGRAPH MECHANIC

Write Box D-270, c/o The Billboard, Cincinnati 22, Ohio, stating full qualifications and references. Opportunities open in Midwest and Southwest.

New PROFIT ANGLE WITH **FLIPPERS**

\$3.95 FOR 30-VOLT KIT
Slightly higher for other voltages. When ordering, mention name of game.
COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.

SPRING HOUSECLEANING 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—these machines are RIGHT! Don't wait—All equipment subject to prior sale.

ROCK-OLA		WURLITZER	
12 Records	\$ 39.50	600 R	\$ 89.50
Masters	99.50	700	219.50
Supers	119.50	616	49.50
Commandos	99.50	Twin 12	49.50
Spectrovox	99.50	412	44.50
1426 (1947)	389.50	950	219.50
Counter Model	49.50	850	219.50
		24 Victory	59.50
		24	59.50
		1015	519.50

AIREON
1200 A \$199.50

We have large quantities of all Roll Downs in stock—write for our low prices!

1/3 certified dep.; bal. sight draft or C.O.D.

F.O.B. NEWARK, N. J.

Seacoast Distributors, Inc.

415 Frelinghuysen Ave., Bigelow 3-3524 Newark 5, N. J.

FIVE BALLS		CONSOLES	
AMBER	\$ 59.50	BOBTAILS	\$ 49.50
ARIZONA	39.50	BIG GAMES	49.50
BAFFLE CARD	59.50	BIG TOPS	49.50
BIG HIT	49.50	JUMBO PARADES	49.50
BIG LEAGUE	49.50	PACE REELS	49.50
BRAZIL	39.50	PACE SARATOGA (Comb.)	69.50
DYNAMITE	59.50	SILVER MOONS	49.50
FLAT TOP	29.50	HI HANDS	49.50
FAST BALL	49.50	BALLY DELUXE DRAW BELLS (Like New)	325.00
GINGER	139.50	KEENEY BONUS BELL	295.00
HAVANA	79.50	KEENEY TWIN BONUS	550.00
HAWAII	119.50		
IDAHO	39.50		
KILROY	59.50		
MIDWAY	39.50		
MYSTERY	89.50		
OKLAHOMA	39.50		
RIO	69.50		
ROCKET	89.50		
SHOW GIRL	59.50		
SMARTY	49.50		
STATE FAIR	69.50		
STEP UP	49.50		
SUPER SCORE	49.50		
SPELLBOUND	39.50		
SUPERLINER	49.50		
SOUTH SEAS	39.50		
SANTA FE	39.50		
TORNADO	79.50		
TRADE WINDS	39.50		
YANKEE DOODLE	29.50		

SLOTS

OVER 200 USED MACHINES, ALL MAKES, \$49.50 UP

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

OHIO SPECIALTY COMPANY, INC.

539 S. 2ND Phone: WAbash 2465 LOUISVILLE 2, KY.

Write for Prices on All New Machines

ROLL DOWNS (FLOOR SAMPLES)

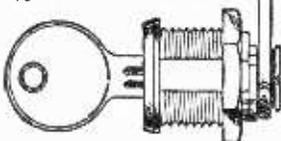
BOX SCORE	\$275.00
BING A ROLL	375.00
TIN PAN ALLEY	275.00

MISCELLANEOUS

BALLY BIG INNING (Used 1 Week)	\$395.00
WHIZZ (New)	59.50
BALLY DEFENDER GUN	89.50
KIRK ASTROLOGY SCALE (5000 Tickets)	79.50
ROCK-OLA LOBOY SCALE	39.50
MILLS SCALE	39.50
WURLITZER P12 PHONO.	49.50
WURLITZER 600 PHONO.	85.00
KICKER & KATCHERS (New)	22.50
WHIRL-A-BALL	19.50
A.B.T. CHALLENGERS	19.50
BALLY BLUE GRASS	39.50

COIN MACHINE LOCKS

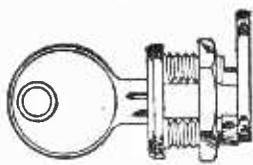
Keyed Alike or Keyed Regular 3/8 to 1 1/8 in. sizes



7/8 INCH LOCK
55c Each
LOTS OF 100 - EA. **49c**

We Carry All Standard Makes In Stock. Ready To Ship.

Send for Literature



5/8 INCH LOCK
52c Each
LOTS OF 100 - EA. **45c**

Largest Distributor of Replacement Locks. Established 1927

H. HOFFMAN
6245 N. WESTERN AVE.
CHICAGO 45, ILL.

TERMS: 25% With Order. Balance C. O. D.

CENTRAL OHIO'S QUALITY BUYS

CONSOLES

Draw Bells, Regular	\$239.50
Draw Bells, Red Buttons	259.50
Wild Lemons, New Ea.	542.50
Double Ups, New Ea.	542.50
Keeneey Gold Nuggets, 5¢-25¢	800.00
50 5¢ Jumbo Parades, F.P.	59.50
5 25¢ Super Bonus Bells	575.00
5¢ Bonus Super Bells	335.00
5¢ Jumbo Parade, C.P.	89.50
25 5¢ Paces Reels, Comb., F.P. Ea.	49.50
5¢ Paces Reels, C.P.	49.50
Price of Keeneey Triple Super Bonus, 5¢-10¢-25¢	895.00
Bally Triple Bells, 5¢-10¢-25¢	543.00

ARCADE EQUIPMENT

Battling Practice	\$ 79.50
Sky Fighter	119.50
Air Raider	79.50
Tommy Gun, Late	79.50
Panorams	259.50
Undersea Raiders	149.50
Lite Leagues	149.50
9-Ft. Skee Roll	69.50
Voice Recorder	79.50
Scientific Baseball	69.50
Jack Rabbit, New	300.00
Buckley Diggers	99.50
Rotary Pushers	265.00
Pop Up, New	25.00
Champ Basketball, New	49.50
Pokerino, Scientific	199.50
Goalee, New	225.00
Wurl. Skee Rolls, 14-Ft.	165.00
10 1/2-Ft. Premier Skee Rolls	WRITE

MUSIC

Rock-Ola Standard	\$109.50
Rock-Ola DeLuxe, '39	149.50
Rock-Ola Master, '40	159.50
Rock-Ola Super	179.50
Seeburg Hideaway, RC	249.50
Singing Towers	89.50
Aireon, Like New	295.00
AMI Highboy, 40	295.00
Selections	99.50
Wurlitzer 600-R	99.50
Wurlitzer 500, Victory Cabinet	145.00
8 Wurl. #125 Wall Boxes, Ea.	15.00
8 Seeburg Bar Boxes, RC	35.00
616 Wurlitzers	89.50

PIN BALLS, \$29.50 Ea.

Air Circus, Boloway, Bosco, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Invasion, Flat Top, Knockout, Topic, Victory, American Beauty, G.I. Joe, Horoscope, Marines at Play.	
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NEW SLOTS

Mills Black Cherry	\$248.50	5¢	10¢	25¢	50¢
Mills Jewel Bells	248.00	253.00	258.00	350.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00	350.00
Mills Vest Pockets	74.50				
Jennings Std. Chief	289.50	279.50	289.50	399.00	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00	454.00
Groetchen Columbia					145.00
Watling Rotatop	175.00	200.00	225.00	300.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00	375.00
\$1.00 Pace DeLuxe				550.00	550.00

PIN BALLS, \$19.50 Ea.

A.B.C. Bowler, Big Chief, Gold Star, Jungle, Legionnaire, Play Ball, Spot Pool, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.	
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USED AND FACTORY REBUILT SLOTS

5¢ Blue Fronts	\$ 79.50		
10¢ Blue Fronts	89.50		
25¢ Blue Fronts	99.50		
5¢ Brown Fronts	99.50		
10¢ Brown Fronts	109.50		
50¢ Chiefs	249.50		
50¢ Blue Fronts	249.50		
\$1.00 Chief	475.00		

COUNTER GAMES

1¢ Sparks, Check P.O.	\$12.50
1¢ Daval Marvels	19.50
5¢ Gushers, New	29.50
5¢ Davals, Free Play	39.50
1¢ Marvel Pop Up, New	25.00
1¢ Target Skills	22.50
1¢ Daval Grip Scales	32.50
1¢ Daval Buddy Cigarette	27.50
5¢ Jennings Grandstands	12.50

REBUILTS LIKE BRAND NEW	
5¢ COPPER, GOLD AND BLUE, Hammerloid Finish	\$119.50
10¢ COPPER, GOLD AND BLUE, Hammerloid Finish	129.50
25¢ COPPER, GOLD AND BLUE, Hammerloid Finish	139.50
(Drill Proof and Knee Action)	

SAFES & STANDS REVOLVAROUNDS

Single	\$ 79.50
Single DeLuxe	119.50
Double	165.00
Double DeLuxe	162.50
Triple DeLuxe	282.50
Heavy Double	285.00
Box Stands	25.00

