

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 24, 1948



The man clenching the cigar is Goodman Ace, author, actor and producer of "Mr. Ace and Jane," which John Crosby, Herald Trib and syndicated radio columnist calls "streamlined and very, very funny." It's on CBS every Saturday at 7 p.m. Mr. Ace plays a melancholy advertising man. The woman is Jane. Jane is Mrs. Ace on the show and also in real life, a heavy burden to carry. She is one of showbusiness' veteran "dumb dames" and strictly a top Mrs. Malaprop. The man in the middle is Paul, Mr. Ace's brother-in-law, who is steadily unemployed except for the job he does on Mr. Ace's nerves. The Aces (formerly the Easy Aces) have been making America's listeners laugh for nearly 20 years. Other critics agree with Crosby that it's a very funny show, and still another effective example of CBS' program leadership. Tab for the show has been picked up by General Foods.

A CBS
PACKAGE
PROGRAM



NATIONS
NO. 1
COMEDY-MUSICAL
GROUP

the PARK AVENUE Jesters



FOUR MEN

FOUR VOICES

A COMPLETE SHOW
EXCELLENT DANCE MUSIC

SEVEN INSTRUMENTS

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and
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"CHEAP BANANAS"
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MUTUAL ENTERTAINMENT AGENCY
203 N. Wabash Ave. Chicago, Ill.

AFM-DISKERY HUDDLE NEAR?

WNBC Buys WCTC Plugs for "Salute"

NEW YORK, April 17.—When the next of WNBC's promotional *Salute to the Cities* is dedicated to New Brunswick, N. J., Wednesday (21) it will be boosted to the populace thru a series of spot announcements purchased by WNBC over indie WCTC, New Brunswick. The spots will be aired for three days prior to the salute, and will plug WNBC's shows. Three will be transcribed, made by Tex and Jinx, Bob Smith and John M. McCaffery. In return, WCTC will plug WNBC's *Salute* as news over its facilities, will put up joint displays in a local department store and will carry three WNBC shows simultaneously with the New York station: Norman Brokenshire, McCaffery's *Room 416*, and *The Kuhns*.

Another special tie-up made by WNBC for its New Brunswick salute was with FM Station WDHN, which was slated to debut next week but postponed its premiere in deference to WNBC. The station, owned by *The New Brunswick Daily Home News*, is handling contacts between the newspaper and WNBC, and Hugh Boyd, WDHN station manager, is serving as local publicity chief for the entire New Brunswick salute campaign. In addition, WNBC will use the WDHN studios for broadcasts before the FM outlet itself does, for a few of its locally originated salute shows.

Warners Join Pix Race for Tele Outlets

WASHINGTON, April 17.—As TV frequencies dwindle and hearings pile up, one of the most interesting battles for video channels has shaped up with entry of a television bid this week by Warner Bros., the third major flicker producer to get into the swim. Warner Bros. has asked the Federal Communications Commission (FCC) for Channel 13 in Chicago. This brings to five the number of applicants for Chi's three open frequencies.

If Warners is successful in its application, it will be in direct competition with WBKB, operated by Balaban & Katz, a subsidiary of Paramount Pictures. The other flicker producer is 20th Century-Fox, vying with seven other bidders for a Boston channel.

The 198 pending TV bids, together with the interest shown by three of the largest movie outfits, bear out the claim of FCC Chairman Wayne Coy that video is "out of the dream stage." TV compilation this week disclosed 22 stations on the air, 71 under construction and 198 pending.

According to Coy, there are now more than 181,000 video sets in the country, compared with 7,000 at the end of the war.

Court Makes Shelvey-4A's Sitch Chaos

Decish Clears Up Nothing

NEW YORK, April 17.—The long-awaited court decision in the case of the Associated Actors and Artistes of America (Four A's) against Matt Shelvey, former head of American Guild of Variety Artists (AGVA), instead of settling anything, this week threw everything into more confusion than ever.

Supreme Court Justice Null got the case February 10. Shelvey sought an injunction against the Four A's to stop them from running AGVA and using up union dough. The Four A's countered with a request for a similar injunction, which would order Shelvey to turn over all

(See *Shelvey—4 A's* on page 39)

WGYN, Palisades Park Ink Live Ork Series—FM Pioneer

NEW YORK, April 17.—A deal was set this week between Palisades (N. J.) Park and FM station WGYN by which the name bands appearing at the park will be aired nightly over the station. This marks one of the first live band series to be set for FM since the recent relaxation of FM restrictions by the American Federation of Musicians (AFM).

The initial show kicks off tonight from 11:30 to 11:55 p.m. with Georgie Paxton's band featured. Until Decoration Day the remotes will be presented on Saturdays and Sundays only and nightly thereafter, with airing time from 9:30 to 9:55 except Saturdays, which will remain the same as on the premiere. The remotes all will be sustainers to avoid any complications with AFM resulting from commercial sale.

Varnum Flackery Boosts Monroe To Hubbub in Staid Old Hub

BOSTON, April 19.—At least one of the reasons for the sustained ability to make a buck evidenced by the Vaughn Monroe ork (despite the general band business slump) was amply demonstrated here in the past week. Today the band is skedded to play at Fenway Park, when the Boston Red Sox open their 1948 season, and just last Thursday (15) the moon racing maestro and his band played one of the most unusual for-free dates in ork history.

In this town where the Cabots, the Lodges and God are traditionally reputed to be choosy about their conversational companions, and where books, plays, etc., which mention a boy and girl in the same breath have

Ganders Sex

NEW YORK, April 17.—WMCA, New York, has undertaken an exhaustive study of sex education programs broadcast thruout the country. Aim is to analyze what's been said on the air and what hasn't and do an all-out series filling in the open spots.

CBS May Buy L. A. Times Video Station

NEW YORK, April 17.—A deal whereby Columbia Broadcasting System (CBS) will buy into the television station owned by *The Los Angeles Times* is now being negotiated. The report was confirmed yesterday by Frank Stanton, CBS president. Both Norman Chandler, publisher of the paper, and his chief tele engineer,

(See *CBS After Times* on page 15)

IMC Meets; Murray Calls Upon Union

Ban May Be Lifted Soon

By Joe Carlton

NEW YORK, April 17.—A meeting between Petrillo and the disk makers appears a-borning, possibly within a few weeks. With the disk members of the Industry Music Committee (IMC) due to huddle here privately Wednesday (21) in the offices of Decca Records' Executive Veepee Milton Rackmill, it has been reliably learned, meanwhile, that James W. Murray, veepee in charge of the RCA Victor record division and chairman of the IMC-disk group, has communicated with Petrillo's office here, presumably to effect preliminary steps toward setting up a conference (or series) which may end the recording ban. Flatly questioned as whether a meeting with

(See *Waxer—AFM Meet* on page 16)

N. Y. Plans One Home for All Showbiz Unions

NEW YORK, April 17.—All the theatrical unions may yet be housed in one building now going up on the site of the old Hippodrome, if plans inaugurated by the American National Theater and Academy (ANTA) succeed. Actors' Equity has already been approached by ANTA and appointed a committee consisting of Paul Turner, Clarence Derwent and Jose Ferrer to investigate the proposition.

Equity owns its present property on 47th Street, but the feeling has long existed within the org that the

(See *1 HOUSE FOR ALL* on page 45)

Tic "Monopoly" Case Up Soon

WASHINGTON, April 17.—A deadline of April 27 has been set for a group of trade associations and manufacturers to answer a complaint by the Federal Trade Commission (FTC) charging them with operating as an unlawful combination to fix prices and eliminate competition in manufacture and sale of various kinds of amusement tickets (*The Billboard*, April 10). The amusement tickets, according to FTC, include checks and coupons used by all types of amusement enterprises such as carnivals, fairs, races, bathhouses, horse and dog shows, swimming pools, games and theaters.

Named in the FTC complaint were six trade associations and 35 manufacturers.

long been banned, the Monroe band played from the speaker's stand in the staid Boston State House before a mixed audience made up of the members of the Massachusetts House of Representatives and bobby-soxers who packed the gallery.

Politicos in Rhubarb

The occasion was celebration of Vaughn Monroe Day, officially designated as such by the Boston lawmakers. Not only did the stunt itself snare front-page and other stories and photos in practically all the Boston sheets, but events leading up to the day also served to snatch lineage. The State House concert was origi-

(See *Varnum Boosts* on page 16)

Para's Theater Tele Hypo

Added Radio-Pic Competish Indicated

"Sneak" Bouts Go Over

NEW YORK, April 17.—Paramount Theater's "sneak preview" Wednesday night (15) of full-screen-size telecast of navy boxing bouts from the Sands Street YMCA in Brooklyn and announcement by the picture maker-exhibitor organization that it would install similar television equipment in theaters in four other cities (probably Los Angeles, Chicago, Boston and Dallas) this year was considered the strongest sign to date that theater television is about to get under way in earnest.

Coupled with the report that RCA, after several years of intensive experimentation with Warner Bros. and 20th Century-Fox, is ready to make shipments of its direct full-size screen television equipment for theaters, the Para showing also points up the accelerated competition likely to ensue between broadcasting and film interests on the theater video front.

66-Second Lapse

Para's telecast was via microwave relays. The firm's own cameras shot the fights at Sands Street, transmitted images to a tower on the Daily News Building, thence to Paramount Theater building, where images were filmed right off a special cathode ray tube and transposed to a speed of 24 images per second from the original 30 images per second. The film was then thrown on the theater screen thru a standard 35mm. projector. Time lapse between moment of action in Sands Street and image's appearance on theater screen was said to be 66 seconds. RCA's equipment utilizes (See Para Theater Video on page 15)

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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*
NOW IS THE HOUR by Bing Crosby, Decca 24279

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 22 to 34 in Music Section.

FCC's KMPC Probe May Get Public Hearing; Cite N. Y. FM Stand's "Significance"

Commission Reaffirms Its "Fair Break" Position

WASHINGTON, April 17. — The Federal Communications Commission (FCC) investigation of KMPC and two other broadcast stations controlled by G. A. Richards is expected to culminate soon in a public hearing. This was indicated this week as FCC investigators were reported nearing a wind-up of their current phase of the commission's inquiry into charges leveled against Richards by ex-KMPC-ers alleging that Richards had ordered slanting of news. One FCC spokesman said that "the next step will likely be a public hearing" if customary procedure is followed.

Altho the KMPC case is expected to come up for mention in the Mayflower

editorializing hearing which resumes Monday (19), FCC Chairman Wayne Coy is reported inclined to keep the issues separate and to segregate the KMPC affair in a public hearing of its own. Besides gathering data at KMPC in Los Angeles, commission investigators have been assembling information in Cleveland (WGAR) and Detroit (WJR) on Richards stations.

"Fair Break" Factor

Considered significant in connection with the commission's inquiry into the Richards stations is the FCC's latest reaffirmation of commission authority in such cases, as ex-

(See FCC Probe on page 9)

Ship Nitery Dispute Ends

DETROIT, April 17.—An apparent settlement in the Ship nitery dispute was reached last night thru high-level intervention by the executive committee of the Michigan Table Top Congress and Al Renner, president of the Michigan Federation of Labor, who is also an official of the waiters' union. The agreement was hailed as a complete labor victory by Billy Grubbs, representative of the American Guild of Variety Artists (AGVA).

It calls for a complete union shop at the Ship, with the spot to resume AGVA shows early next week and to withdraw the Circuit Court application for an injunction to stop the unions from picketing. The unions, accordingly, withdrew picket lines last night and Phil Graham's band and waitresses went back to work. Business continued very poor.

The op said that while settlement was made thru Ted Gilbert, executive director of Table Top, he did not know the terms and positively would not put back any shows whatever, AGVA or otherwise, but would have straight dancing policy.

Hotel and Nitery Planned for N. O.

NEW ORLEANS, April 17.—Plans for an ultra-modern hotel which would be the city's first on the shore of Lake Pontchartrain have been announced by South Lake Realty Corporation of Chicago. The \$3,000,000 structure would contain a night club, convention hall, theater and other recreational facilities. The Chicago firm has agreed to purchase more than 14 acres of land from the Orleans Levee Board, owners of Pontchartrain Beach, the city's largest amusement park. The hotel will be about two miles from the beach.

Howard Blum, president of the realty firm, said a 250-room unit might be ready by the 1949 carnival season. Ultimately, a 400-room hotel is planned.

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.

The Billboard

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Vend



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NBC STREAMLINES FOR AM, TV

3 Outlets and 2 Dailies in Hub Melee Over Logs

BOSTON, April 17.—A first-class free-for-all developed here among two Boston dailies and three Boston area stations this week when *The Boston Post* started publishing the full program schedule of WLAW, 50,000-watter in nearby Lawrence, Mass. WLAW's transmitter, in Burlington, is 15 airline miles from Boston.

To make room for the WLAW log, *The Post* dropped WHDH's listing. Now WHDR and its owner, *The Boston Herald-Traveler*, are doing a burn, both at *The Post* and the Lawrence station, even tho *The Post* is running WHDH special events and sports shows in its highlight box.

In addition, WLAW is now soliciting Boston spot business, thereby inviting the wrath of all other Boston outlets, but especially WCOP. The reason for WCOP's burn is that both it and WLAW are affiliated with the American Broadcasting Company (ABC).

Rochester Outlets Plan Join-AFRA Vote

ROCHESTER, N. Y., April 17.—American Federation of Radio Artists (AFRA) is engaged in heavy organizational activity here. WHAM, the Stromberg-Carlson 50,000 watter, decided Tuesday (13) by a vote of 11 to 1 to join the union. On the coming Tuesday (20) WARC will vote. WRNY is tentatively slated to vote April 27. WVET, another station here, allegedly has refused to consent to an election and has discharged an announcer, John Louther—this action resulting in the union's filing unfair labor practice charges.

For a long while WHEC was the only Rochester station organized. Now the only Rochester outlet not involved with AFRA in some way is WSAY.

Jurgens May Bat For Spike Jones

NEW YORK, April 17.—Dick Jurgens orchestra is being considered by Coca-Cola and the Music Corporation of America (MCA) as a half-hour summer replacement program for the Spike Jones show over the Columbia Broadcasting System.

D'Arcy Agency handles the account.

Block (and Sully) On Amsterdam Show

NEW YORK, April 17.—The Columbia Broadcasting System (CBS) package starring Morey Amsterdam will be auditioned next Saturday (24) and will include Benny Rubin and Jesse Block (formerly of Block and Sully) as comedy stooges.