1/3 DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

525 South High
Columbus 15, Ohio

PHONES: AD. 7949 - AD. 7993

SLOTS

MILLS—FLOOR SAMPLES—JENNINGS

1 5¢ Golden Falls*	\$185.00	2 5¢ Silver Chief	\$ 95.00
1 10¢ Original Chrome	150.00	1 10¢ Super Silver Chief	85.00
2 50¢ Original Chrome	225.00	1 25¢ Silver Moon Chief	155.00
1 \$1.00 Rebuilt Chrome	325.00	1 Standard Chief*	175.00
1 5¢ Black Cherry, Original*	150.00		
1 25¢ Blue Front	79.00		
1 10¢ Blue Front	64.00	1 25¢ Deluxe Chrome Bell*	\$116.00
1 50¢ Brown Front	200.00	1 5¢ Columbia Bell—Like New	59.00
1 5¢ Bonus Bell	119.00	2 Daval Free Play	60.00
		1 5¢ Watling Rol-a-Top	100.00

ARCADE

1 Ace Bomber	\$ 85.00	1 Panoram Viewing Mach.	\$200.00
1 Cigarolla	75.00	1 5¢ Pokerino, New Floor Sample	250.00
1 Drivemobile	85.00	1 Runyon Super Triangle, New	124.00
2 Evans Tommy Guns	50.00	1 Sherman Stamp Vendors, '44	35.00
1 Hi Ball	40.00	1 Shipman Select-a-View & Stand	35.00
1 Jumbo Parade	50.00	2 Skyfighters	60.00
1 Love Pilot	60.00	2 Smile-a-Minute Photo Studio	67.00
2 Mutoscope Photomatic, Late Model	356.00	1 Super Bomber	85.00
2 Mutoscope Reels	30.00	1 Traveling Crane	85.00
2 Mutoscope Skyfighters	60.00	1 Williams All Stars, Like New	395.00

MISCELLANEOUS

1 Chicago Metal Single Safe	\$ 64.00	1 Gold Ball (Five Balls)	\$180.00
1 Chicago Metal Double Safe	70.00	1 National Cash Register	250.00
5 Mills Weighted Stands	20.00	1 RCA Coin Operated Radio	25.00
1 Rock-Ola Standard, '39	160.00	1 Mills 5¢ Four Bell, Late Head	80.00
1 Mills Throne, '39	175.00	1 Pace 5¢-10¢-25¢ Three Way Bell	550.00
		*2 Months Old	

STEWART NOVELTY COMPANY

Wholesale Distributors
1361 SOUTH MAIN STREET TELEPHONES: 7-8171—7-1195 SALT LAKE CITY, UTAH

ALBERT SIMON, INC.

Eastern Sales Representative for CHICAGO COIN MACHINE CO. Announces the removal of Offices and Showrooms to

501-503 W. 42nd St.
New York 18, N. Y.
Longacre 4-006-7

CLEVELAND COIN'S OUTSTANDING VALUES

OUTSTANDING VALUES

- ★ 40 BALLY 200-CUP DRINK VENDORS\$260.00
- ★ 7 Post-War Models, SCIENTIFIC POKERINOS, Like New 225.00
- ★ 2 Slightly Used Microscope Voice-o-Graphs 575.00

USED CONSOLES

- 3 Mills 4 Nickel 4 Bells\$125.00
- 2 Bally Club Bells, Comb. 95.00
- 3 Keeney 5¢ Super Bells, Comb. 95.00
- 8 Keeney 5-5-25 Super Bells 225.00
- 10 Silver Moons, F.P. 89.50
- 2 Bob Tails, F.P. 89.50
- 2 Bally Draw Bells 225.00
- 3 Keeney 3-Way Super Bonus Bells 750.00
- 2 Keeney 2-Way Super Bonus Bells 495.00
- 2 Paces Reels, F.P. Comb. 95.00
- 2 Sun Ray, F.P. 85.00
- 2 Keeney '38 Track Time 95.00
- 5 Buckley Track Odds, '48 Model 550.00
- 2 Buckley Track Odds, Latest Model 650.00
- 3 Baker's Paces, D.D. Racers, 1947 175.00
- 1 F.S. 5¢ Evans Comb. 750.00
- 1946 Banetails 225.00
- 2 Bally Double Up 370.00

USED PIN GAMES

- Tally Ho, Floor Sam.\$105.00
- Ranger 115.00
- Fast Ball 54.50
- Step Up 64.50
- State Fair 69.50
- Cover Girl 175.00
- Rocket 64.50
- Kilroy 64.50
- Play Boy 109.00
- Gold Ball 129.50
- Honey 115.00
- Super Score 74.50
- Torchy 99.50
- Big League 44.50
- Surf Queen 34.50
- Sea Breeze 54.50
- Lightning 69.50

BRAND NEW VENDORS

- SILVER KING**
- 1¢ Nut Vendor\$13.95
- 1¢ Ball Gum Vendor 13.95
- 5¢ Nut Vendor 13.95
- VICTORS**
- 1¢ Victor V\$12.50
- 1¢ Victor K 12.95
- ADVANCE**
- 1¢ Ball Gum\$13.75
- 25¢ Model 21F 22.50
- 1¢ Stick Gum Vendors. 16.50
- ATLAS**
- 1¢ Ace Nut or Gum Vendor\$12.50
- 5¢ Bantam Tray Vendor 12.50

WRITE FOR SPECIAL QUANTITY PRICES

NEW COUNTER GAMES

- Penny Target\$39.50
- A.B.T. Chal-lenger 42.50
- Kicker & Catcher 35.00
- Champion Basketball 22.50
- Acme Electric Shocker 25.00
- Gottlieb Gripper 22.50
- Camera Chief 19.95
- Smiley 15.00

USED COUNTER GAMES

- A.B.T. Red, White, and Blue\$20.00
- Pop Up 14.00
- Post Card Vendors 15.00
- Smiley 10.00
- Bat-A-Ball Jr. 19.50
- Blue Bonnet 15.00
- A.B.T. Target Skill 20.00
- Pikes Peak 15.00
- Whiz 20.00

USED VENDORS

- 6 15-Col. U-500 U-Need-a-Pak Cigarette Vendors\$95.00
- 2 7-Col. S. & M. Cigarette Vendors 95.00
- 2 10-Col. Rowo Presidents 95.00
- 30 Du Grenier Champ-lions, Clean Shape, 7, 9, & 11 Col. 75.00
- 20 Northwestern #33 1¢ Ball Gum Vendors, Like New, Plastic Globes, Ea. 8.50
- 25 Silver King Ball Gum Vendors 8.50
- 25 Ace Nut & Gum Vendors 8.50
- 5 Shipman Stamp Machines 15.00

ARCADE EQUIPMENT

- 1 Evans in the Barrel\$110.00
- 2 Rapid Fires 110.00
- 1 Pitchem & Katchem 85.00
- 1 Scientific Baseball 95.00
- 1 Jafoo 9-Ft. Barrel Roll 125.00
- 3 Ten Strikes 69.50
- 2 Batting Practices 95.00
- 3 Chicken Sams 95.00
- 3 Keeney Air Raiders 110.00
- 3 New Bowl-a-Scores 125.00
- 1 Blow Ball 135.00
- Keeney Submarine 95.00
- Evans Super Bomber Major League 195.00
- 2 Rotary, Claw Type 169.50
- 1 Bally Defender 145.00
- Williams All Stars 325.00
- 2 Western Baseballs 95.00
- 2 Goals 150.00
- 6 Pinch Hitters 75.00
- 8 Boomerangs 95.00
- 10 Wurlitzer Skee Balls 165.00
- 4 Wurlitzer High Score Skee Balls 185.00
- 7 Bally Heavy Hitters 75.00
- Krazy Rabbit 150.00
- Hoot Mon Golf 75.00
- Panorams 185.00
- 1 Genco Play Ball 95.00
- 2 Chicago Coin Basketball Champs 325.00
- Kiss-o-Meter, New Knotty Peaks, 2 Machines, 1 Base 175.00
- Viewing Mach., 2 Machines, 1 Base 175.00
- Rotary Pusher Type 225.00
- Magic Heart 145.00
- 2 Strikes & Spares 395.00
- Premier Skee Barrel Roll, 1947 Model Photomatic 795.00
- 30 Exhibit Merchantmen Diggers 85.00
- Lite-o-League 99.50

SLOTS AND BELLS

- WATLING**
- 1 1¢ Blue Seal, D.J.\$ 50.00
- 1 25¢ Rollatop, D.J. 50.00
- 2 10¢ Treasury, D.J. 60.00
- 2 5¢ Treasury, D.J. 45.00
- JENNINGS**
- 1 5¢ Silver Chief\$ 75.00
- 1 25¢ 4 Star Chief 75.00
- 5 5¢ 4 Star Chief 60.00
- 1 5¢ Club Console 95.00
- 1 10¢ Club Console 105.00
- MILLS**
- 1 5¢ Black Cherry\$105.00
- 1 10¢ Blue Front 75.00
- 2 25¢ Glitter Gold 110.00
- 1 25¢ Black Cherry 125.00
- 1 50¢ Black Cherry 285.00
- 1 5¢ Glitter Gold 85.00
- 1 5¢ Blue Front 65.00
- 4 25¢ Club Console 125.00
- 1 1¢ Silver Chrome Bell 60.00
- Mills Vest Pockets 45.00
- 4 5¢ O. T. Blue Front 50.00
- 2 5¢ Glitter Gold O.T. 60.00
- 1 10¢ Glitter Gold O.T. 65.00
- 2 1¢ Blue Front O.T. 40.00
- 1 10¢ Blue Front O.T. 55.00
- PACE**
- 2 10¢ Blue Front Comets\$ 40.00
- 1 10¢ Paces Deluxe 65.00
- 1 1¢ Blue Front Comet 40.00
- 1 5¢ D.J. Comet 40.00
- 1 5¢ Club Console 95.00
- 1 25¢ Club Console 125.00
- COLUMBIA**
- 2 5¢ Latest D.J.\$ 75.00
- BUCKLEY**
- 1 25¢ Dice Machine\$ 35.00
- CAILE**
- 50 Assorted 5¢-10¢-25¢, 3/5 Pay-out, Good Working Order, \$40.00 Each in Lots of 5.

BRUSH UP SHOE SHINE MACHINES



The finest perfect operating machines produced. Immediate delivery, collects 10¢ or 5¢ for half-minute operation. \$189.50 Each.

Terms: 1/2 dep. required with all orders, bal. COD, FOB Cleveland.

CLEVELAND COIN MACHINE EXCHANGE, INC.

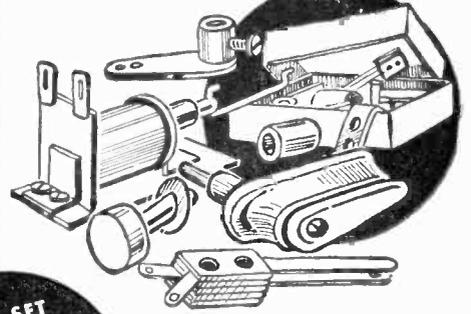
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Prospect 6316 • 6317



M. S. GIESER, Sales Mgr.

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.



EACH SET GIVES AN INDIVIDUAL CONTROLLED FLIPPER FOR EACH SIDE OF GAME.

Exhibit's NEW LIFE FLIPPERS comes to you in a kit, consisting of TWO complete FLIPPERS with installation instructions

Price \$3⁹⁵

ORDER from your EXHIBIT Distributor

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)

NOW MERCURY ATHLETIC SCALES IN 7 DIFFERENT MODELS A MACHINE FOR ANY LOCATION

ORDER NOW!!

TODAY!!

MODEL	LIST PRICE
STANDARD, 15 PLAYS.....	\$195.00
DELUXE, 13 PLAYS.....	129.50
LIFT GRIP ON STAND.....	120.00
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 Arranged to Bona Fide Distributors or Operators as Low as \$20.00 Down.

SEE YOUR DISTRIBUTOR NOW!

Mercury Steel Corporation

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DELUXE MODEL 13 PLAYS

BRAND NEW FLIPPER GAMES

IN ORIGINAL CRATES
\$85.00 and up

SILVER STREAK
BONANZA
STARLIGHT
NUDGY ROLLDOWN

CHICAGO BASEBALL
JOCKEY SPECIAL
KEENEY HI-RIDE

BALLYHOO
PLAY BOY
MELODY
WURLITZER 1015

BELL PRODUCTS CO. 2000 N. OAKLEY, CHICAGO, ILL.

NEW!

AMAZINGLY PRACTICAL "Speedy" Coin Counter and Stacker (PAT. PEND.)

Sensational Assistant in Handling Large Amounts of NICKELS and PENNIES

NOTHING TO BREAK OR GET OUT OF ORDER! NO MOVING PARTS — SIMPLE — ACCURATE! LIGHTWEIGHT — CARRY IT IN YOUR POCKET!

Counts and Stacks Coins in Correct Amounts Faster Than You Can Wrap 'Em!

A BOON TO CASHIERS CLERKS - ROUTEMEN

A Simple Metal Tube Device Which Measures and Counts Coins Fed from the Attached Zipper Bag.

ORDER YOURS TODAY! (No C. O. D. Orders, Please)

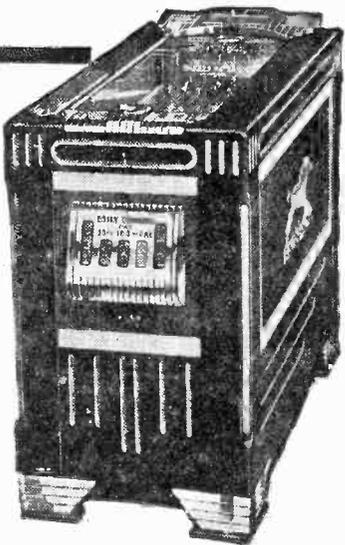
Both Sizes and Bag—Complete

\$7⁹⁵

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SPEEDY

MEG CO.
803 FULTON AVE
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GET IN THE MONEY WITH THE NEW BAKERS PACERS

The Aristocrat of Consoles
Gallop Horses • Flashing Odds • 7 Coin Play • Illuminated Track.

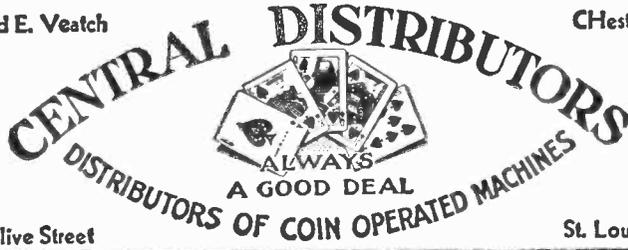
GUARANTEED! The Best Money Maker Ever Built or Your Money Back!

SEE YOUR DISTRIBUTOR OR WRITE TODAY!

BAKER NOVELTY CO., Inc.
1700 W. Washington Blvd., Chicago 12, Ill.

LIKE NEW GAMES—PROMPT DELIVERY
RIO\$ 67.50 HAWAII\$137.50 SINGAPORE\$157.50
HAVANA 87.50 NEVADA 137.50 TROPICANA 177.50
MEXICO 117.50 POST WAR GAMES.....\$22.50 Each

WRITE FOR COMPLETE LIST
PRICES Are Always LOW at "CENTRAL"
Norwood E. Veatch Chestnut 6096



2334 Olive Street St. Louis 3, Mo.

ROLL DOWN GAMES FOR RENT—TO ESTABLISHED OPERATORS

	Selling Price	Rent Per Month
Genco ADVANCE ROLL	\$199.50	\$35.00
Genco TOTAL ROLL	99.00	18.00
Esso STARS, Alley Roll	199.50	30.00
TOTAL ROLL, Conversion	159.50	22.00

When Writing Send 3 References—Ask for Latest List.

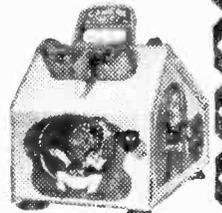
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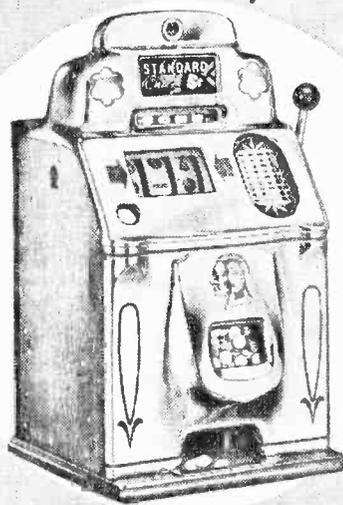
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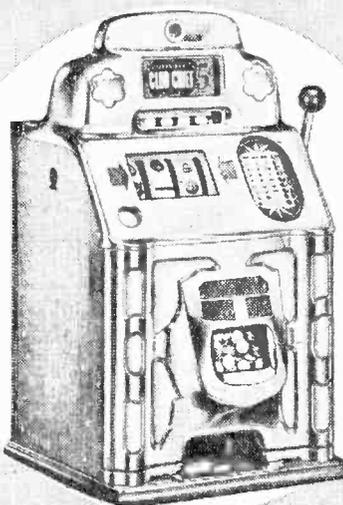
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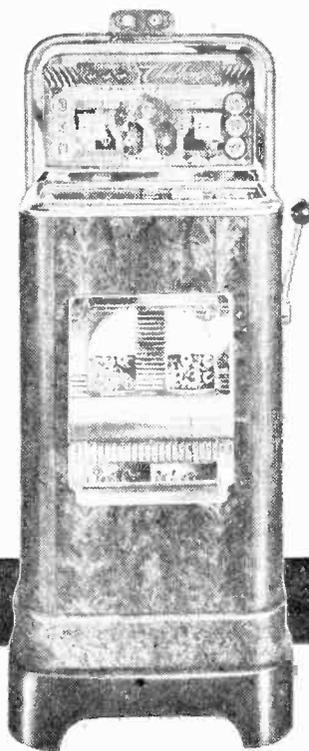