Irving Mansfield, producer on the show, also hopes to include Minerva Pious in the cast. Mansfield is trying to clear this with Fred Allen for whom he used to work. Also set for the audition are Shirley Mitchell, Jack Albertson, Paul Stewart and Hank Sylvern's ork. Mansfield is collaborating with Sid Zelinka and Louis Meltzer on the script.

TV "Album" Off; AFRA's Scale Nixed by NBC?

NEW YORK, April 17.—Projected televising of Bayer Aspirin's radio show, *Album of Familiar Music*, which was to have been duplicated on TV while it was on the National Broadcasting Company (NBC) network, has fallen thru. The reason given is that NBC, reportedly, would not agree to pay the fees demanded by the American Federation of Radio Artists.

The union has been insisting that its members appearing on duplicated broadcasts be paid extra in an amount equaling the regular broadcast fee, but without rehearsal fee.

U. S. Tobacco Backs Full-Net MBS Show

NEW YORK, April 17.—The Mutual Broadcasting System (MBS) this week signed a hefty piece of business, with U. S. Tobacco buying its full 480-station network for a new Saturday afternoon half-hour show. The stanza, to be called *Take a Number*, will feature Bob Shepherd, and will air at 5 p.m. local time in the various zones. The show recently was tested as an evening feature and drew a heavy response.

U. S. Tobacco was one of radio's earliest bank rollers, having had Pick and Pat on network time for many years. The account is handled by the Kudner Agency.

AFRA's Hartford Contract Renewed

HARTFORD, Conn., April 17.—Bill Sheehan, staff announcer at WDRC and president of the Hartford Council, a branch of the Boston local of the American Federation of Radio Artists (AFRA), announced this week that contract negotiations for announcer working conditions and pay at WTIC in Hartford had been completed for another year. Negotiations were handled as usual by Bob Siegel, of AFRA's regional office in Boston.

Represented in the Hartford Council of AFRA are announcers of WTIC, WDRC and WONS, all of Hartford, and WSPR, of Springfield, Mass.

Stern Considered for Cantor Replacement

NEW YORK, April 17.—Bill Stern, National Broadcasting Company sports director, is being considered as a summer replacement for Pabst's Eddie Cantor show by Warwick & Legler, agency on the account.

The Stern program would be a sports quiz.

CBS in Pitch For J. Blondell

NEW YORK, April 17.—Columbia Broadcasting System (CBS) is currently negotiating with Joan Blondell, with a view to starring the film player in a 30-minute situation comedy to be produced by the web.

Package is the series CBS originally intended for Shirley Booth.

NAB on Ice

NEW YORK, April 17.—Broadcasters attending the annual National Association of Broadcasters (NAB) convention in Los Angeles next month are being tipped off to bring their own ice. It seems L. A. hotels have a ruling prohibiting serving of set-ups except in rooms especially hired for parties.

It's reported some broadcasters are figuring on a temporary switch to the ice cube business.

AFRA Plans To Isolate Frisco If No Pact's Set

NEW YORK, April 17.—Unless the question of contract renewal between major San Francisco stations and the American Federation of Radio Artists (AFRA) isn't settled pronto, the union plans to "isolate" Frisco stations and take the question into arbitration. The Frisco negotiations are the only unsettled phase of AFRA's new contract, with New York, Chicago and Los Angeles deals already having been approved.

The issue involved in the S. F. deadlock involves local rates. AFRA has asked that the same scale as is paid in Los Angeles be put into effect, with the stations offering a dollar or so less.

Shouse on U. C. Board

CINCINNATI, April 17.—James D. Shouse, president of Crosley Broadcasting Corporation, was appointed Tuesday (13) to the board of directors of the University of Cincinnati by Mayor Albert D. Cash. City council will confirm the appointment next week. Shouse's term is to run for nine years as of last January 1. He replaces Robert L. Black, attorney, who resigned December 31 last. The educational field will not be strange to Shouse, who served as a high school teacher for two years before entering radio.

Sales, News, Stations in Same Depts.

Program Depts. Unchanged

NEW YORK, April 19.—The National Broadcasting Company (NBC) this week moved further to integrate its television and sound broadcasting operations, when it combined the sales departments of the two media into one. This is the third—and probably the last—major departmental unification move the web has made. Previously, TV station relations were moved into the AM set-up, while last week, effective April 15, NBC's television news and special event operations were placed under Bill Brooks, heretofore responsible only for special events and news in sound broadcasting.

Thus, all major operational phases of NBC for both AM and TV, other than programing, have been fully integrated.

New Arrangement

Under the new arrangement, Harry Floyd, Robert Sarnoff and H. V. Anderson will report to George H. Frey, director of network sales. Ren Kraft, who had been TV sales director, has been made assistant to Frey, who will be responsible for tele network sales. Jim McConnell, web's spot sales director, assumes the same post for TV spot sales, with John M. Greene reporting to McConnell as liaison between network and national spot sales. In turn, Frey and McConnell report to Harry Kopf, NBC's administrative vice-president.

Thinking behind the NBC moves is that the entire process of servicing accounts is made both more simple and efficient thru unilateral service. It will also streamline the organization, prevent duplication and ease the ultimate transfer of NBC emphasis from sound to visual broadcasting.

THE MILWAUKEE JOURNAL

February 29, 1948

University Women Listen To Radio and Don't Like It

Journal Special Correspondence

Oconomowoc, Wis.—The local chapter of the American Association of University Women has tried radio and found it wanting.

The chapter's two-week radio survey ends officially Monday, but preliminary reports from 40 listening AAUW members find:

Soap operas—"Too depressing. Nerve wracking. Not true to life."

Commercials—"Uninteresting. Have no sales appeal."

Comedians—"Poor. Jokes are routine. Each week Benny

insults Allen and vice versa, Benny's violin is mentioned, Hope's nose and girl friends are supposed to be funny."

Phil Spitalny's program saved the day for radio. The listeners found it "relaxing, good music, entertaining." They decided the program's commercials were "dignified."

Mrs. Harold Hamley, in charge of the survey, said the compiled results would be sent to the Federal Communications Commission in Washington, D. C. Three Milwaukee stations were monitored.

FCC Resumes Its Hearings On the Mayflower 'Verboten'

WASHINGTON, April 19.—Possibility that the Federal Communications Commission (FCC) might tone down its Mayflower ban on air editorializing was foreseen by broadcasters here as the commission prepared to resume its hearings today (Monday) with the National Association of Broadcasters (NAB) leading an attack against the ban. NAB's two spokesmen at next week's hearing—Prexy Justin Miller and Executive Veepee A. D. (Jess) Willard—will reiterate their denunciations of the ban as "a violation of the constitutional right of free speech."

How the FCC can tone down its ban on broadcast editorializing without completely jettisoning the policy is something which eludes explanation at FCC. NAB leaders, of course, would like the ban scuttled without restriction, but FCC legalists are talking off the record in terms of "some sort of modification of policy," presumably to accommodate facsimile broadcasting. But that's as far as FCCers will go at this time.

Miller's Position

Miller, in attacking the policy today, will declare that it "discriminates" against the broadcast industry which, Miller will say, is "condemned to editorial silence" contrary to democratic and constitutional principles which are "guaranteed to all Americans and all American institutions." Miller will point out that "the right

which the press enjoys in registering its opinion was never meant by the founding fathers to be denied to any medium of the spoken word."

Willard will bulwark Miller's arguments by reviewing the application of "free speech" in the press. Miller and Willard will emphasize that, even tho broadcasting is under license of the federal government, there is "not the slightest fundamental difference" between radio and the press, so far as "free speech rights are concerned."

Tums To Run "Judy" Again Next Fall

NEW YORK, April 17. — Richard Porter, of Roche, Williams & Cleary Ad Agency, stated this week that Tums has no intention of dropping its *Date With Judy*, now airing Tuesday nights on National Broadcasting Company (NBC). Question of a summer replacement, if any, however, will be decided soon.

Only possibility for a *Judy* cancellation stems from the fact that if a properly priced show more in line with NBC's Tuesday night program structure becomes available, it may be bought.

Met AER Maps Reorganization

NEW YORK, April 17.—A committee to draw plans for reorganization of the Metropolitan Chapter of the Association for Education by Radio (AER) was named at a meeting Wednesday (14) here. The confab included talks by Kenneth Bartlett, of Syracuse University, State AER chairman, who reported on AER objectives, and Bob Bendick (Columbia) and Ed Sobol (National) on television's education phases.

Bartlett said the chapter's aim was to stimulate listener interest in radio, to provide a meeting for non-commercial groups with common objectives in radio, and finally to stimulate the use of radio by such groups. Lyman Bryson presided.

Clears Seen To Be Winning Fight Against Johnson Bill

WASHINGTON, April 19. — The Clear Channel Broadcasting Service (CCBS) appeared to be winning its fight to avert a congressional mandate breaking down clears as the Johnson Bill hearings moved today toward a wind-up.

A nose-counting of members of the Senate Interstate Commerce Committee found a small minority willing to vote for the Johnson Bill on the issue of throwing open clear frequencies. As for the legislation to limit power to 50,000 watts, several members pointed out that a Senate resolution committing the upper chamber to a policy of power limitation still stands.

This resolution, which easily passed the Senate several years ago, is regarded by some group members as definitely establishing a guide post for the Federal Communications Commission (FCC). Thus, while CCBS



KLZ's Farm Reporter

LOWELL WATTS

Wherever better farming or live-stock raising is being talked or demonstrated, KLZ's Farm Reporter is part of the scene. He traveled more than 38,000 miles last year to broadcast farm news.

KLZ, DENVER

Wilkes-Barre Bus Line, WIZZ Ink 5-Yr. Pact

WILKES-BARRE, Pa., April 17.—A contract for five years was signed this week between FM Station WIZZ and the Wilkes-Barre Transit Corporation, whereby broadcasts of WIZZ will be carried on all the transit firm's vehicles. Pacting followed the tabulation of a poll made by researchers of the transit corporation, showing that 98.5 per cent of those queried desired the test reception continue permanently.

WIZZ also has again obtained exclusive professional baseball broadcast rights for its region by pacting the Wilkes-Barre Barons. The contract, as in 1947, forbids any pro baseball broadcasts or relays into its area. Since last year at this time, WIZZ has spent \$13,000 for 206 exclusive play-by-play broadcasts of baseball and basketball games. The result has been the sale of 50,000 FM sets within a 50-mile radius of the station.

WXYZ, AFRA Reach Partial Pact Agreement

DETROIT, April 17.—A partial agreement was reached this week between the management of WXYZ, operated directly by American Broadcasting Company, and the American Federation of Radio Artists (AFRA) over new terms for a contract to replace the one which expired Thursday (15). Earlier, the announcing staff held a meeting after a general session of AFRA personnel and the station management, and voted to put off the idea of a strike vote which had been scheduled as the chief purpose of the announcers' meet. The actual conduct of negotiations was described as "amicable" on both sides by Boaz Siegel, executive secretary of AFRA, and the projected strike vote appeared to be the result of impatience with usual delays on negotiations on the part of some of the staff.

Announcers Increase

The agreement reached calls for increases for staff announcers, as well as for actors and sound effects men working for the King-Trendle Broadcasting Corporation, which negotiated on a parallel basis with the station. The King-Trendle outfit produces the *Lone Ranger* and other shows. Announcers in this case come under the classifications of actors, working on a free-lance type of arrangement.

Other problems remain to be threshed out between station and management, including rates for actors and singers, and the application of provisions of the Taft-Hartley Act. These features are to be negotiated jointly with WWJ, according to Siegel.

The WWJ contract is still being negotiated, and an agreement was reached Tuesday to extend the existing working conditions beyond April 15, pending ultimate agreement on a new contract.

Cincy Simultaneous AM-TV Broadcast

CINCINNATI, April 19.—WLWT, the Crosley Broadcasting Corporation's video outlet here, will join WLW, Crosley AM outlet, for the first simultaneous TV-AM tele broadcast in either station's history today. The program will be Ruth Lyon's *Fifty Club*, which will be televised Monday thru Friday, 12-12:30, in addition to the regular WLW broadcast.

Saturday (17) the Cincinnati Symphony became the fourth such group in the United States to be televised when WLWT cameras picked up the program. Thor Johnson conducted, with Jose Iturbi as guest soloist.

Colgate Cancels Aussie 'Cavalcade'

SYDNEY, April 17.—Colgate-Palmolive-Peet last week canceled sponsoring of its hour-long Colgate *Cavalcade* variety show, which it aired since September, 1945, over a wide network of Australian stations thru facilities of the 2-UE web. Reason given was the current world economic uncertainty and resultant limitation of merchandising activity in Australia.

The show and cast will remain intact, however, and a new bank-roller is expected to pick it up shortly.

Harned Is LSMFT Acc't Exec at BBDO

NEW YORK, April 17.—The Lucky Strike account will be administered at Batten, Barton, Durstine & Osborn (BBD&O) Agency by Samuel A. Harned, veepee and director of the agency, in an appointment made by agency Prexy Ben Duffy this week. Len Carey will be brought in from BBD&O's Los Angeles office to handle radio aspects. No major radio changes are anticipated in the near future.

Other assistants to Harned will be John Thomas, former Kool cigarette account exec, who will be responsible for printed ads, and Jack Denove, Duffy's former assistant, who will be account exec supervising merchandising activities.

WNEW Would Cut Tootlers

NEW YORK, April 17.—Management of WNEW, New York indie, is seeking to reduce its number of house musicians from 12 to six. The house aggregation is conducted by Ray Ross. It's understood that Local 802, American Federation of Musicians, has the matter under advisement.