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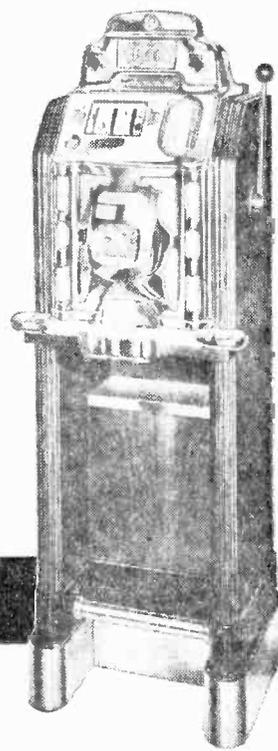
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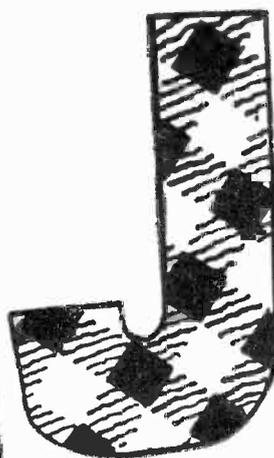
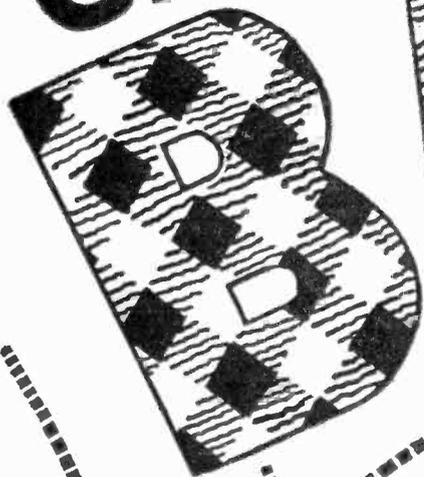
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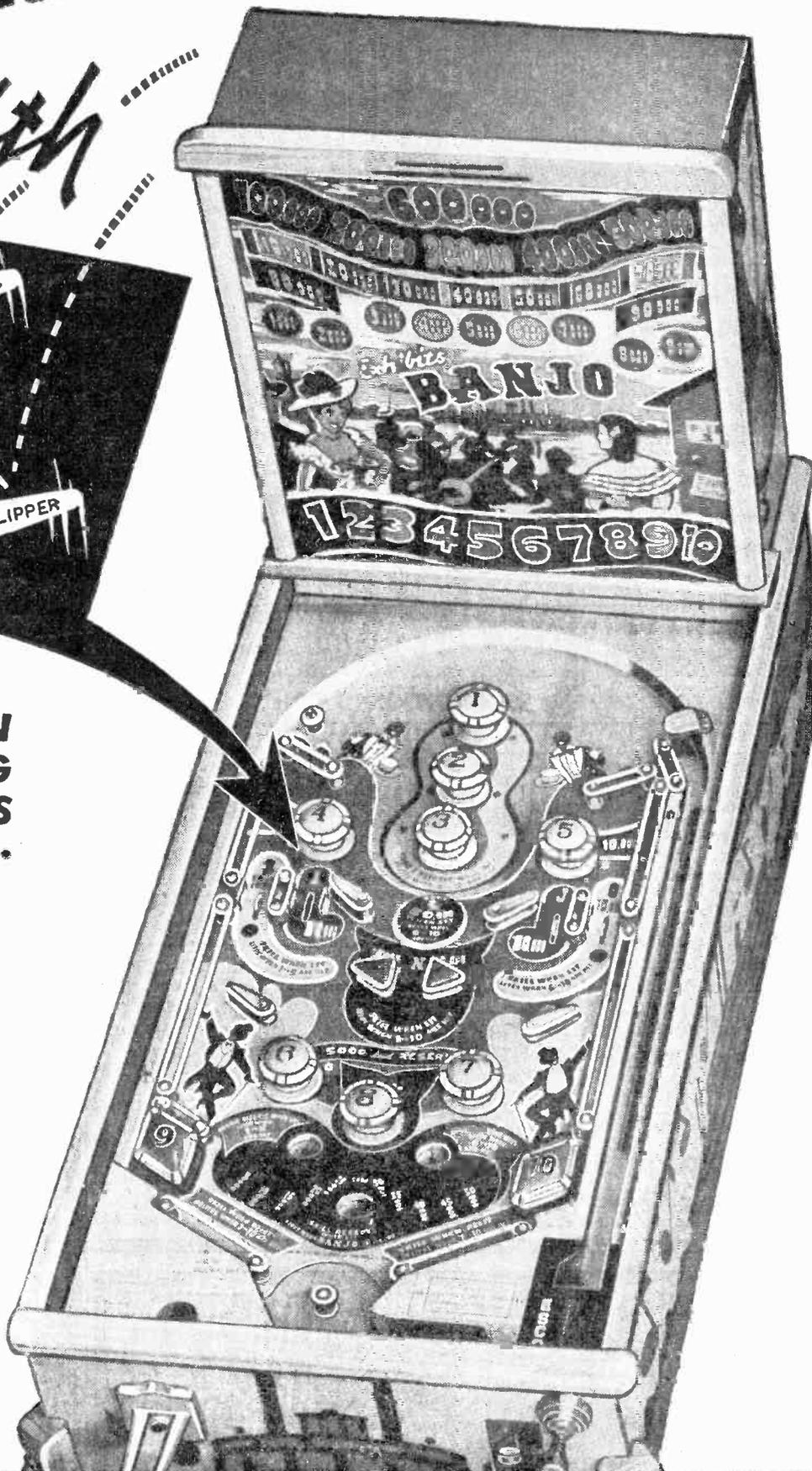
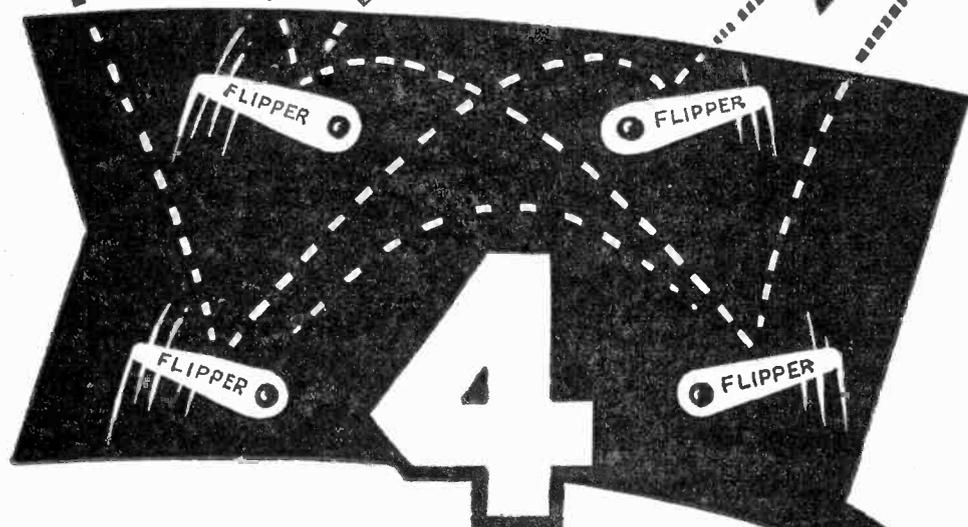
624 S. Third St., Louisville 2, Ky.	228 W. 7th St., Cincinnati 2, Ohio
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SKILL FLIPPERS

**WITH BANK SHOT ACTION
GIVING FAST FASCINATING
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• • WITH NO DELAY • •

plus **SINGLE and DOUBLE build
up BONUS HOLES**

plus **2 or 5 BUILD UP • •
• • BONUS BUMPERS**

plus **SKILL build up BONUS
HOLES (convertible to
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plus **HIGH SCORE BUILD UPS,
BUMPERS, ROLL OVERS,
BUTTONS, etc. • • • • •**

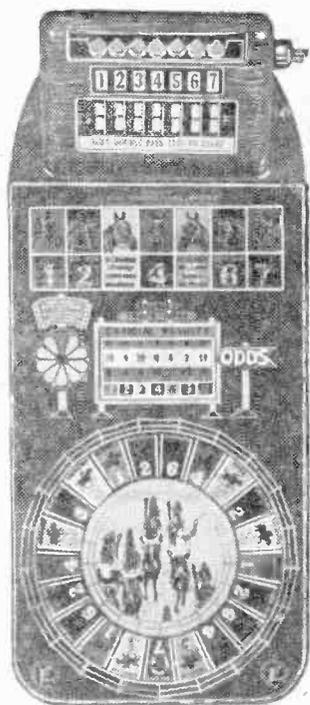
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EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)

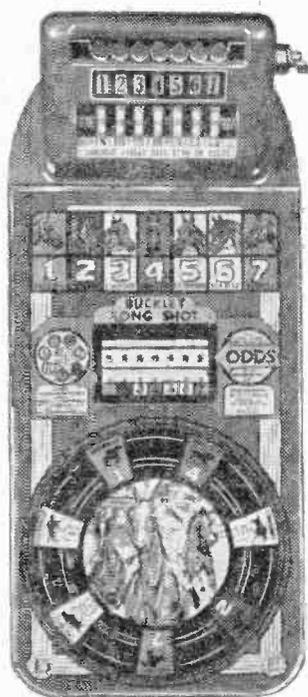
4218-4230 W. LAKE STREET • CHICAGO 24, ILL.