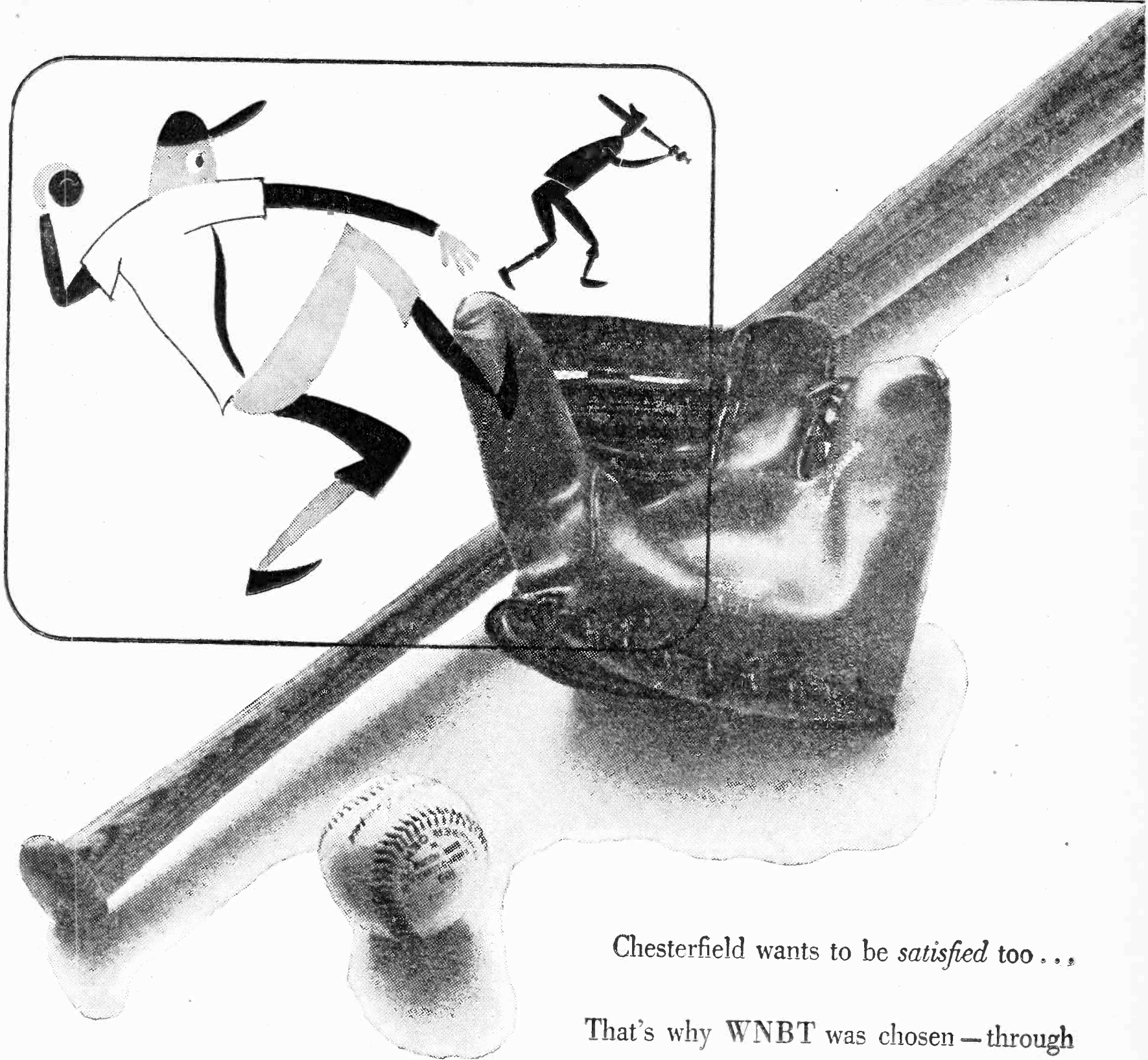
Batter Up!

NEW YORK, April 17.—WHN, New York, and the American Red Cross, Brooklyn chapter, teamed up on a press stunt this week which got an extensive play from dailies and wire services. It was a gag first aid pamphlet on "emergency care" of Brooklyn Dodger baseball fans.

Even local radio stations used the item—but without WHN's call letters.

ANNOUNCEMENT OF WINNERS IN

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



Chesterfield wants to be *satisfied* too . . .

That's why WNBT was chosen — through

Newell-Emmett — to broadcast the New York Giant games in 1948.

Satisfy Yourself, like Liggett and Myers, that NBC is the

right combination for *your* television plans.

NATIONAL BROADCASTING COMPANY
 30 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.



A Service of Radio Corporation of America

E. T. FIRMS RUN FOR DE LAW

'Unfair Labor' Plaintiff Drafted Against AFM

Kaye Pushes Action

NEW YORK, April 17.—Plans for legal action against James C. Petrillo and his American Federation of Musicians (AFM), based on charges of unfair labor practices, are crystallizing. This became known this week when transcription companies received from Sydney M. Kaye, of the firm of Rosenman, Goldmark, Colin & Kaye, a letter enclosing a "sample form of charge against a labor organization under the National Labor Relations Act, and a sample form of the type of memorandum which might accompany such charge." Kaye is counsel to the Industry Music Committee (IMC) and vice-president of Broadcast Music, Inc. (BMI).

The charges in the "sample form" are directed against the AFM and Local 47 of Los Angeles, which allegedly "induced and encouraged the members of the aforementioned organizations to engage in a strike and concerted refusal in the course of their employment to perform any services in connection with the production of electrical transcriptions. . . ."

AFM "Unfair"

The sample charge points out that this strike means stoppage of business with radio stations, and claims AFM is unfair under the National Labor Relations Act.

In addition to the sample charge, Kaye also mailed out a sample form of memorandum for Robert Denham, general counsel of the National Labor Relations Board (NLRB). This points out, among other things that transcriptions are essential to the operation of stations, are important to local programming—particularly on those stations which have no network affiliations and also quotes Petrillo's letter to wax men informing them of the AFM's intention "to abandon this type of employment."

The memo also charges that the purpose of the AFM strike is "to deprive radio broadcasters of the electrical transcription supply in order that the broadcasters will be compelled to hire musicians in place of the transcription."

Some of Petrillo's testimony January 21 before the Committee on Education and Labor of the House of Representatives is also given. This

Quality Glossy Prints

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100—8x10's for \$ 6.50
500—8x10's for 27.50
1000—8x10's for 50.00

Negative charge of \$2.00

Post cards in quantity, 2 1/2¢ each.

Write for price list on other sizes.

One-Third Deposit, Balance C. O. D.

Quality Photo Service

Perkins St., Box 42

Bristol, Conn.

Washington Round-Up

SALE OF WOOD, Grand Rapids, Mich., by the American Broadcasting Company (ABC) to the Grandwood Broadcasting Company for \$850,000, was approved by the Federal Communications Commission (FCC) last week. Way for the sale to Grandwood was cleared recently when the Liberty Broadcasting Company dropped its bid to buy the station. Approval was also granted for the transfer of KIL0, Grand Forks, N. D., to the Grand Forks Herald from Dalton Lamasurier for \$180,000.

NATIONAL ASSOCIATION of Broadcasters (NAB) has issued a booklet describing plans for an all-radio movie plugging the airwaves as an advertising medium. The prospective film will be the work of NAB, the Radio Manufacturers' Association (RMA), the FM Association (FMA), the Television Broadcasters' Association (TBA), record firms and station representatives.

MEDALS TO SIX radio newsmen for outstanding war coverage are authorized under bills introduced last week by Sen. Arthur Capper (R., Kan.) and Rep. Edith Rogers (R., Mass.). Those named in the bills are Charles Collingwood, Columbia Broadcasting System (CBS); W. W. Chaplin, National Broadcasting Company (NBC); Paul Manning, Mutual Broadcasting System (MBS); Herbert Clark American Broadcasting Company (ABC); Gerald Clark, Canadian Broadcasting Company (CBC), and Thomas Cadett, British Broadcasting Company (BBC).

METHODIST CHURCH, denied a New York outlet in the recent FM decision, has applied to the Federal Communications Commission (FCC) for one of the four Class B channels left unassigned under the FCC's channel reservation policy which has now expired.

ALTHO PRESIDENT TRUMAN is reportedly readying to act on Clifford J. Durr's renomination to the FCC, Durr did not pull any punches in striking out once again this week (14) against the administration's "loyalty program." Following up a previous blast by little over a week, Durr told the National Citizens' Conference on Civil Liberties that "the evils" of the government's executive order on loyalty oaths "far outweigh any good that can come of it." Incidentally, Durr said he wanted to "make it entirely clear that I do not speak for the agency of which I am a member."

RADIO BROADCASTING in Mexico is due to get a favorable break from an outlay of \$6,400,000 to be allocated by the Mexican Ministry of Finance to modernize communications thruout the Latin nation. The allocation was announced this week by the Mexican government.

Radio Gets Same Old Jibes, Talks Back, at Peabody Awards

NEW YORK, April 17.—The critics of radio, who continually rap broadcasting for its crime shows and other signs of catering to low public tastes, this week got an answer. Both the criticism and the answer were broadcast Thursday over WJZ during the annual presentation of the Peabody Awards, made at the Radio Executives' Club luncheon.

The critic was Edward Weeks, editor of *Atlantic Monthly*, who in presenting the citations, rapped radio's

testimony, according to the memorandum, shows the AFM action "is the application of economic pressure by a concerted refusal to work on an innocent employer in order to affect the labor relations of another employer." Thus it comes within the express terms of that subsection which was described by Senator Taft as follows:

"This provision makes it unlawful to resort to a secondary boycott to injure the business of a third person who is wholly unconcerned in the disagreement between an employer and his employec."

In his accompanying letter to transcription companies, Kaye stated that when the full list of complainants would be known a preliminary conference would likely be held,

penchant for crime shows and criticized the medium for lack of maturity. Elmer Davis, recipient of one of the awards, and the first winner-speaker, ad libbed a punchy answer. The gist of it was that examination of almost any phase of the publishing field—especially newspapers and popular magazines—revealed that the publications were truly mature—"in fact, maturity is an understatement." The crack meant that they were senile.

NBC Misses Out

The only other sour note in this year's Peabody Awards was the omission of any kudos for National Broadcasting Company (NBC), whose execs admitted off the record that they felt some of their shows merited recognition. In addition to Davis, who won an award for outstanding news interpretation, repeating his 1939 win, Peabody medals went to:

"Report Uncensored," WBBM, Chicago.
"As the Twig Is Bent," WCCO, Minneapolis.
"Disaster Broadcast From Cotton Valley," KXAR, Hope, Ark.
"CBS Views the Press," Columbia Broadcasting System.
"Studio One," CBS.
"Theater Guild on the Air," (U. S. Steel) American Broadcasting Company.
Boston Symphony Orchestra, ABC.
CBS Documentary Unit Series, CBS.
"The Children's Hour," WQQW, Washington.
"United Nations Today," a service of the United Nations Network for Peace.

Natl. Ad Group Gives Nod to New NAB Code

CHICAGO, April 17.—Practically general acceptance by national advertisers of the National Association of Broadcasters' (NAB) code in its present altered form was indicated at the annual spring convention of the Association of National Advertisers at the Drake Hotel here this week.

The code, with its less stringent stipulations concerning length of commercials and the greater opportunity of number of spot announcements stations will be able to carry if new code is put into effect, apparently was just what the national advertisers wanted.

Rest of the meeting produced little else that caused excitement or was new as far as radio advertising is concerned. Hugh Feltis made his typical plea for support of the Broadcast Measurement Bureau (BMB), which he heads, and urged the advertisers to work out use of the code and suggested changes thru their agencies. A. C. Nielsen and C. E. Hooper made speeches concerning their radio research operations, with the two disagreeing with each other as usual.

Minn. Court Okays Verdict Vs. KROC

ST. PAUL, April 17.—A \$1,250 verdict against KROC, Rochester, Minn., for a breach of employment contract held by Lester A. Mair, former station general manager, was upheld this week by the Minnesota State Supreme Court. Previously Mair had won a verdict in Olmsted County District Court. The award represents a salary for two months.

Mair contended that KROC, operated by the Southern Minnesota Broadcasting Company, hired him on a five-year pact, August 1, 1945, at a fixed salary. About one year later, with the station's net income down, the board of directors named Maxine Jacobs as assistant general manager and instructed Mair no expenditures could be made without her okay.

Mair claimed the order was "unreasonable" and refused to continue working under it. The board then fired him and the lawsuit followed.

Baker Finally Set For Philip Morris

NEW YORK, April 17.—Replacement for the Dinah Shore-Harry James show for Philip Morris Cigarettes was finally set yesterday. It's to be a new quiz show, as yet untitled, with Phil Baker, and starts Friday (23) on Columbia. The Shore-James show has been shifted to the National Broadcasting Company.

Biow Agency, which handles the account, had Baker on the air for years as emsec of *Take It or Leave It*.

ANNOUNCEMENT OF WINNERS IN

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

Wets Out in Open To Fight Move To Ban Liquor Plugs

WASHINGTON, April 17.—Recognizing the gravity of the current prohibitionist move to outlaw radio plugs for alcoholic drinks, wet forces have decided to make their first appearance at a congressional hearing on the issue since prohibition. The wets sent 11th-hour notice to the Senate Interstate and Foreign Commerce Committee this week that spokesmen for at least five anti-dry outfits will be on hand to oppose the prohibitionist legislation at two-day hearing slated to get under way before the committee Wednesday (21).

Decision of the wets to make the appearance marked a drastic last-minute shift in their strategy, which hitherto has been to work exclusively behind the scenes. The shift, it was learned, was recognized as an expedient to forestall a sleeper play by the dries, who had been figuring on a clear field for unopposed argument at the hearing, inasmuch as the wets had stayed away from previous hearings, including one last year on similar legislation.

The fight against bills limiting air and press liquor plugs will be headed by liquor, press and union witnesses. Lined up in opposition are the Distilled Spirits Institute, Wine Institute, National Editors' Association, Magazine Advertising Bureau and the Brewery Workers' Union, an affiliate of the Congress of Industrial Organizations (CIO). On the other side of the fence are the Women's Christian Temperance Union (WCTU), Methodist Church Temperance Board and Southern Baptist Sunday Schools. Several other dry groups are expected to be heard.

With the drive for enactment of liquor ad restrictions generally re-

garded as a major step in a campaign for a return of prohibition, committee members expect the hearing to develop into one of the most heated skirmishes on the issue in a decade.

Lend-Lease of Skelton Nixed

NEW YORK, April 17. — Brown & Williamson Tobacco has decided not to offer Red Skelton on a lend-lease deal, it was authoritatively reported here this week. The National Broadcasting Company, which airs the comic for the ciggie firm's Raleigh product, has been informed accordingly.

Russell M. Seeds Agency, which handled the Skelton program, had been offering him around to other accounts, as reported in *The Billboard* several months ago. Skelton has one more year to go for Raleighs.

Chotzinoff Heads All NBC Music Activity

NEW YORK, April 17. — Samuel Chotzinoff, manager of the music division of the National Broadcasting Company (NBC), has been placed in charge of all musical activities of the web, including television. This is the post formerly held by Frank Black, who took a year's leave of absence from NBC to broadcast the *Harvest of Stars* program over Columbia Broadcasting System (CBS). Chotzinoff will report to Thomas C. McCray, national program manager.

FCC Probe on KMPC 'Slanting' Charge May Get Public Hearing

(Continued from page 4)

pressed in a memorandum which accompanied the FCC's recent decision on five FM grants in New York-Newark metropolitan area (*The Billboard*, April 17). Radio legalists were re-studying the memorandum this week with particular interest centering in a section in which the commission declared in forthright language its authority under the Communications Act to judge the qualifications of any licensee on the basis of his willingness to give a "fair break" to individuals or groups with views contrary to his own.

Whatever the outcome of the Richards case may be, the commission is regarded as having restated its legal right to investigate charges such as those raised in the KMPC case and to render a decision either favorable or adverse. Regarded as having particular bearing on this issue was the commission's assertion that "the fairness with which a licensee deals with particular racial or religious groups in the community, in the exercise of his power to determine who can broadcast what over his facilities, is clearly a substantial aspect of his operation in the public interest." The commission pointed out in the memorandum that it was not interested in the licensee's "opinions and beliefs—social, economic, political or religious—" or "whether or not the applicant is a Democrat or Republican, is Protestant, Catholic or Jewish, is a conservative or radical, or has a personal preference or antipathy for any particular religious or racial group."

"The commission has not in the past sought to inquire into these matters

and does not propose to do so," stated the memorandum. "The issue is, rather, whether the applicant, whatever his own views, is likely to give a fair break to others who do not share them."

DETROIT, April 17.—Investigation of station policies at the G. A. Richards-owned WJR by the Federal Communications Commission (FCC) got under way locally this week with the arrival of a pair of investigators, who promptly started interviewing all available radio personalities likely to have relevant information. The investigators concentrated on rounding up all former WJR staffers available.

Attention was given to executives, news staff, and office personnel alike, with questions centering on programming experience and methods of handling and filing news. It was indicated that as many as 150 people would be subpoenaed in the investigation. Interviews were being written down, but not taken as signed or sworn testimony.

Indicative of the scope of the investigation was the request—from indirect sources—to Boaz Siegel, executive secretary of the local unit of the American Federation of Radio Artists (AFRA) to locate as many ex-WJR-ers as possible.

350G For Caracas Outlet

CARACAS, Venezuela, April 17.—Radiodifusora Nacional, the government station, plans to spend \$350,000 in improvements.

like splashing your ad on the front page

IMAGINE THE READERS and customers you'd hit if you could splash a big ad on the front page of a big city paper! Well that's the kind of "position" and attention your sales message gets when it goes on a WOR news strip. And you can buy one if you're fast. WOR's 12:30 PM news (open Tues., Thurs., Sat., Sun.); it's the highest-rated local daytime news show* available now on WOR.

People in 631,387 homes listen to it in an average week. They can be your customers. They're waiting to hear about your product!

Does WOR news sell? Ask the President of a major ad agency who calls WOR "a one-station news network." His client, a candy manufacturer who sponsors some WOR news strips, just gave us a success story that has us popeyed.

A contest, announced only on WOR, pulled 82,896 entries from 47 states! Somehow, sometimes (as this contest proves) WOR touches base with almost every state in the 48. Talk about WOR reaching listeners! Talk about WOR news "pulling!" But why waste time talking about it? Rush over and sign up for a WOR news show now!

*according to the latest New York Hooper report.

— that power-full station
at 1440 Broadway,
in New York
mutual

WOR

HERALD

PRICE 10¢

when you buy a WOR news show

AMUS
CRUDOLPH ARONSON
No more was for to
L. S. G. 17, 2 P. M.
JAN. 21, 2 P. M.
in. 580 to 8100. -
Steamer—First class...
at low rates.
No. 2 Bowling Green

DUBLIN, BELFAST
BERRY
Jan. 1, 1950, 4:00 A. M.
From Robert Store,
1200. Our regular
tickets to and from all
by
G. General Agents
1 Broadway, New York

MALL 85 CO.
P.O. Box 404, Para,
and 100 to Janetro
ways at reduced rates.
From Robert Store,
at 12 M. and Newport
177 N

AGENTS, 81 Broad st.
11 AM. 11:30 AM. 12:30 PM.
L. COMP. 12:30 PM. 1:30 PM.
1:30 PM. 2:30 PM. 3:30 PM.
4:30 PM. 5:30 PM. 6:30 PM.
7:30 PM. 8:30 PM. 9:30 PM.
10:30 PM. 11:30 PM. 12:30 AM.

LOUISIANA
SOUTHWEST.
Via New York, River,
at 11:30 AM.
11:30 AM. 12:30 PM.
1:30 PM. 2:30 PM. 3:30 PM.
4:30 PM. 5:30 PM. 6:30 PM.
7:30 PM. 8:30 PM. 9:30 PM.
10:30 PM. 11:30 PM. 12:30 AM.

ADAM
EDEN.
TONY

Bannister Limns TV Woes At CCNY's Radio Huddle

NEW YORK, April 17.—Television stole the play at the fourth annual Radio and Business Conference sponsored by the City College of New York (CCNY) here this week, with most speaker-participants heralding the new medium as one which not only has vast potentials but which will effect vast changes in broadcasting, advertising and the nation's educational and social life. The sole ominous note in re tele was sounded by Harry Bannister, general manager of Detroit's WWJ and WWJ-TV, who disagreed, by a long shot, with the majority opinion.

Bannister stated that the future of both radio and TV is hazy and confusing, without evidence of clarification for years to come. Telecasters lack the assuredness of experience, he declared, and the TV operation produces daily crises "in a sea of uncertainty" thru which it is impossible to get guidance. AM and TV are eternal competitors, he said, yet a broadcaster must operate both until one or the other dominates, but which to favor was a baffling question. Bannister forecast that within six to 10 years TV would predominate in urban areas, with a few high powered AM's, plus FM stations, to service other areas.

Just what television operation entails financially was outlined to *The Billboard* by Harry Bannister, WWJ-TV, following his CCNY talk. The station so far involved a capital outlay of \$400,000 including studio space. Monthly operating costs, with only 20 per cent film program and the remainder live and remote on an average week of 35 hours, runs as high as \$60,000. Income has yet to top \$25,000 monthly.

WWJ-TV now cannot meet its deficit, and so must look to WWJ, Bannister continued. Yet it appears inevitable that in so doing, WWJ is feeding the creature which will ultimately destroy it. He added that the two stations are operated without any

RDG Seeks Tele and Free Lance Meggers

NEW YORK, April 17.—The national executive council of the Radio Directors' Guild (RDG) is blueprinting two drives, one to secure a contract from agencies covering free-lance directors and the other to unionize video directors not yet in the fold. The council held sessions yesterday and today on these matters. The meggers want a substantial hike above current scales.

With respect to the organizational drive, first on the agenda probably will be the American Broadcasting Company, which is now becoming active in video.

GLOSSY PROFESSIONAL 8x10 PHOTOS IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 11th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO
BRIDGEPORT 8, CONN.

duplication of personnel at the managerial level.

Earlier, the conference heard Noran Kersta, National Broadcasting Company tele director; Craig Lawrence, WCOP, Boston; John Hayes, WINX, Washington, and George C. Dibert, of Walter Thompson, analyze the future of radio and tele. Kersta said an NBC study showed that there is a potential of \$1,200,000,000 more advertising revenue which tele can tap and commented on the medium's rapid growth. The session was chaired by A. A. Schecter, Mutual Broadcasting System veepee.

The opening panel, Tuesday (13) evening, was chaired by Ted Cott, WNEW, New York, with Fred Allen, Harold Fellows, WEEL; Paul Mowrey, American Broadcasting Company; Kersta; Gordon Mills, Kudner Agency; Bob Schmid, Mutual vice-president; Jim Shouse, Crosley Broadcasting and Jerry Kaye, Bruno, Inc. Problems dealing with various aspects of radio and tele were accented thru dramatizations.

J. Bundy Replaces WMAW's Ingraham

MILWAUKEE, April 17.—George E. Ingraham is out and Jack Bundy is in as vice-president and general manager of WMAW, Milwaukee's newest 5,000-watt indie, it was learned here this week.

Ingraham recently brought suit for \$500,000 against the Uihlein estate, Schlitz Brewery interests, charging that an agreement between Ingraham and the Uihleins (now deceased) to establishing a radio station was not carried out (*The Billboard*, April 3). It was understood that Ingraham's tenure at WMAW was definitely over pending outcome of litigation.

His successor, Bundy, is a defendant, along with the Midwest Broadcast Company, WMAW ops, in another suit asking \$10,000 damages and brought by the Journal Company, WTMJ ops. This suit seeks to restrain Bundy and WMAW from using

St. Joe Air Poll Gets Heave-Ho

CHICAGO, April 17.—The Radio Acceptance Poll, conducted by St. Joseph's College, of Collegeville, Ind., which purported to show weekly responses of a nationwide sample of college students to "taste" of network programs, will be discontinued with the release of results of the poll for the week of May 2. Altho a college statement did not infer it, it was stated in the trade here that the reason the poll was being ended stemmed from objections from trade leaders who claimed it was inaccurate as an indication of public tastes, which it often was interpreted to be by newspapers thruout the country.

Program execs here, it is known, have gone thru channels to register complaints about the poll. One example of the statistical inaccuracy of the poll, according to trade sources, is that altho the Bob Hope show had been getting ratings indicating some of its material was consistently objectionable, after Frank Leahy, Notre Dame University football coach, appeared as a guest star on the Hope show, its "taste" rating went up over five points. Research men here say that if the poll were sound, the appearance of one guest star would not have made such a drastic impression.

One complaint about the poll has been that it was not supervised by a recognized research org, and thus did not have weight in the industry. It was pointed out that the purpose of the poll was to influence net producers and stars and that as long as the validity of the poll was questioned it would be ignored by those at whom it was directed. Apparently in an effort to get around this complaint, the college has announced that "a market research analyst" will interpret the findings of the poll for the broadcasting industry."

the name "Heinie" on Bundy's daily noon-time airer.

Meanwhile, WMAW has announced that it will replace WEMP as the Milwaukee outlet for the American Broadcasting Company (ABC) beginning August 16. Until then WMAW will pick up ABC daytime shows which WEMP will be unable to air because of brewer baseball commitments.

NBC Summer Sub Sked

NEW YORK, April 17.—A slew of summer replacements remain to be booked for top shows taking summer hiatuses on the National Broadcasting Company. NBC's summer sked, as of the end of this week, shaped up as follows:

Regular Program	Replacement	Interval
Duffy's Tavern (Bristol-Meyers)	Tex-Jinx	13 Weeks
Jimmy Durante (Rexall)	Pat O'Brien	13 Weeks
Fred Allen (Ford Dealers)	None	8 Weeks*
Jack Benny (American Tobacco)	None**	13 Weeks
Edgar Bergen (Standard Brands)	Shaw Chorale	13 or 17 Weeks
Al Jolson (Kraft)	Nelson Eddy	13 Weeks
Eddie Cantor (Pabst)	Variety Show	13 Weeks
Burns-Allen (General Foods)	New Faces	13 Weeks
Jack Carson (Sealtest)	Musical Show	13 Weeks
Chesterfield Show	Sammy Kaye	13 Weeks

The following programs are taking hiatuses as indicated: *Du Pont Cavalcade*, Dennis Day (Colgate), *Life of Riley* (Procter & Gamble, *Truth or Consequences* (Procter & Gamble), and *Judy Canova* (Colgate), each eight weeks; *Aldrich Family* (General Foods), *Kay Kyser* (Colgate) and *Great Gildersleeve* (Kraft), each 13 weeks.

In addition, *Fibber McGee* (Johnson's Wax), *Amos 'n' Andy* (Lever Bros.), *Bob Hope* (Pepsodent) and *Red Skelton* (Raleighs) are each taking 13 weeks, but replacements have not been set.

*Ford dealers earned only an eight-week interval, which means either the sponsor pays for the remaining five weeks of Allen's vacation time or fills with another show for those five weeks.

**Amusement Enterprises (AE) has submitted several replacement packages, but none has been set yet. AE is the package company in which Benny has an interest.

W. E. Long Giving Up Radio Services To Nurse Bakeries

CHICAGO, April 17. — Program service and consulting information supplied by the W. E. Long Company to over 300 stations in the country will be discontinued by the end of April, it was learned here last week. The service, named 1996 because it cost stations \$19.96 a month, was started over three years ago as a division of the Long company, which primarily is concerned with selling independent bakeries thruout the country engineering, management, sales and advertising services, including production of programs for local use.

Altho Harold Gingrich, radio director of the Long company, refused to elaborate on reasons for cancellation of the services, it was learned that the company had sent a letter to all its 1996 subscribers announcing termination of service.

The 1996 service, started by E. L. Sperry, former radio director of the Long org, has been considered one of the best program supply sources for small stations. Its low cost, plus magnitude of services supplied, gave it this reputation. At one time it was sending out over 225 different program packages containing transcribed shows, library scripts and ideas for the creation of new shows.

It is said that behind the move is the growing antagonism to radio on the part of W. E. Long, company's head. This opposition, reportedly, is also being reflected in Long's advising its bakery clients to discontinue use of programs and to use only spot announcements for radio advertising.

Execs Ankle SD&B; Shake-Up in View

CHICAGO, April 17.—Reorganization and renaming of the Swaney, Drake & Bement Agency is expected to take place here this week as a result of the recent resignation of two former officers and stockholders in the firm, George Drake and Austin Bement. Drake has joined the Leo Burnett Agency in a key creative position, but Bement has not yet announced his future plans. Bement's resignation is reported to take effect next month.

SD&B handles the Kaiser-Frazer account and had the Club Aluminum Products account, which sponsors *Club Time* on ABC, but Drake took this account with him when he went to Burnett. Drake was secretary and member of the board of directors. Bement was v.-p. and board member.

Drake was one of the founders with Morris F. Swaney of the Old Trade Development Corporation, which was renamed when Bement joined the firm about three years ago. Swaney has always had majority interest and control of the agency.

U.S.A.'S LARGEST REPRODUCTION HOUSE

GENUINE HIGH 5 1/2" EA
GLOSSY PHOTOS

Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST

8x10's: 17.49 per 100; 155 per 1000
Fan Mail Photos (5"x7") 136 per 1000
Postcards 123 per 1000. Mounted Enlargements (30x40): 13.85

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

COPYART
Photographers

Plaza 7-0233
165 West 46th St.
New York 19, N.Y.

"WE DELIVER WHAT WE ADVERTISE"

First Live Show For Detroit Tele

DETROIT, April 17. — The first live musical show on Detroit television will be the concluding program of the Detroit Symphony Orchestra's *Music for Michigan* series, going on WWJ-TV Tuesday night (20) for a half hour at 7:30. Temporary agreement was made with the Detroit Federation of Musicians on an experimental basis, and no provisions for any long-term agreement covering other musical shows has yet been worked out, according to William Walbridge, station manager.