*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

PHONES: VAN BUREN 6636-6637-6638-6533

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT

Spring's The Time To Pep Up Your Locations

Trimount is Now Delivering

Gottlieb's CINDERELLA
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United's CARIBBEAN
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TRIMOUNT
COIN MACHINE CO.
40 WALTHAM ST. BOSTON 18, MASS. PHONE: LIS. 9400

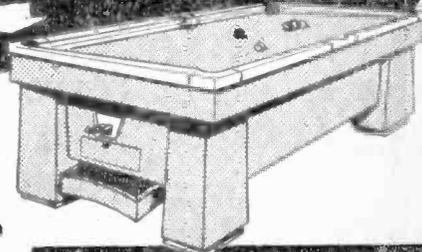
ENGLAND IT'S TRIMOUNT ★

TWO STEADY MONEY MAKERS



The New
RCA COIN-OPERATED RADIO

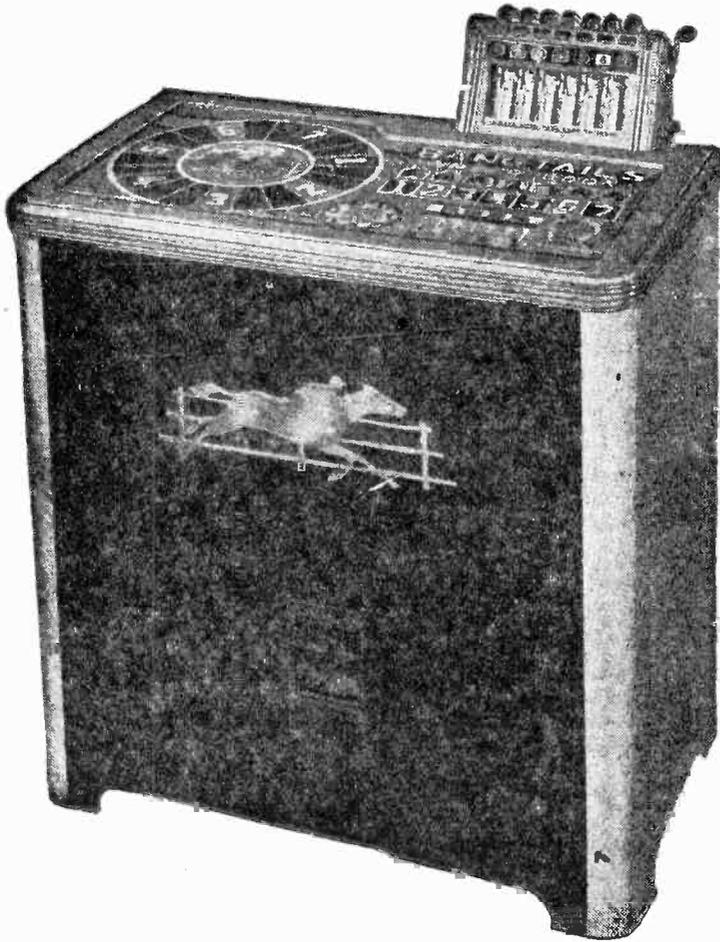
Built to stand up in all locations.



NEW POOL TABLES
5c or 10c
Coin Operated
Available in many sizes
Write Today for Information,
Terms and Prices!

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FAYETTEVILLE, NORTH CAROLINA
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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 5c 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 5c OR 25c PLAY

Ask the Man Who Operates One!

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.



MEMBER

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

MILLS LATEST MACHINES



◆ **GOLDEN FALLS**

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.
WRITE FOR PRICES



◆ **JEWEL BELL**

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.
WRITE FOR PRICES



MILLS Q T

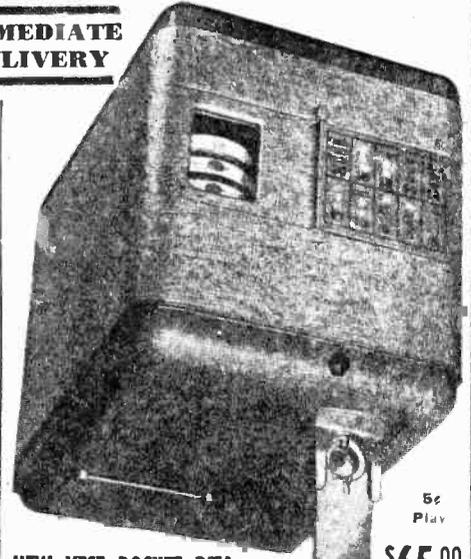
A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play
\$65.00
1/3 Deposit

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

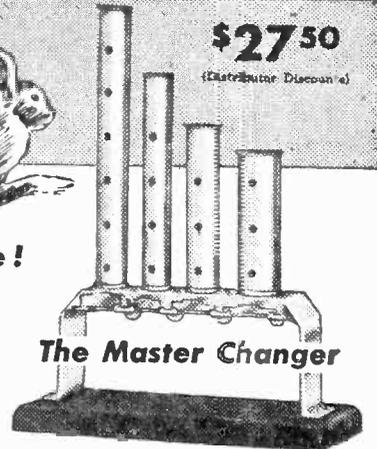
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It's Accurate!

It's Attractive!

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction . . . finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.



The Master Changer



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YOUR CHOICE:

\$29.50

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MEMPHIS, TENNESSEE

PH. 36-2309



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a profitable Bell-*

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WILL BLOW **GREATER PROFITS** YOUR WAY

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- More Ways To Advance Bonus Scores.
- Speedier Flipper Action to The Top of Board.
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- SIX Original FRB Features.
(FLOATING ROLL-OVER BUTTONS)



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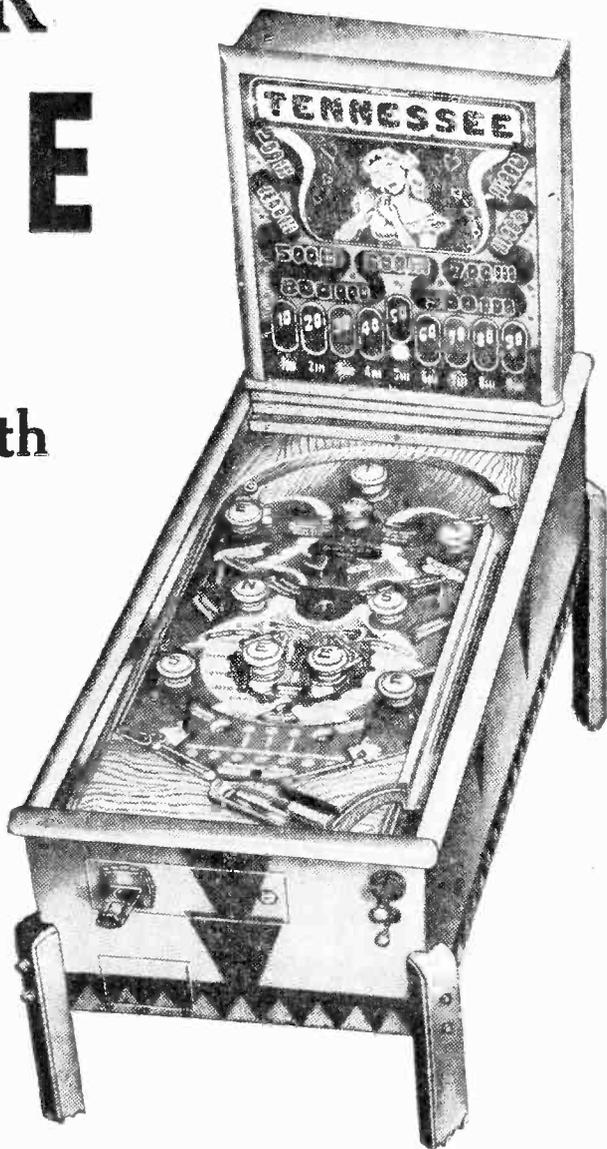
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2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

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TERRIFIC 5-BALL THRILLER with

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- ◆ 3-SPOT ROLL OVERS
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- ◆ DOUBLE PREMIUM SCORE
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- ◆ HIGHEST HIGH SCORE plus
- ◆ WILLIAMS' NEW PYLON LIGHTS!