The show will be picked up from the Music Hall, using a two-camera technique. The program is aired weekly by WWJ, but this will be the last concert until fall, so arrangements for the telecast were speeded up to give everyone concerned a chance to get one airing before it ended. The show is sponsored by the Detroit Edison Company, with the Campbell-Ewald Agency handling details.

Web For Detroit Possible in Oct.

DETROIT, April 17. — Network television will be feasible for Detroit by October, according to William E. Shane, general commercial manager of the local telephone company, thru the use of a radio relay hook-up from Toledo, where the Buffalo-Chicago coaxial system will be completed by that time. This will mean the possibility of bringing University of Michigan home games at Ann Arbor, now handled by relay to Detroit, onto the Eastern networks.

Papers, Nationwide, Issue Tele Specials; Mags' Interest Grows

NEW YORK, April 17.—Newspapers thruout the country are latching on to the video bandwagon via special supplements which are proving extremely well-paying propositions. Publishers find it comparatively easy to make up these supplements, inasmuch as merchants, manufacturers of video equipment and others have proved amenable to this type of advertising. Editorial copy, of course, presents no problem either, the press departments of the webs and other tele interests being only too anxious to service such supplements with a mass of name stories on all phases of the medium.

Here are some facts buttressing the make-dough-with-tele activities: Numerous newspapers will publish video supplements this month. Included are *The Washington (D. C.) Post*, *The New York Herald Tribune*, *The New York World-Telegram*, *The Erie (Pa.) Dispatch*, and *The Buffalo Evening News*. *The Boston Post* is also planning one. *Herald Trib's* supplement, incidentally, is scheduled for April 18, with *The World-Telegram's* the 26th. In New York, *The Sun* has already carried a video supplement, which was obviously juicy from a financial point.

Supplements Issued

In addition to *The New York Sun*, newspapers which have carried supplements recently are *The Chicago Tribune*, *The Schenectady (N. Y.) Union-Star* and *The Cleveland Press*, among others.

A lot of this activity, of course, is being sparked by the snow-balling promotion the National Broadcasting Company has been able to give the video industry. The effects of this promotion are not only apparent in newspapers, but also in magazines. *Fortune*, for instance, will carry a big television story next month. *Time* and *Look* are both writing an over-all

tele story. *American* mag's current issue leads with a video story by David Saranoff, Radio Corporation of America topper. In addition, top class mags have recently done pieces on the new art, notably *Life*. Other mags, too, are changing their format or content to include video, for instance *Radio Best*, which has become *Radio and Television Best*.

DETROIT, April 17.—First television edition of a community newspaper in this territory is being brought out this week by the Detroit Suburban Newspapers, who publish four community papers using similar contents but differing titles and mastheads in Northwestern Detroit.

The television section includes an eight-page supplement, with editorial material aimed to bring the significance of video into the average home. In each instance the material is being given a local angle, as coming from a neighborhood dealer rather than impersonally from the manufacturer. About 70 per cent of the space is paid advertising. The special edition was handled by Ralph Delene, display advertising manager.

The Detroit Suburban Newspapers' special follows by several weeks the 20-page supplement put out by *The*

DuMont Laboratories Reports 564G Net, '47

NEW YORK, April 17.—The 1947 annual report of Allen B. DuMont Laboratories, Inc., issued to stockholders this week showed that the operation had jumped over to the black side of the ledger, with a net income of \$563,677 to compare with the 1946 net loss of \$1,472,270. Billings of the DuMont network were reported on the rise, and, tho no annual totals were reported, the January, 1948, billings were reported as \$48,945 against \$5,190 for June, 1947.

Net sales of manufactured products jumped 482 per cent over 1946, with a 1947 total of \$11,034,805 compared with \$2,287,167 the preceding year. Sales of tele receivers in the first eight weeks of 1948 were double the value of those for the same period last year, bringing in \$1,642,000 as compared with \$807,000.

Detroit News, which owns WWJ-TV, only video station now on the air, and is considered an outstanding promotional job for a community newspaper, particularly in view of the low number of sets—some 7,000—now in the city.

Versatile Phil

PHILADELPHIA, April 17.—Phil Sheridan, singing emcee for the ice shows at the Garden Terrace Room of the Benjamin Franklin Hotel, has become local radio's handyman. When not singing at the hotel nitery, Sheridan is the weatherman at WCAU, a dramatic actor on two WFIL shows, a soloist on two KYW musical shows and the singing star of WIP's *Quaker City Serenade*.

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guy in TELEVISION

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BAKER
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"WONDER HOUSE"
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(Host)
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Monday thru Friday
Channel 9
WGN-TV

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TWO TON BAKER SHOW
8:15 A.M. Daily
Monday thru Saturday
WGN—MUTUAL
★
TWO TON BAKER SHOW
5 Times Weekly
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MUTUAL NETWORK
★
BAKER'S SPOTLIGHT
4:30 P.M. Daily
Monday thru Saturday
WGN—MUTUAL



MERCURY RECORDS

Special Agent

Reviewed April 7

Sustaining Via MBS

Wednesdays, 8-8:30 p.m.

Estimated Talent Cost: \$2,750; producer-director, Herbert Rice; writer, Finis Farr; music, Emerson Buckley's orchestra; announcer, Ted Brown. Cast: James Meighan (Alan Drake), Lionel Sudrow (Jim Lawler), Charlotte Lawrence (Margot King), Ralph Locke (Mr. Priestly), Jackey Grimes (Teddy King), Joe DeSanto (Rogan).

Current Hooperating of the program (started March 24).....None
Average Hooperating for shows of this type (Mystery).....10.6
Current Hooperating of show preceding ("Inside of Sports").....2.3
Current Hooperating of show following (Sustaining).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Mayor of the Town".....10.5
 CBS: "American Melody Hour".....8.3
 NBC: Dennis Day.....13.8

Mutual's new whodunit, *Special Agent*, features the derring-do of insurance dick Alan Drake, who isn't so tough but what he prefers milk to stronger fluids. Drake has talents other than his gumshoeing, too, for he was able to spot a fem slayer by noting that a Matisse print actually was not a print but an original; ergo, she had more bucks to toss around than a simple secretary should. Opus caught, concerning the robbery of an antique jewel box, had other bits of color which set it apart from the usual crime show. Scripter Finis Farr has made a good start in his characterization, and further development of this out-of-the-way background could help build up a promising series.

Plotting was not extraordinary, but maintained interest, and the acting of James Meighan as the shammy who won't be bought was sturdy and convincing. Music was unobtrusive, if not spectacular. Plugs on the sustainer were for Mutual shows which followed later that evening. Chalk this show up as one which may prove a sleeper.

Sam Chase.

Words and Musing

Reviewed April 8

Sustaining over WGYN-FM, New York Mondays thru Fridays, 10-10:15 p.m. Producer, Lee Schulman; writer, Kenneth Paul; announcer, John MacDougall.

Used as a sign-off show by FM indie WGYN, *Words and Musing* seems a restful and relaxing way to end a day. It consists of platters featuring sweetly rendered versions of standard and pop numbers with soft vocals and expressive lyrics blended smoothly with top orchestrations. Introducing each recording is a special verse, written by Kenneth Paul and delivered by announcer John MacDougall.

It is these verses that give the show its charm, for they are sentimental without being sticky, and are keyed to the recording which follows. They range from the basic human emotions to the entire cosmos and they have the distinctive mark of good verse in that they develop real imagery and feeling, and are not merely phrases which rhyme. In fact, more often than not, they don't rhyme, and that, too, is a boon. MacDougall's delivery is resonant and almost caressing. Purpose is to settle the blood chemistry of the station's listeners after the rugged battles of the day, and to put them in a mood for shuteye without setting them off during the show itself. It should be manifestly successful, and is a good example of economical programming on the FM dial.

Sam Chase.



Radio and Television Program Reviews

Macbeth

Reviewed April 10

Sustaining over WFUV-FM (Fordham University), New York

Shakespeare's tragedy; directed by William A. Coleman; Bob Henneberry (Macbeth); Katherine Heekin (Lady Macbeth); Nancy Walsh (Lady Macduff); Bob Andrus (Macduff); William Lyons (Malcolm); Willard Walsh (Banquo); John McCabe (Duncan); Billy Coleman, Florence O'Grady, Kay Britt, Bob Testa.

It is no easy chore to adapt Shakespeare to radio and play it as written without benefit of interpolated explanations to set the scenes and clarify the action. Taking the obvious difficulties into consideration, the radio workshop student group of Fordham University turned out an over-all impressive job with *Macbeth*, the first of eight skeddled full-length air productions of the Bard. While student performances ranged from excellent to run-of-the-mill, producer-director William Coleman managed to ear-visualize much of the sweep and power of the tragedy.

Ear-wise, the production's faults stem primarily from overemphasis on certain scenes—notably the witches sequences which could have been considerably cut without loss of atmosphere—and the natural loss of pace where stage business and action is involved. Both the Banquo ghost scene and the finale battle sequences were hurdles which were too steep for Coleman's direction. They came across hurried and unconvincing.

Since there is an exceptionally top-drawer revival of the play now on Broadway, it could have been a magnet for the student air actors before assuming their chores. Perhaps some of them took the opportunity to get a professional ear and eye, for some of them gave excellent readings. Bob Andrus's Macduff and Willard Walsh's Banquo were amazingly good, and one of the best voices to come across was that of the lad who played the doctor (name not listed in the credits). Bob Henneberry's title role was not quite so happy. However, Henneberry has a good voice and when he gets over his declamatory awe of the master's verse will do much better. Katherine Heekin's Lady Macbeth was uneven, ranging from earlier excellence to strident overplaying in the sleep-walking scene. Nancy Walsh made an adequate Lady Macduff, and William Lyons brought Malcolm sharply into late focus after a slow start.

In sum, if not entirely satisfactory, Coleman and his group got off on the right foot with experimental air-Shakespeare. Likely, experience will overcome producing problems as the series continues.

Bob Francis.

ABC Calls Confab For N. Y. Staffers

NEW YORK, April 17. — A staff meeting for all New York employees of the American Broadcasting Company (ABC) devoted entirely to television has been called for 5:15 p.m., Wednesday (21). Plans of the web will be detailed to those attending. Equipment, including cameras and receivers, will be set up and demonstrated. Among the speakers will be Charles Barry, Frank Marx, Lee Jahncke and Paul Mowrey.

The Nature of Things

Reviewed Thursday (15). Style — Talk. Sponsored by Galvin Manufacturing Corporation (Motorola Radios), thru Gourfain-Cobb, via NBC television network, Thursday, 8:15-8:30 p.m. Producer, Dr. K. Marshall, director of Fels Plantarium, Chicago. Director, Paul Nickell. Art work, sets, etc., William C. Smith. Narrator, Dr. Marshall.

Here is peak television. In this show we get an inkling of how a bone-dry topic can become fascinating when the visual element is considered and used advantageously. Dr. Roy K. Marshall, director of Fels Plantarium, Chicago, is being aired from the Quaker City's WPTZ over National Broadcasting Company (NBC) in weekly discourses on subjects scientific. Dr. Marshall is eminently successful in holding the interest of viewers with his graphic demonstrations of intricate matter which would be most difficult to explain simply thru words alone. Treated on show caught was the working of a seismograph, hardly a glamorous subject. But the 15 minutes were so intriguing they seemed to skip right by.

Dr. Marshall used a simple, straightforward manner, with bits of wry humor to lighten it, as when he used a map to note that earthquakes in the Eastern United States had not, in the past, proved very destructive. "But," he warned, "at any time there may be one." Apart from maps, he also used a large pad of paper, hung on the wall near him, and black crayon, with which he wrote and made markings on the pad. To add a bit of historical color, he noted that the ancient Chinese had their own form of seismograph working on the pendulum basis, and he illustrated its use with his own watch and chain. He then demonstrated models used in the last century, including the type which San Francisco had during its catastrophe. The current model, in use at Franklin Institute, wound up this part of the show.

From the instruments, Dr. Marshall went into an explanation of the markings made by seismographs and how they can be deciphered. Utilizing the pad on the wall, he showed the three different types of graph markings and what they mean in the estimation of speed and severity of shocks. When he finished this, every viewer must have felt competent to participate in a convention of meteorologists and seismographologists — if that's what they're called. The wind-up was an illustration, by means of a globe and maps, of the quake areas of the world.

The show is sponsored by Motorola, which itself did a good job on the live commercials. The opener pitched for a three-way portable radio model, stressing beauty and tone quality. On the latter topic, recorded music was brought in and out when the sets switch was turned on and off. Unfortunately, the synchronization was not quite perfect on this. Closing commercial, for the small table-model tele receiver, showed the announcer laboring behind a typewriter, straining to turn out copy which would not come. He then demonstrated to the audience themes around which commercials could be written, all on the humorous side. While a bit strained, they were unique in that they were video's adaptation of the plug-that-kids-the-plugs variety.

Sam Chase.

Hollywood Opportunity With N.T.G.

Reviewed Thursday (15), 7-7:50 p.m. Style—Remote pickup from Florentine Gardens, introducing new talent. Directed by Bud Cole. Sustaining over KTLA (Paramount), Hollywood.

Veteran nitery emcee Niles Thor Granlund (N.T.G.) who did one of radio's first big shows almost two decades ago, proves he can take tele in easy stride by deftly piloting talent hopefuls thru this 50-minute seg. Staged at the ornate Florentine Gardens, *Hollywood Opportunity* offers to serve the lofty purpose of showcasing new talent before the film-city's agents and scouts. After a particularly worthy aspirant has done his bit, Granlund comes on announcing that a certain talent scout or studio had called for an appointment. For example, during this seg, producer Joseph Pasternak was supposed to have called granting a screen test to an eyesome blond thrush.

Individuals are entered either by agents or the various talent schools in the area who want to showcase their students, thereby gaining a plug for themselves. In addition to getting a chance at being "discovered," each contestant also gets a prize. These are furnished by various retailers seeking a free tele plug.

Most noteworthy performer on today's scanner was Martha Davis, Decca's Steinway-riding blues singer. Her tele bow was motivated by the desire to be the first professional pop musician to appear on tele here since American Federation of Musicians (AFM) lifted its video ban and established scale rates. Lensers moved in for an over-the-shoulder shot of Miss Davis, bringing the viewer into a close-up of the keyboard and the performer's hands.

To prove that filmdom's important people ogle this seg, cameras swing to Harry Rapp, Metro-Goldwyn- (See *Hollyw'd Opportunity*, page 15)

Tonight on Broadway

Reviewed Tuesday (6). Style—Dramatic. Sponsored by American Tobacco Company (Lucky Strike Cigarettes), thru Foote, Cone & Belding, via CBS television network, WCBS-TV, New York, Tuesdays, 7 p.m. Producer, Martin Gosch; director, Tony Miner. Technical supervisor, Henry Grossman. Announcer, Don Baker. Cast: Principals of Broadway production, "Mister Roberts," starring Henry Fonda, with William Harrigan, David Wayne, others.

If Broadway producers with hit shows had any fears that telecasting excerpts might prove harmful, the debut performance of this Lucky Strike show, *Tonight on Broadway* should dispel them. But if Lucky Strike thinks it has a program which sustains interest equally thruout, it had better take another look. On paper, the idea of going backstage to gander the workings of a legit show probably looks mighty exciting, but in execution—or, at least the execution on this show—it generated far too little interest.

Basically, the reason for this sluggishness was that the first 15 minutes, devoted to interviewing some of the players in the smash, Mr. Roberts, producer Leland Heyward, co-author Tom Heggen and designer Jo Mielziner, was predominantly a radio offering, accenting the talk, rather than a tele show, accenting the visual. The exception to this was Mielziner's bit, a brief gander at the set and the workings of the turntable stage.

Interviews Poor

Interviews were done by Martin Gosch, producer of *Tonight* and a guy who should know, as an ex-newspaperman, that there's nothing quite so deadly as a banal interview, and the lack of banality is in direct ratio (See *Tonight on Broadway*, page 15)

NBC PONDERERS OWN TC RELAY

NBC To Open 8G, New Video Studio

NEW YORK, April 17.—National Broadcasting Company (NBC) will open its new television studio (8G) probably Wednesday (21) or Thursday (22). This studio, which will have the newest engineering improvements, will give the web a second studio—3H is the other one—and will, therefore, take a load off the mind of the sales department. With video business picking up, the sales staff has been fearful that it might have to turn away business in view of the fact that only one studio was available. It's believed that the Swift program (Lanny Ross) telecast Thursday nights over the web may be moved into the new layout.

Studio 3H has been in use since 1937.

As indicated in a previous issue of *The Billboard*, 8G will have newly developed cameras designed by NBC and RCA technicians, and a control room which is termed an artist's dream. The audio panel for mikes will enable engineers to synchronize sound with the movement of the cameras. Lighting will also be improved.

Telepak Films To Distribute Indie Tele Pix

HOLLYWOOD, April 17.—Formation of a major telefilm releasing corporation, Telepak Films, was announced last week by Robert Longenecker, former head of Sam Jaffe Agency, and topper of new tele venture. Telepak will be patterned after United Artists Pictures releasing set-up, and will distribute films produced independently for tele release.

Set to join Longenecker's releasing org on a partnership basis are William Cameron Menzies, noted Hollywood art director, and Ben Finney, indie film producer. Menzies is directing first three films produced for Telepak, with Finney in charge of production. Pix completed this week included a 24-minute short based on Edgar Allan Poe's classic *Telltale Heart*, with Richard Hart in lead role; and *A Terribly Strange Bed*, starring screen thespis Richard Greene and Roman Bohnen. Third film to be made next week will be video adaptation of Ashmead Scott's radio series, *Your Witness*, which will feature mystery-audience participation gimmick.

Pix are budgeted at \$8,000 each, and will be leased to video outlets on a rental basis. Longenecker will trek to New York early in May to present completed reels to Gotham ad fraternity and tele producers. Flickers are being shot at Hal Roach studios in Hollywood.

Negotiations to bring additional indie producers into Telepak were underway this week. Among showbiz personalities said to be interested are Xavier Cugat and the Andrews Sisters. Negotiations are also underway with noted film producer Walter Wanger.

Bordens To Enter TV Field for Summer

NEW YORK, April 17.—Bordens is going into television for the summer season. The deal, which is expected to be set by Kenyon & Eckhardt over the week-end, will call for a five-minute sports show.

The program will be telecast over the National Broadcasting Company video web just prior to the telecasting of the Giants baseball games.

ABC Stock Issue Near Floating Point

NEW YORK, April 17.—The long-rumored issue of additional stock by American Broadcasting Company (ABC) appeared close at hand this week as the web cast about for additional funds to finance its extensive television plans. Edward J. Noble, chairman of the ABC board, was reported polling the network's affiliates this week on the subject.

Another report this week was that ABC might decide to float a loan from a major financial institution. Prudential Insurance was prominently mentioned as already contacted.

Sorry

The list of television station permit holders and applicants, to have been published in this week's issue, is omitted because of the pressure of more urgent news.

Now FTC Puts Eagle Eye on TV Plugs, Too

WASHINGTON, April 17.—First official Federal Trade Commission (FTC) recognition of the booming status of television came this week as the FTC announced that TV plugs were now under the same scrutiny as standard broadcast advertising.

According to FTC, tele networks are sending in ad scripts weekly, while individual stations are supplying such material on a sampling basis. The individual station plan calls for submission of sample plugs four times yearly. Slides and films used in TV advertising, however, are not required unless specifically requested.

To insure that scripts from all stations will be examined, the FTC is writing to all outlets having construction permits, asking for the approximate date of launching commercial operations.

NBC Meggers Eye New CBS Fees Enviously

NEW YORK, April 17.—Television directors at the National Broadcasting Company (NBC) were reported disturbed this week by the fact that they are not skedded to reap the new commercial fee system being put into effect for the meggers at the Columbia Broadcasting System (CBS). As a result of the contract signed recently between CBS and the Radio Directors' Guild (RDG), commercial shows brought into CBS by sponsors or advertising agencies which utilize a web staffer's services will have a director's service charge added to the bill as in radio operations. Shows under firm contracts signed before the RDG contract will not be affected, however.

The first show involving the commercial fee was set this week for its CBS debut April 26. It will be titled *Sportsman's Quiz* and will be bankrolled by *Sports Afield* magazine, with Warwick & Legler the agency. The show will air from 8 to 8:05 p.m., with Henry Legler Jr. slated to produce. CBS Director Charles Polacheck will be the first beneficiary of the new commercial fee policy.

CBS Options Cogan For Possible Ainer

NEW YORK, April 17.—Columbia Broadcasting System (CBS) this week took an option on Shaye Cogan, night club singer. The web is understood to be considering her for a two or three-a-week strip. Deal was set thru General Artists Corporation (GAC).

May Bridge Nation With Microwaves

Dubious of AT&T Facilities

NEW YORK, April 17.—The National Broadcasting Company (NBC) may move to establish its own microwave relay system between New York and California in the event television networking facilities offered by the American Telephone & Telegraph Company (AT&T) lack the capacity NBC feels is necessary. NBC's concern is that the AT&T facilities, heralded as to be ready at the end of 1949, will not enable full-time multiple tele networking.

If the NBC fears—shared by other telecasters—should be borne out, NBC plans to apply for its own point-to-point microwave facilities in those sections of the country where necessary. NBC now has such facilities available in certain Eastern areas and will, as a matter of fact, be able to carry exclusive coverage from the Philadelphia political conventions without relying on the pooled coaxial cable feeds.

In the East, where AT&T has a coax between Washington and New York and a microwave set-up between New York and Boston, the limited facilities have required time-sharing arrangements. This is reasonably satisfactory now, tele men say, but a year or so from now, at the present rate of TV expansion, would place terrific limitations on multiple commercial networking. If the same is true coast-to-coast, NBC declares, it will have no choice but to develop its own facilities.

Phone company philosophy, it is said, is to make new coaxial and microwave facilities available first to telephone service, on the ground that this is the company's primary obligation. NBC agrees that it may be the AT&T's primary obligation, but argues that it cannot be allowed to interfere with television's progress.

\$1,750,000 Links

WASHINGTON, April 17.—New TV carrier facilities of the AT&T linking Detroit, Toledo and Buffalo, (See *NBC Ponders Relay* on page 14)

TC To Present Union Requests To Telecasters

NEW YORK, April 17.—The Television Committee (TC) of the Associated Actors and Artistes of America (Four A's) began notifying telecasters in New York this week that the union's demands for television scales and working conditions will be presented to them April 29. George Heller, exec sec of the American Federation of Radio Artists, undertook the task of contacting the broadcasters. TC represents actors in radio, films, legit, vaude and music.

Broadcasters involved include National Broadcasting Company, Columbia Broadcasting System, DuMont, American Broadcasting Company and WOR.

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AFM Wins 75% of AM's Scale

Pact Is Near; Pay May Rise After 90 Days

Revision Clause Expected

NEW YORK, April 17. — The American Federation of Musicians (AFM) and New York television operators late this week were in agreement on most points of a short-term pact covering use of musicians on video, with inking expected in a few days. It was learned that price scales for straight TV would be as high as 75 per cent of the AM broadcast scale. It was also confirmed, as indicated in the last two issues of *The Billboard*, that the pact would hold for 90 days, during which period both the AFM and TV managements would have time to observe actual problems connected with the employment of musicians on the new medium. One detail still to be worked out, it was stated today, is the matter of scale on duplicated programs. AFM and webs have been at considerable variance on this point, original demand being \$10 per man extra. It was expected that when the pact was finally inked, this figure would be pruned considerably.

Present at the sessions were Joseph A. MacDonald for the American Broadcasting Company, Carleton Smith and Charles Denny for the National Broadcasting Company, Howard Hausman for the Columbia Broadcasting System, Lawrence Phillips for DuMont, and Arthur Israel, an attorney for Paramount Pictures.

Scale to be Retroactive

As it became apparent that AFM and video interests were close to a deal, networks and sponsors began making arrangements to permit use of musicians on TV programs with the understanding that whatever scale was agreed upon it would be retroactive. The Swift program (Lanny Ross) on NBC has already been operating under this system, and late this week it was learned that *Take It or Leave It* and other NBC shows were also set for tele.

Altho details are being handled by the national office of the AFM, the final set-up will be administered by the different locals having jurisdiction over programs originating in their area.

Aussie, NBC Pix Deal

SYDNEY, April 17.—An agreement was signed last week between the Australian Department of Information and the National Broadcasting Company (NBC) by which the American web will secure special film for television use. The film to be turned over to NBC includes 400 feet of coverage of the recent Australian Antarctic expedition.

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Coast Telecasters Okay AFM Scales

HOLLYWOOD, April 17. — Local telecasters generally approved temporary scales for use of live musicians which were announced this week by American Federation of Musicians (AFM). Rates were given tele trade by Phil Fisher, Local 47 biz rep, at the regular meeting of the Academy of Television Arts and Sciences (ATAS) Tuesday (13).

Breakdown of rates for local telecasts only called for \$9.20 per sideman for a half-hour show, including half-hour rehearsal time and \$13.80 for leaders or soloists for same time period. Extra rehearsal time will cost \$2.30 per half hour for sidemen and \$3.45 for leaders or solo players. Agreement will be in effect for a 90-day period only, Fisher said. Rates do not cover use of radio musicians, concert appearances or remotes. Charges for such airers will be negotiated on an individual basis, Fisher added. AFM agreed to clear special events such as parades, conventions and tele shows of a public service nature.

"Tonight" Show Folds on CBS

NEW YORK, April 17.—*Tonight on Broadway*, the American Tobacco Company's (ATC) video show on the Columbia Broadcasting System (CBS) Tuesday nights, showing behind-the-scenes theatrical material from Broadway legit houses, folds after next Tuesday's (20) telecast of scenes from the musical *High Button Shoes*. The deal was originally scheduled for three weeks with options.

Tonight, announced with some fanfare by Foote, Cone & Belding, prior to that agency's loss of the ATC billings, involved a special scale from Actors' Equity and a special agreement between the International Alliance of Theatrical Stage Employees (IATSE) and the International Brotherhood of Electrical Workers (IBEW) whereby CBS cameraman, members of IBEW, were allowed to enter legit houses and work with IATSE men.

ABC Resumes Tele Net Plans With Only Two Affiliates

NEW YORK, April 17.—With only two full-fledged affiliates involved, the American Broadcasting Company (ABC), nevertheless, resumed network video programming operations this week. But beneath the arrangement which permits ABC to use DuMont's WABD as the New York outlet on commercial shows, considerable disquiet is known to exist. The web's deal for WMAR-TV, Baltimore, a Columbia Broadcasting System (CBS) affiliate, involves few of the problems extant in New York, while WMAL-TV, Washington, and WFL-TV, Philadelphia, are regularly affiliated ABC stations. The Baltimore situation may be permanently settled about June, when WAAM takes the air. ABC is said to have the inside track in pacting this outlet as an affiliate.

The ABC-DuMont situation is an uneasy one for a number of reasons, not the least of which is reported to be money. In former years, when ABC programed over WABD, the arrange-

Chi AFM Deal Bans Doubling By House Men

Scale Set at 66 2/3% of AM

CHICAGO, April 17.—A deal for American Federation of Musician (AFM) members to work in television has been set between WGN-TV, local *Tribune* video station, and James C. Petrillo, AFM head. General terms of agreement call for AFM members to receive two thirds of the network station AM rate and stipulates that no AFM members who are regularly employed at radio stations, niteries or theaters can be used for television. The agreement is a temporary one.

One of the more unusual terms of the agreement, and one which the union is using to carry out its expressed intention of having television present more work for more members, is the stipulation prohibiting use of staff members. Under this agreement no member of the WGN AM staff can be used for television. Neither can staff members at any other station or any other regularly employed musicians be used. For example, WGN-TV wanted to use Herbie Fields's orchestra, now playing at the Sherman Hotel here, for a one-time shot. Deal was not okayed, however, with union saying that Fields's work, unless it were passing thru the city, could not be used for television.

The station has not been asked to hire any number of musicians, but will work out each deal separately with musicians involved as it comes up. All deals are being figured out on a single engagement basis.

At WBKB, other video station here, no musicians are being used yet. Execs of Paramount, which owns WBKB, are now negotiating with Petrillo in New York, and until they reach an agreement station will not use any musicians and, in fact, is not even auditioning any more musicians because of the unsettled condition of possible outcome.

Cooley Inks Scripts For Vid Adaptation

NEW YORK, April 17.—What may prove to be precedent-setting deals in establishing video rights to adapted material were set this week when Lee Cooley, television chief at McCann-Erickson Agency, contracted for two dramatic scripts, one adapted from a radio script, the other from a short story. They will be used in a series of short dramas which will constitute the final half of *The Swift Show*, aired Thursdays over the National Broadcasting Company (NBC). The network and publisher involved in previous use of the works were found to have no claim on the properties, and both deals were set direct with the authors.