HEAD FOR YOUR
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FOR IMMEDIATE
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America's Bell Machine Center

AUTHORIZED DIRECT
FACTORY DISTRIBUTORS
for
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BRAND NEW
MILLS
VEST POCKET BELL **\$65.00**

WRITE FOR
SPECIAL QUANTITY PRICE

NOW DELIVERING
BRAND NEW MILLS SLOTS
BLACK GOLD, HAND LOAD
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5¢ Q.T.

SPECIAL TOOL KIT

For Servicing
All Slots..... **\$19.95**



TERMS: 1/3 Dep.,
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WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

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YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS

AUTOMATIC COIN MACHINES & SUPPLY CO.

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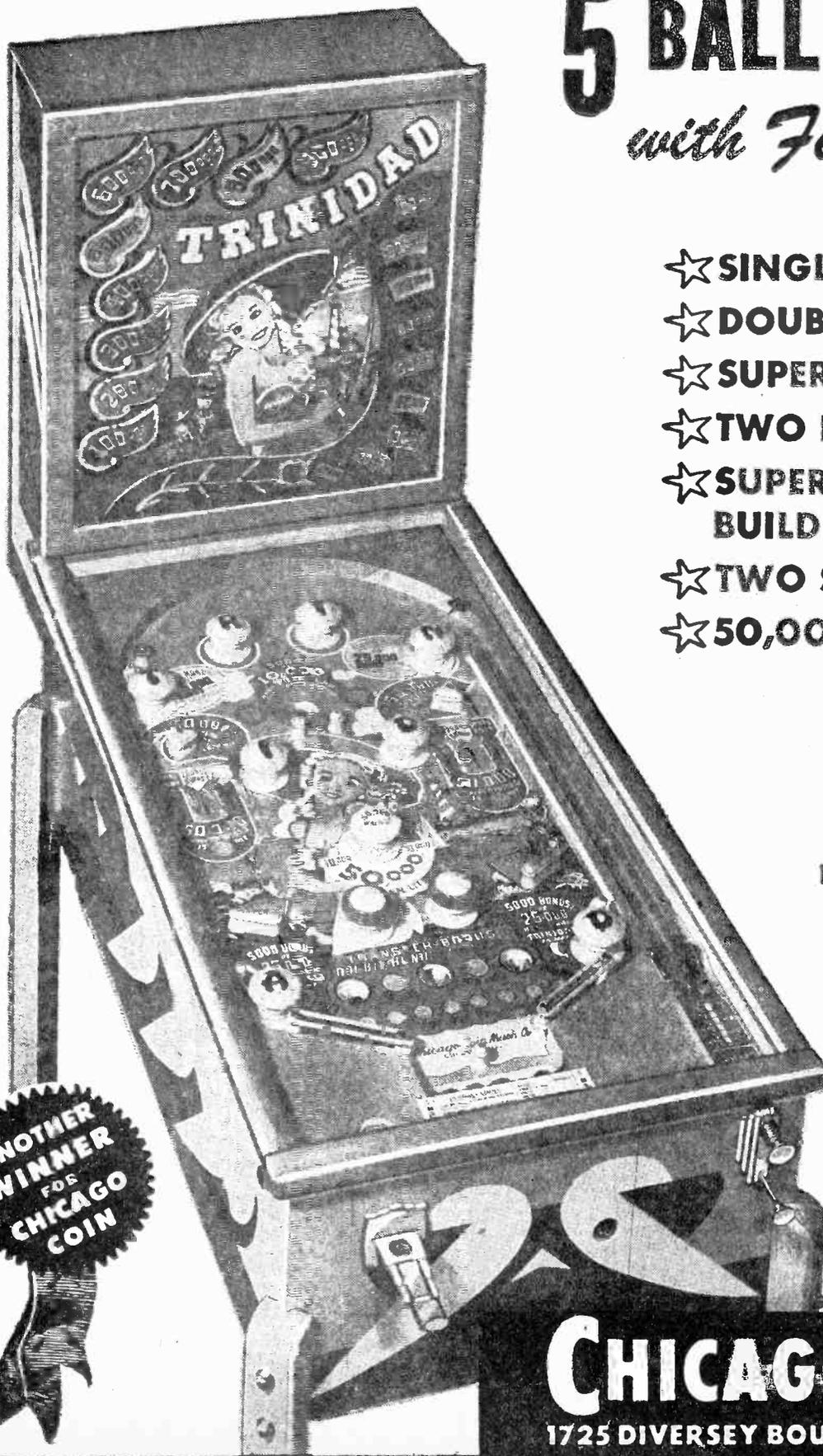
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Quick Play! Super Fast Action!

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5 BALL SENSATION
with Features Galore!



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- ★ DOUBLE BONUS
- ★ SUPER HIGH SCORE
- ★ TWO FLIPPERS
- ★ SUPER BONUS
BUILD-UP POCKETS
- ★ TWO SPECIAL PLAY LANES
- ★ 50,000 BONUS BUMPER

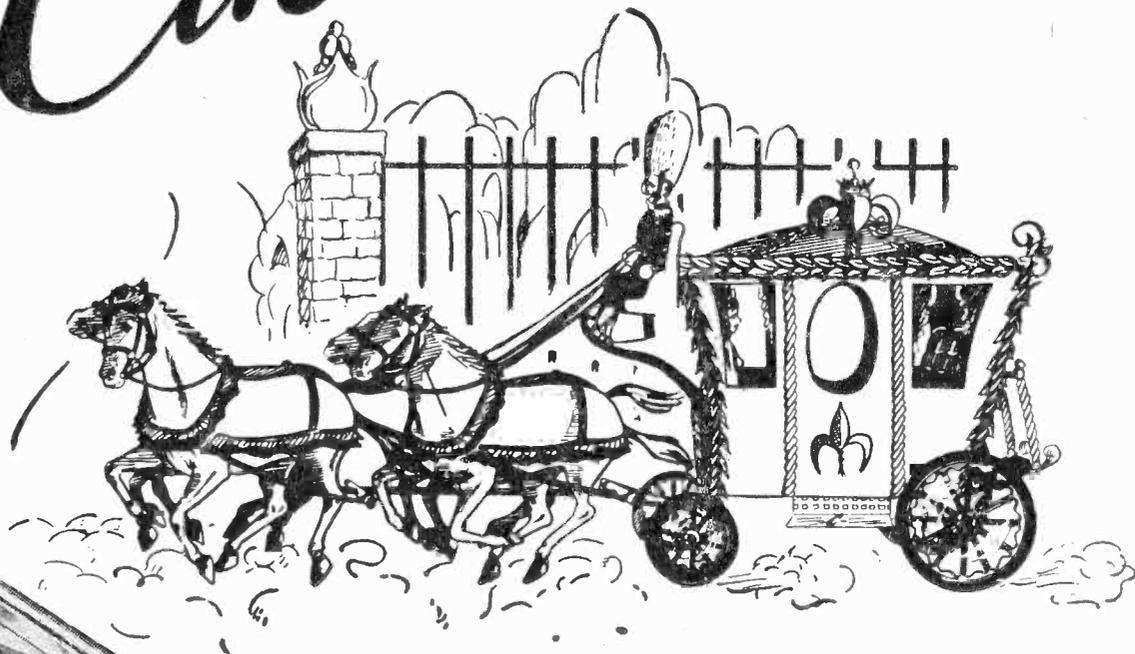
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TRINIDAD
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TODAY!



CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

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!