The initial short drama, which replaces the quiz contest gimmick on the program starting Thursday (22), will star legit stars Sam Wanamaker and Louisa Horton in *Long Distance*, a script formerly used on *Molle Mystery Theater*. The second show will be a version of Dorothy Parker's short story *Well, Here We Are*. Negotiations are continuing for other of Miss Parker's stories.

NBC PONDERES RELAY

(Continued from page 13)

and connecting Chicago and Milwaukee, will cost AT&T an estimated \$1,750,000, the Federal Communications Commission (FCC) reported this week in issuing the permits.

Under the FCC authorization, AT&T will hook together Chicago-Milwaukee and Detroit-Toledo with microwave systems. Completion date for the two systems is June 15, 1949.

Supplemental facilities along the Cleveland-Buffalo coaxial cable were also granted AT&T. These provide for TV terminals at Buffalo, Toledo, South Bend, Ind., and Danville, Ill. The cable facilities are due for completion some time this year. AT&T plans to carry Notre Dame and Illinois universities' football games when the terminals are completed.

Meanwhile, the FCC is readying to announce a decision on rival rates for commercial TV transmission proposed by AT&T and Western Union. AT&T rates would apply on coax lines, while WU's rates would apply on microwave.

took place Thursday (15) when a sustainer called *Hollywood Screen Test* aired over an Eastern hook-up that excluded New York. WABD also was skedded to carry the preem of the Henry Morgan video show, *On the Corner*, sponsored by Admiral Radio, when it bows Sunday (18) at 6:30 p.m. with a Philadelphia origination. Another ABC sustainer, *Hayloft Hoe-down*, has an April 24 opening date, and it is expected that New York will have no outlet.

Meanwhile, from Detroit came word that WXYZ-TV, ABC-owned outlet, will be on the air by October 1, supplying that city with its first network-affiliated station. WWJ-TV, altho its AM adjunct is a National Broadcasting Company (NBC) station, has made no network commitment, pending a modification of terms. Construction now in progress is such that WXYZ-TV may be able to pick up network shows from Chicago by the time it goes on the air, according to General Manager James G. Riddell. Paul Mowrey, ABC tele chief, will speak to the station's entire staff here Thursday (22) at the regular monthly meeting. John Pival has been named in charge of all WXYZ-TV production, while Charles Kotchcr, WXYZ chief engineer, also will head the tele station's technical staff. Present plans are to utilize the present WXYZ staff for the most part, and no appointment of an over-all tele chief is yet planned.

The initial ABC programing effort

Short Scannings

First musician to appear live in St. Louis video was Russ David, maestro-pianist, who has conducted his *Teen Bar* tele show with records over KSD-TV. Last week he secured clearance from the American Federation of Musicians just 25 minutes before air time and worked the keyboard himself. . . . Representatives of over 1,000 retailing, distributing and merchandising firms attending the 14th annual clinic of Amos Parrish & Company in New York heard tele stressed as a potent advertising tool. . . . Harold J. Bock, manager of Western tele operations for National Broadcasting Company (NBC), left Hollywood Friday (16) to spend a few months in New York studying the video operation.

Guy LeBow has joined WPIX as announcer. Victor E. (Buck) Forker Jr., has been named to head program promotion for WPIX. He comes from the National Advertising Art Center. . . . Ernest Colling, for six years producer and director at NBC television, New York, is now director of training at Twin City Television Lab, St. Paul-Minneapolis. . . . New series of video golf lessons kicks off in Detroit this week with golf pro Joe Devaney starting his *Follow Thru* show over WWJ-TV.

Sportscaster Russ Hodges has launched a new five-a-week series called *Sports Page*, airing over the DuMont network at 5:30 p.m. starting April 19. . . . Breyer Ice Cream Company in Philly has transformed its radio spot into a one-minute tele film. Spot features ringing of phone bell followed by a voice saying, "Hello, Breyer's calling." It will air over WCAU-TV on Tuesdays.

Elgin Watch Company, which has aired video time signals over WPTZ, Philly; KTLA, Los Angeles, and WCBS-TV and WNBT, New York, has signed to two a week on WGN-TV, Chicago. . . . Milwaukee now has 2,050 video receivers installed, 74 per cent in homes and 26 per cent in public places. . . . New additions to staff of WGN-TV are producers Barbara Corning and Bruno VeSoto, announcer Jerry Kaufnerr and newsreel cameraman Charles Geckler. . . . Bill Zimmerman, former merchandise manager for Spiegel, Inc., mail-order and chain-store org, this week joined Television Advertising Productions (TAP), local video film and package outfit, as sales director. Zimmerman has spent over 18 years in national sales and merchandising. TAP has made other personnel additions recently. Clayton Bergman, former stage and screen performer, has become director of talent, while Jimmy Dexter, legit theater actor and producer, has become a member of TAP's production department.

TONI WAVE NIXES TV

CHICAGO, April 17.—Altho top brass of Foote, Cone & Belding (FC&B) agency's television department have made several trips here to convince Toni home permanent officials that now is the time to jump into video, the firm is understood to have made a negative decision, at least for the present. The reasons given were that tele network facilities still are too limited for the mushrooming company's needs, and that recent sinking of considerable cash into the *AM Crime Photographer* web show has cut deeply into the budget.

Para Theater Video Hypo

(Continued from page 4)

no intermediate steps, i.e., the image is telecast direct to theater screens. The Paramount spokesman told *The Billboard* that a group of theaters in a given area could easily carry the same telecast simultaneously if the Para equipment (made and handled thru the firm's wholly owned subsidiary, Television Productions, Inc.) were installed in such theaters. This same spokesman also said that Para plans to run telecasts similar to the Wednesday night show "from time to time" and that the firm is seeking special events on which it may be able to make theater TV deals. It is known that sporting events, for example, to which television broadcasters (NBC, CBS, DuMont, etc.) hold rights, are often tied up by such broadcasters for home TV transmission only, and that at least in some cases theater TV rights are wide open. Thence obviously stems one phase of the anticipated speed-up in competition between the radio and film interests. Paramount, it is rumored, is considering making a bid for theater TV rights to the upcoming Joe Louis-Joe Walcott heavyweight title go, and to other outstanding sporting events in the near future.

Audience Reacts

The audience at Para's preview reacted quite favorably to the telecast, which started after a short organ interlude following the last stage-show. Roughly a hundred payers started to exit after the Buddy Rich band played its finale, but Rich stepped up and invited 'em to stay around for a "surprise." Only a handful of customers walked out after the Paramount newsreel had flashed the screen announcement that "motion picture-television history" was in the offing with fights to be shown immediately. Camera work on fights was excellent, tho the left side of the picture at times seemed out of focus, and the picture over-all did not have the clarity of standard motion picture film. Best indication of effectiveness of theater TV, however, was the manner in which the excitement of the knockout in the second (and last) bout broadcast reached and was reflected by the theater audience. Don Dunphy's commentary on the fights was a decided minus in the job, however, and he brought nothing to the "historic" character of the event. Showing was actually the first full screen-size theater showing in New York, and first telecast into a theater via microwave relay.

Joe Csida.

HOLLYW'D OPPORTUNITY

(Continued from page 12)

Mayer exec producer and old-time starmaker. Idea of utilizing tele for showcasing talent is particularly well-suited to a town such as this, overrun with thousands of hopefuls waiting for their break. More than any other medium, tele can bring the deserving within eye-ear shot of Hollywood's toppers, automatically taking the unknown thru doors they never before could enter.

Entertainment-wise, *Hollywood Opportunity* is one of the most refreshing eye-holders on the local glass screens. Camera work and cutting from one lens box to another was up to KTLA's usual high standard. Momentary shots of the applauding audience are flashed on after each act, breaking the monotony of straight stage shooting as well as giving viewers the visual sense of an audience.

Lee Zhitto.

Tele's New Baseball Coverage All Right But Lacks Interest

CHICAGO, April 17.—Except for the use of a Zoomar lens and the utilization of a new camera position which shot from a low angle level with players, this first use of a new type of baseball video coverage worked out by Phil Wrigley, owner of the Cubs, and execs of WBKB and WBKB-TV, has little improvement over last season's coverage. Baseball is still a tough video nut to crack and WBKB will have to do some more hard work to devise a system which keeps the game interesting at all times for the viewers.

Under the new system one camera was placed in front of the third base dugout, one in the stands down left field and one far down the stands along the left field line. The third camera was used for most coverage of play, and except during time Zoomar lens was used, attempt to get practically all the infield into the angle of camera coverage, resulted in pitcher, batter and other players appearing too small on video screen.

Harry Birch, veteran video and newsreel cameraman, used the Zoomar to good advantage most of the time, but at other times it was apparent that even the Zoomar is not the entire answer to video baseball coverage. At one time the lens was used in an attempt to follow the ball from the batter out to the field where it was played and then back to the infield after it had been thrown by the outfielder. This attempt failed; the play was just too fast for the Zoomar to follow. Another time the Zoomar was used on a double play, and this too was too fast to follow. Also the Zoomar is okay when used to increase size of players—when the lens "zooms" forward, in other words, but when it "zooms" backward so that size of players on screen is reduced, the effect was disappointing and made the viewer feel as if he had been taken away from activity.

Altho use of camera on field in front of third base dugout gives opportunity for line of sight with players' waists and thus makes them bigger on screen, its use at some times was harmful to following of play when players walked in front of play camera was trying to follow.

The station used the far left field camera too often. A few times the left field camera nearer to home plate was used and gave better effect because players appeared to be larger and because more of infield was brought into camera coverage angle.

As a result of coverage of this game it can be said that all the problems of video coverage of baseball have not been solved. Football and other sports are still better for video coverage.

Wrigley et al. still have not got the

best form of television coverage. Whether or not they do later on depends upon how much effort is put into additional experimentation and constant search for better methods.

Reviewed Friday (16), 1:30-2:30 p.m. First four and a half innings of city series game between Chicago Cubs and White Sox. Presented sustaining from Wrigley Field by WBKB, Chicago. Producer, Reinard Werrenrath Jr.; director of remote crew, Dick Shapiro; cameramen, Harry Birch, Art Kambs, Wade Parmalee and Gene Sabitt; announcer, Joe Wilson.

Cy Wagner.

TONIGHT ON BROADWAY

(Continued from page 12)

to the interviewer's skill. In trying to interview a half dozen or so involved in *Mr. Roberts*, Gosch was unable to do any, or himself, justice; an interview, no matter how brief, should give a listener, reader or viewer some feeling as to the personality of the one interviewed. Nothing of the sort happened on *Tonight*.

The problem, it seems to this reviewer, depends on the tele camera's mobility. If it can be set up to wander around the stage, accompanied by an off-screen chatter between Gosch and the producer, or an actor, or some personality involved in the show, the aim of the show is going to be far better achieved. As it is, *Tonight* lacks a true backstage air, which apparently was a basic peg in its conception and planning. And how about interviewing one of the stagehands, the prop man, or any member of the crew? Or is there a stage hands' union rule?

Excerpts' Treatment

The treatment of the excerpts from *Mr. Roberts*, on the other hand, was all that could be asked, as was a brief bit with William Harrigan, who plays the slave-driving master of the ship. The camera work on the excerpts was fluid and active, avoiding, except where absolutely essential, any static placement, and offering a number of well-framed angle shots. Beyond that, enough was offered to intrigue potential customers. Obviously, the opening half of the show needs trimming to permit more of this fare.

Those Lucky Strike video commercials, as before, are first-rate—certainly among the most effective in the field. This is especially so in the animation routine given the marching cigarettes; the warehouse scenes leading into the testimonial are far less compelling.

Jerry Franken.

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WAXER-AFM MEET COMING?

Varnum Boosts Monroe Into Boston Hubbub

(Continued from page 3)

nally proposed by Rep. Jack Brown, of Boston, and fiercely opposed by Sens. J. Elmer Callahan and Chester Dolan, Democratic floor leader.

"The General Court," said the Democrats, "is a lawmaking body and its members should not be called on to advertise an orchestra."

To which House Speaker Frederick Willis (R.), who overruled them, retorted: "We always honor men who have made their mark and Vaughn Monroe has certainly made his mark in American music."

Monroe, of course, hails from Akron, O.

The stunt was cooked up and engineered by the Wayne Varnum flackery, and was topped off Thursday night with a mad orgy at the Meadows, dancery in near-by Framingham (owned by Monroe and partner Jack Marshard), where the orkster was presented with a gold disk (commemorating pressing of the 1,500,000th platter of Monroe's *Ballerina*) by RCA Victor's artists and rep chief, Eli Oberstein, and where the payees were given hundreds of shellac disks to toss around, roll across the floor and generally demolish. There was no discernible reason for the platter-busting orgy, except possibly by that time Monroe and his mentors had blown their tops over the way their State House stunt had come off. As, possibly, had also the Cabots and the Lodges.

3 Coast Indies Unite on Probe Of Bogus Disks

HOLLYWOOD, April 17. — Three Coast indie labels, Aladdin, Black & White and Specialty, last week pitched coins into a joint fund to finance an independent investigation into the operation of the counterfeit disk ring (*The Billboard*, April 10-17). The probe will be handled by B & W's prexy, Paul Reiner, in conjunction with Aladdin's Eddie Messner and Specialty's Art Rupe.

Reiner declared that the three diskeries are forced to carry the bogus disk probe on their own because other record companies have failed to cooperate. Reiner hit at these firms who are being victimized as much as his own firm, he said, but so far have limited their aid in the probe to mere lip service instead of cash and action. Reiner feels this is an industry-wide problem, but of all the record companies contacted by him, only Aladdin and Specialty have been willing to contribute to the investigation fund.

Explaining why the three Coast labels are carrying on the investigation despite the lack of aid from other quarters, Reiner stated that the constantly increasing operations of the counterfeit ring are dangerously cutting into indie disk sales and can possibly cripple the smaller companies. It has reached the stage, he feels, where some indie firms are withholding release on promising sellers, since these will only be copied by the counterfeiters and their sales value killed.

Murray in Touch With Union As IMC Calls Private Talk To Air Petrillo "Approach"

Signs Point to Ban Resolution in Few Months?

By Joe Carlton

(Continued from page 3)

Petrillo had been arranged or a date proposed to American Federation of Musicians' (AFM) officials, Murray's only reply was, "No comment."

The diskier talks here Wednesday, however, are expected to include discussion of a reported key plan for resolving the dilemma which goes: How to stay within the Taft-Hartley law and yet offer a proposition which may be reasonable for Petrillo as well as the budgets of the waxeries?