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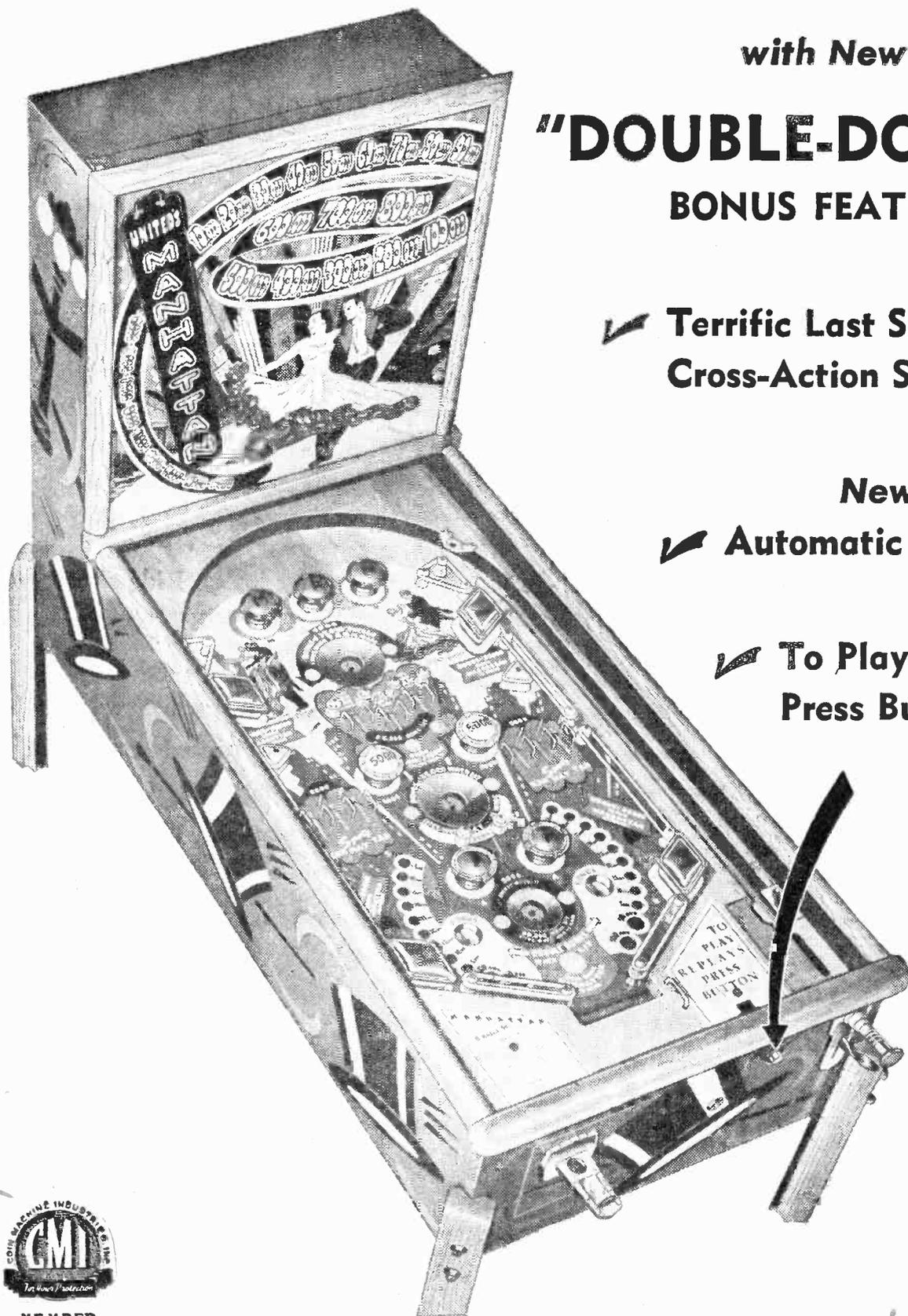
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FLIPPER BUMPERS
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There is no substitute for **QUALITY!**



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with New

"DOUBLE-DOUBLE"

BONUS FEATURE

✓ Terrific Last Second
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New

✓ Automatic Shuffle

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Press Button

FIVE-BALL
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REPLAY

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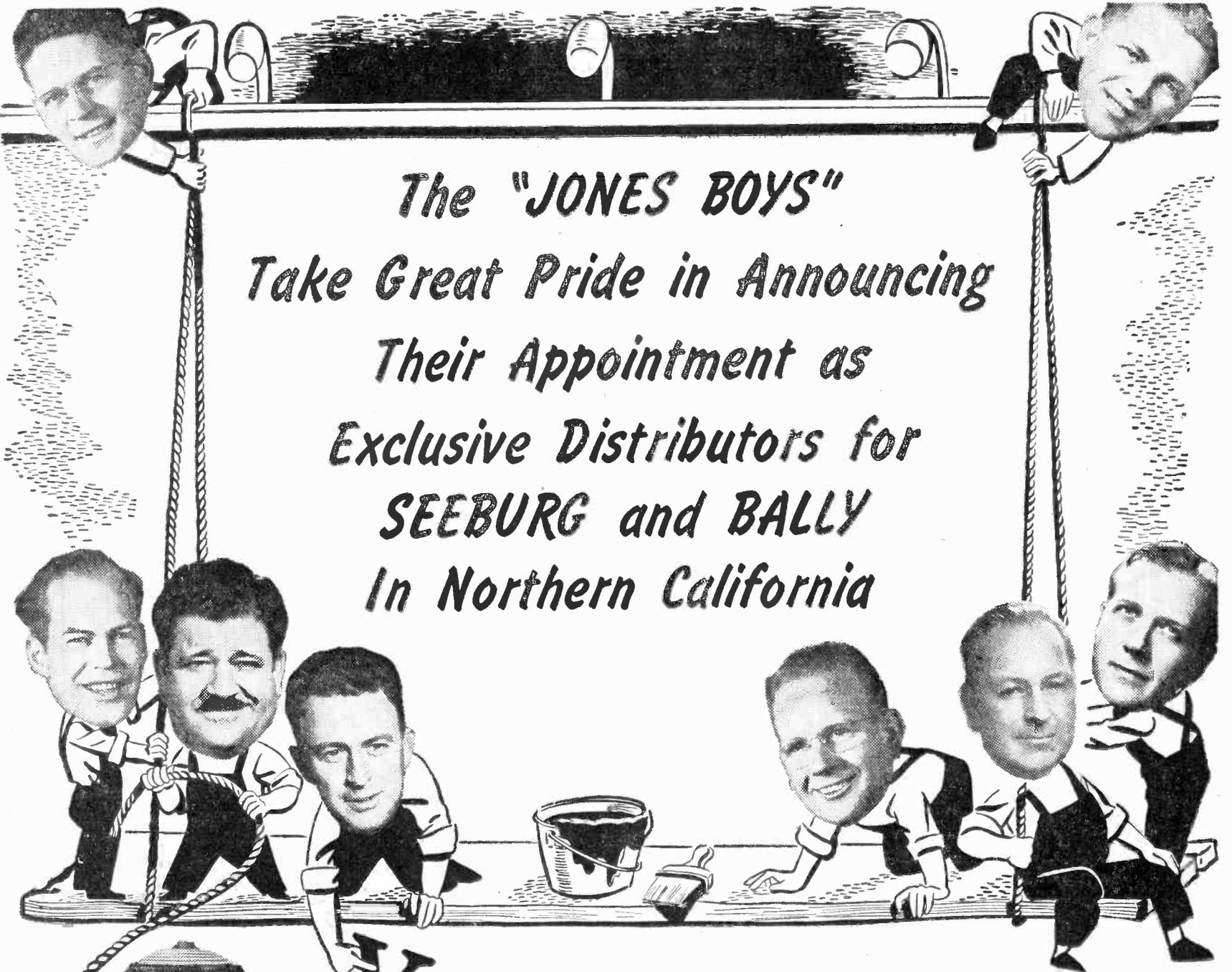


UNITED MANUFACTURING COMPANY

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CHICAGO 40, ILLINOIS



*The "JONES BOYS"
 Take Great Pride in Announcing
 Their Appointment as
 Exclusive Distributors for
 SEEBURG and BALLY
 In Northern California*

YES, 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!

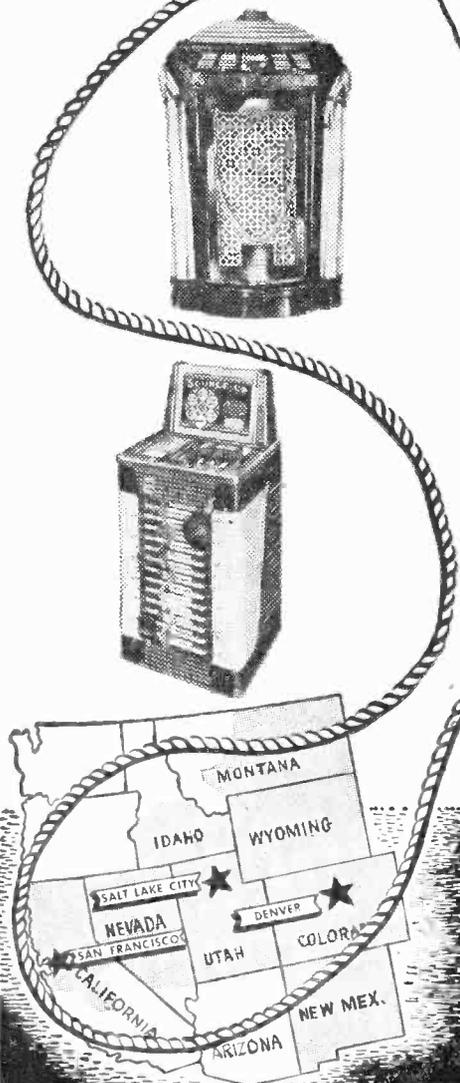
With the early completion of the remodelling of our new building at 1263 Mission St., in San Francisco, we will have the 3 most modern and complete service departments in the country. Thirty-five factory-trained service men assure dependable, fast service work.

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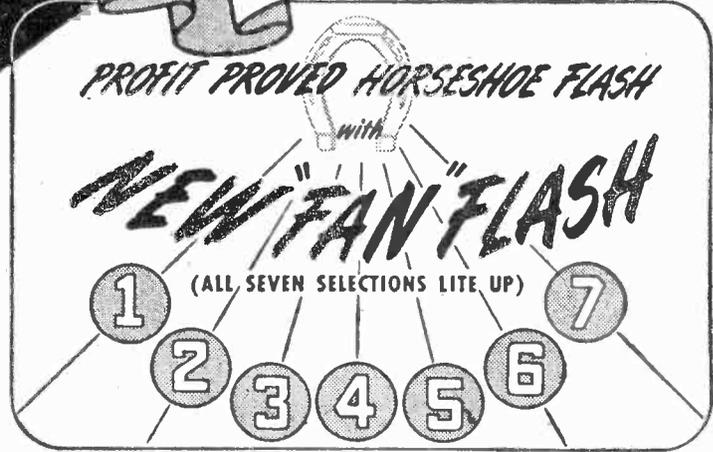




NEW Bally ONE-BALL MULTIPLES!

GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC



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.



BALLERINA

NEWEST BALLY 5-BALL NOVELTY HIT

Kicker-Bumpers
CONTROLLED BY PLAYER

New Double Bonus
7 WAYS TO SET UP BONUS—5,000 AND 25,000

Last Ball Suspense

INSURED BY KICK-BACK POCKET AT BOTTOM OF BOARD

5 Kick-out Holes
3 Saucer Holes
High Scores

Guaranteed
Mechanically Right

A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HY-ROLL • BIG INNING
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Bally MANUFACTURING COMPANY

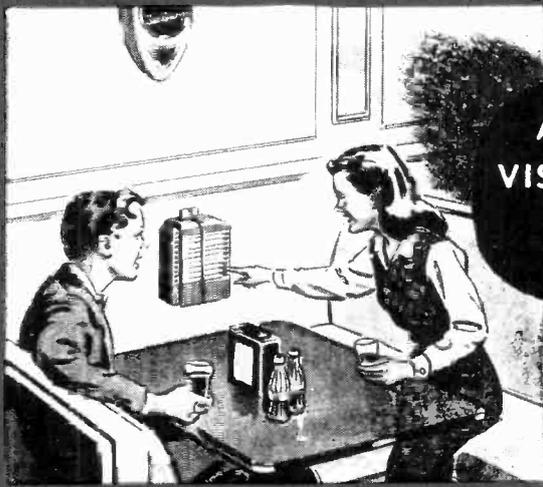
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



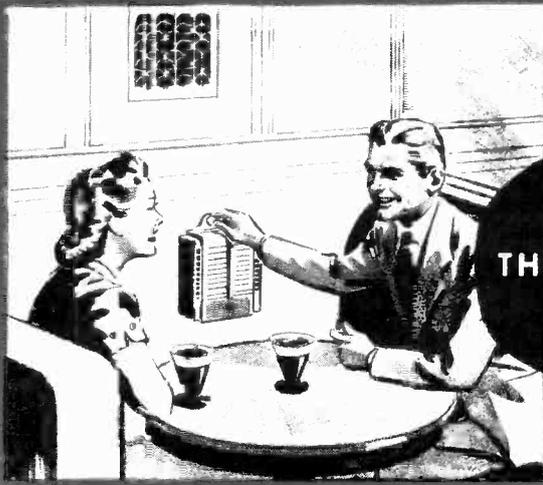
1
MUSIC AT
CONVERSATION
LEVEL



2
NO DEAD CORNERS



3
ALL SELECTIONS
VISIBLE • NO KNOBS
OR DIALS TO
TURN



4
NO CROSSING
THE ROOM TO MAKE
SELECTIONS

4 reasons why
you need

SCIENTIFIC
SOUND
DISTRIBUTION
AND
REMOTE
CONTROL

*

IN EVERY
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"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.

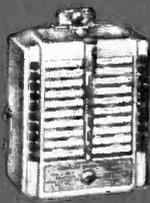
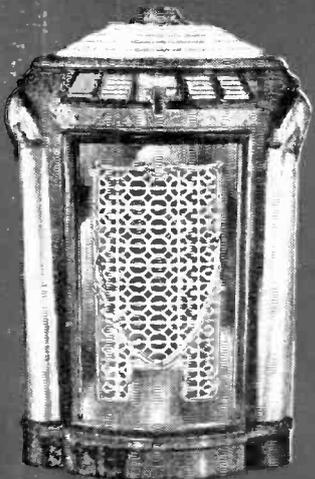
See your Seeburg Distributor for a demonstration.

AMERICA'S FINEST AND MOST
COMPLETE MUSIC SYSTEMS

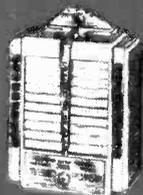
Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1948

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22



Wireless and 3-Wire
Wallomatics



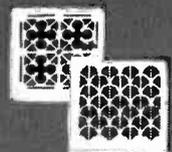
Pre-Amplifier and
Public Address System



Auxiliary Remote
Control Amplifier



Dual Remote
Volume Control

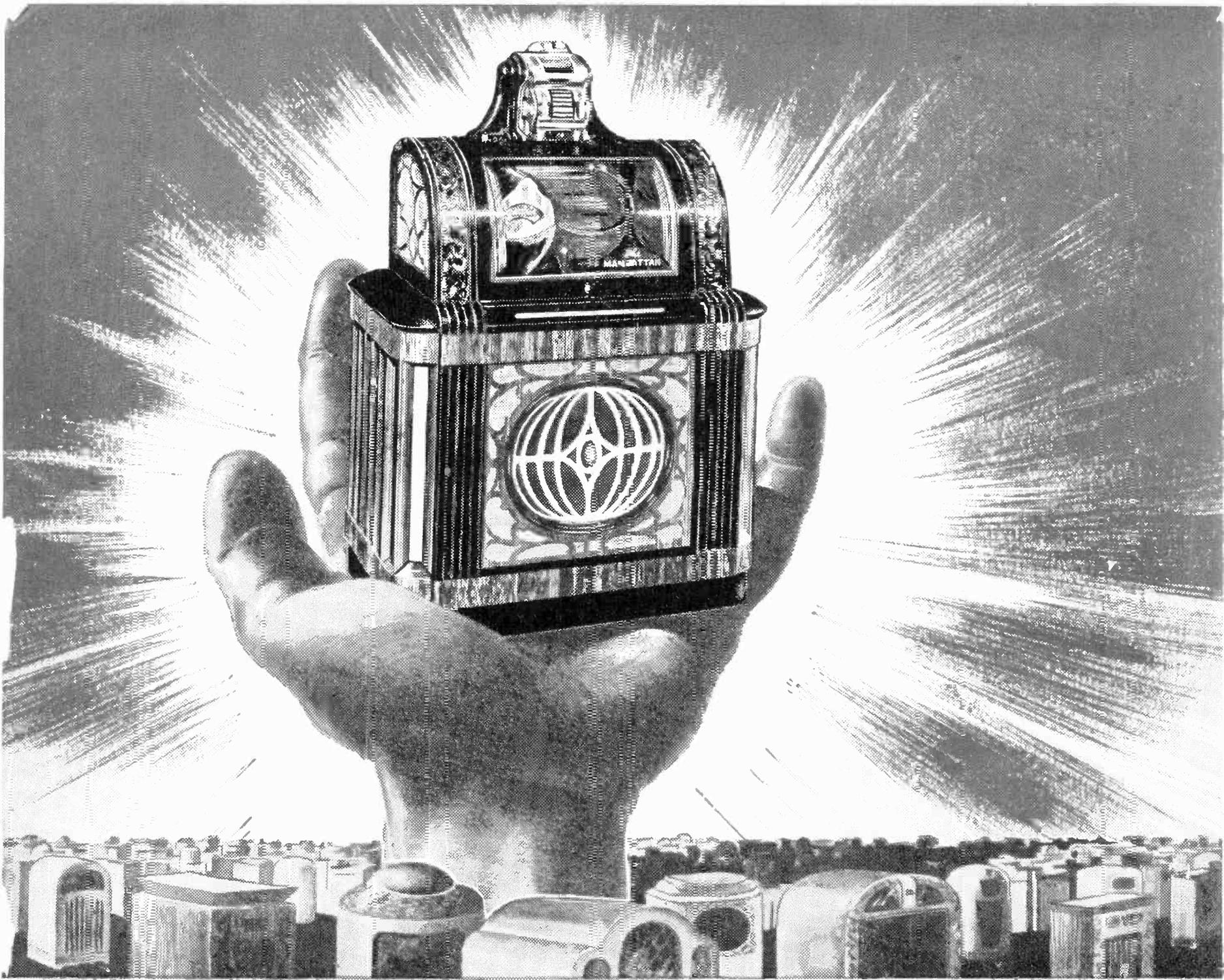


Recessed Speakers



Mirror and Tear Drop
Speakers





TEN STAR HIT

- ★ **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!"

Preferred Product . . .

Preferred Sales Plan . . .

Only Packard Gives You BOTH!



Only Deal Today for an Operator

. . . Say Music Cps from Coast to Coast

Mail coupon below for complete information

I am a bona fide Operator of _____ Phonographs

in _____

Please send me full information about your "direct to Ops" Sales Plan, your new confidential price list for Operators, and tell me how much I can save by buying direct from factory.

Name (print) _____

Address _____

City _____ State _____

Mail This Coupon to PACKARD MANUFACTURING CORP., Indianapolis 7, Ind., U.S.A.