Ban Lift Near?

The timing of the meeting (second in three weeks) after the reported preliminary calls put in by Murray to the union, prompts informants here to predict that a resolution of the ban may be effected within a few months. It seems clear that the AFM will be receptive to talks, Petrillo himself having averred in his Washington hearings earlier this year that he was always ready to talk things over.

The basis of any meet with Petrillo presumably would be the usual concession on the diskiers' part that they would willingly pay royalties to the union (this expression has always been held out) provided such payments can fall within the Taft-Hartley law. Diskiers must have assurance that such payments could be classed as legitimate business expenses for tax-deduction purposes, etc. At the same time, from Petrillo's standpoint the collection of such royalties must be so implemented as to be legal and keep such collections out of any special taxable class.

Payment as Salary

Speculation has it that any plan to be discussed with Petrillo probably will develop out of the simple offer to pay the equivalent of royalties collected pre-ban by the union direct to the musicians as salary rather than to the AFM proper. The latter, in turn, could levy a tax on the recording money paid to its members with the tax sizable enough to establish an equitable cash pool for the AFM. How this will sit with the Taft-Hartley law is a key problem. Does it constitute an evasion, or can such private settlement be validated by the device of having Petrillo dispense with his so-called unemployment fund and dump wax tax money into the general membership fund may largely be a question of mutual concurrence by the waxers, Jimmy P. and the government.

That the diskiers stand ready to pay union royalties out as salary is virtually a certainty, provided the government approves and probably with the stipulation that any agreement with AFM not be effective for at least a few months during which major companies can clean up backlogs.

Foreign Disks' Influx

More and more, trade observers point up that a Petrillo-diskier peace is being neatly pressured by the force of events. The influx of disks from abroad and the mounting thrusts by domestic labels into foreign recording fields has become a worrisome point for Petrillo, as it has for non-importing companies here. An American pop record business centering about foreign musicians conceivably can jeopardize Petrillo's position that he is fighting for the welfare of AFM members. The latter gain nothing while a ban is on and, meanwhile, the American recording musicians, however small a part of the total AFM membership, may become rapidly discontented fellows when they find that precious exploitation (and name value) developed thru disks is being expended on foreign tootlers. At the same time, despite Petrillo's earlier insistence that the foreign musician's talents would never make an appreciable impression in the American home or commercially, the rate of local ferreting in the overseas master stockpiles indicates that the public is at variance with AFM. Should the major companies get behind a foreign talent push and maintain sales volume, the habit may become a menace to Petrillo's strength by virtue of its playdown of the American musician's importance.

Pre-Ban Royalties

Another important point involves the payment of royalties on pre-ban masters. Petrillo in his Washington testimony first slipped and stated that royalties probably would cease after July 1, then corrected his statement a short while later to insist that royalties were payable for more than 10 years. But the legal batteries of the disk companies have other ideas. One major label at this point already has expressed its conviction that on August 15 (the ordinary payment date for this label on union royalties covering the first six months of the year) it will not make a payment to the AFM. If other companies take the same stand (their payment dates vary according to contract) AFM will receive no more royalties after July 15 (Taft-Hartley deadline) and may be cut off for the first six months of this year. Under such contingencies, Petrillo may be expected to take the finance problem into important focus.

At the same time, with hope almost completely dissipated for Petrillo that Congress could serve as the channel to a status quo solution (the Copyright Act has run into a welter of conflicting pressures from radio, record and music publisher groups), a private settlement with the diskiers more vividly emerges as the only logical modus operandi to the end of the ban.

Mooney's Dates Dropped 'Cause He's in Hospital

NEW YORK, April 17. — Art Mooney, whose ork now is riding high with his waxings of *Four Leaf Clover* and *Baby Face*, suffered a sudden attack of appendicitis in Cincinnati while playing at the Albee Theater there. He was removed to Cincy's Jewish Memorial Hospital Thursday (15) for an emergency operation. The orkster is reported to be in "satisfactory condition."

Associated Booking Corporation, which books Mooney's ork, canceled out two weeks of theater work skedded for the orkster at the RKO theaters in Dayton, O., and Cleveland. The agency believes that Mooney will be ready to resume activity within a couple of weeks. He has dates at Frank Dailey's Meadowbrook and is skedded to open the Cascades Roof of the Hotel Biltmore June 1.

AFM To Spend 1 3/4 Millions On Pubserv

NEW YORK, April 17.—The American Federation of Musicians (AFM) has allocated \$1,736,721.62 for the next nine months to provide free music in veterans' hospitals and other institutions, public parks and auditoriums, juvenile delinquency programs and other public service projects thruout the United States and Canada. The money to be expended is drawn from the AFM's employment fund which was created from royalties paid to the union from records and transcriptions under terms of an agreement, made with diskiers, which terminated last December 31.

The AFM's locals receive money from the fund on a per capita basis, with the amount adjusted to prevent disproportionate distribution of money to the three major tootler locals—New York, Chicago and Los Angeles. The 1948 sked will allot each local \$9.40 per member for the first 5,000 members and \$1.78 per member thereafter. The money is spent to employ AFM members in free music programs, with the individual locals entitled to make their own plans for exact scheduling. AFM requires that where locals use the money for music the events must be free to the public.

The 1948 allocation is some \$300,000 more than the money spent from the fund in 1947. The '47 expenditure was \$1,444,700 and was used to provide 10,495 performances. In '47 a number of communities provided supplementing funds to the union allocations to bring a continued music season for their municipalities, and it is believed that this type of programing will be expanded in 1948.

ELLA BOOKED OVERSEAS

NEW YORK, April 17.—Ella Fitzgerald this week was set for an overseas jaunt in September for a four-week stint at the Palladium Theater in London. The chirp is skedded to open there September 27. She was booked for the date by the Foster's Agency in London for the William Morris Agency here, which in turn handled the deal for the Gale Agency, which holds the singer's management pact.

\$40,000 Apology

NEW YORK, April 17.—Lest the wrath of its foreign society brethren descend upon the American Society of Composers, Authors and Publishers (ASCAP), let it be said that *The Billboard* erred last week. An unhappy typographical nip-up resulted in our reporting the Society's calendar-year collections from some 137 symphony orchestras as being \$1,894. Actually the correct figures should have read \$41,894.

King May Duel AFM Post-Ban

European-Cut Disks on Way For Capitol?

Toppers Scouting Abroad

HOLLYWOOD, April 17.—Possibility that Capitol Records may import masters cut in Europe loomed last week when it was learned that diskery's artist and repertoire head, James Conkling, and international division manager, Sandor Porges, were Europe-bound to look over the situation there and scout for new talent. Conkling and Porges are skedded to embark aboard the Queen Mary this week for their talent hunt. Trade seers reasoned that Cap's possible signing of across-the-pond talent could only mean importation of European masters at this time, since artists merely on paper are of little use to a diskery during the recording ban.

It was also reasoned that tunes cut overseas would be for U. S. ears, since Capitol had stated numerous times in the past it would not record material exclusively for exportation. When Cap established its international division, statement was then made that the new department would not enter the foreign recording field, but only make its regular catalog available in other lands. Example of this is Cap's present policy in Latin-America, where no attempt has been made to record native material, but where its regular catalog has been placed on sale.

NLRB Defers Hartford AFM Complaint Case

HARTFORD, Conn., April 17.—The scheduled hearing by a National Labor Relations Board (NLRB) examiner on the complaints by the State Theater of Hartford against the American Federation of Musicians (AFM) Local 400, Hartford, slated for April 19, has been postponed to April 28.

The hearing stems from a "featherbedding" complaint the board lodged against Local 400 after the State Theater said the union attempted to force the theater to hire a stand-by orchestra while "name bands" were playing at the Hartford vaude-motion picture house. It is maintained by the theater that the union is in violation of the Taft-Hartley Act. The union maintains that the act doesn't apply to the situation, and that even if it did there would be no "featherbedding" involved.

This week, Bernard Alpert, regional director of the NLRB, said that "this is the first 'featherbedding' (See *Complaint Deferred*, page 35)

Summer Band Box

SET FOR the Steel Pier in Atlantic City are THE THREE SUNS and RAY MCKINLEY'S ork for Decoration Day week-end with the SUNS skedded to finish out the week. Same spot has booked TOMMY DORSEY, GENE KRUPA, LOUIS PRIMA, ELLIOT LAWRENCE (week of August 22), TONY PASTOR (week of September 6), VAUGHN MONROE (week of August 29). . . . Also booked for the Pier is PEGGY LEE and DAVE BARBOUR'S QUARTET during the week of August 1. . . . GENE KRUPA will play the Decoration Day week-end at the Convention Hall in Asbury Park, N. J.; definitely skedded for that spot this summer are GUY LOMBARDO, TEX BENEKE, VAUGHN MONROE (week of August 11), CARMEN CAVALLARO, TOMMY DORSEY. . . . One-week jobs at the Eastwood Gardens in Detroit set for HAL MCINTYRE (May 14 for two weeks), RAY MCKINLEY (June 4), TONY PASTOR (June 11), JOHNNY LONG (July 16), TEX BENEKE (two weeks beginning July 23), STAN KENTON (August 9 for 10 days). VAUGHN MONROE (June 25), CHARLIE SPIVAK (August 13 for two weeks), CLAUDE THORNHILL (June 11). . . . Centennial Terrace in Sylva, O. has corralled the following orks for one-weekers to date: LARRY CLINTON (June 25), SAM DONAHUE (July 16), SONNY DUNHAM (July 2), ELLIOT LAWRENCE (July 23). JOHNNY LONG (July 9), TOMMY REED (May 28) and MARSHALL YOUNG (June 4). . . . Lakeside Park in Denver has FRANKIE CARLE in for two weeks beginning May 28, HAL MCINTYRE for two beginning June 11, CHARLIE SPIVAK for two beginning July 9, CLAUDE THORNHILL for one beginning June 25.

Rap Peat Sheet; Pluggers Fight for "Better" System

NEW YORK, April 17.—The Music Publishers' Contact Employees (MPCE) Union officially has decided to attack the Peatman performance sheet as a "detriment to the music business" and will try to devise an improved system of its own which would be staffed and operated by members of the union.

With the unemployment rate of songpluggers rising as music pubs sharpen retrenchment knives, MPCE at its meeting last week, appointed a committee to devise a sheet which "would better serve the interests of the publishing industry."

Surprise move came when Jack Robbins, stormy and stubby petrel of the publishing biz, was named chairman of the committee. Robbins, newly elected member of the board of directors of ASCAP and long a foe of the Peatman sheet, is also a member of MPCE. His attendance at the meeting, followed by his acceptance of the role of chairman, won him a loud cheer from the pluggers who are palpably concerned with alleged Peatman sheet deficiencies and see another logging system as perhaps improving employment possibilities. Serving on the committee along with Robbins are Lec Diston (Chappell), Mack Clark (Bourne), Jack Ostfeld (Jewel) and Bob Miller, prexy of MPCE.

"Better System Needed"

Speaking for the pluggers, Miller told *The Billboard* that the committee's only target now was to improve the Peatman system. A return to the Accurate sheet, the question of national coverage, remote-against-commercial plug evaluations, financing, etc., are points which will be investigated, Miller explained, but nothing has been decided except that "a better system is needed."

Expression of MPCE members claims that "Peatman was running the music business on a mathematical basis only known to himself and refused to give out information to subscribers when queried. The pluggers were obviously referring to known refusal by Peatman to exactly delineate his Hooper-count system for evaluating programs or to reveal all

the sources of his logging information. Several larger publishers are known to have canceled their private subscriptions to the Peatman sheet as a result of snarls developing from such queries.

When and if the MPCE committee, sparked by Robbins, comes up with "the plan," Miller indicated, "we are going to apply to the Music Publishers' Protective Association and to the American Society of Composers, Authors and Publishers (ASCAP) for support."

Basic problems which resulted in Peatman's supplanting of the Accurate log some years ago (including demands for more scientific coverage in terms of listening audience, and contentions that Peatman would reduce the payola evil or properly set remotes in subordinated value to commercials) may have changed, some trade observers feel, and the MPCE move is seen as probably arousing much major publisher interest. Support, however, probably would not be extended to any all-plugs-equal formula which might help pluggers but become a publisher's pain in the pocketbook.

ASCAP Probes Pubbers' Pay On MBS Plugs

NEW YORK, April 17. — It is understood here that the classification committee of the American Society of Composers, Authors and Publishers (ASCAP) is mulling the question of whether performance payments to pubs on the basis of Mutual Broadcasting System network plugs are out of line.

ASCAP-ers, it is learned, are questioning the logging of Mutual performances . . . based on estimates of number of stations carried by the net . . . as compared with other radio-chain performances. Some classification members reportedly have the impression that the actual number of (See *ASCAP Probes Pay*, page 35)

Foreign E.T.'s Long-Term Deal, Says He

Firm In So-Far-Solo Fight

By Alan Fischler

HOLLYWOOD, April 17.—Opening round in Jerry King's fight to end the current Petrillo recording ban may swell into a permanent bout with the American Federation of Musicians (AFM). According to King, prexy of Standard Transcriptions (top indie library service), his firm within three weeks definitely will invade Mexico for the first of a continuing series of recording dates. King declared that he would henceforth record when and where quality diskings can be made and reported that initial Mexican dates were definitely set, following the end of negotiations between Mexican waxers and the Mexican musicians' union.

First of Standard's south-of-the-border sessions will cover 10 pop tunes. Ditties include *A Little Imagination*, and *Daddy, Surprise Me* from the score of *Are You With It* film; *Shoemaker's Serenade* and three tunes from legiter, *Inside U. S. A.* King will use 25 Mexican musicians, two American vocalists and an American arranger-conductor. To prevent punitive action from AFM or other talent unions, names of artists trekking to Mexico are being kept quiet.

To encourage Yankee diskers, Mexican musicians' org granted recorders free rehearsal time. Mex originally argued for higher scales on export diskings, but settled for 18 pesos an hour for regular sidemen and 20 pesos for key orksters. (Official exchange rate of peso is currently approximately 20 cents.)

King expects to have pressings of the first sides ready for presentation (See *King May Duel* on page 35)

Wrentham, Mass., Spot To Preem

BOSTON, April 17.—A new name-band location in the New England territory will open at Wrentham, Mass., in mid-May. Located in the middle of the triangle formed by Boston, Providence and Worcester, the spot, known as the King Philip, will debut May 18, with Tommy Dorsey's ork kicking off with a one-week date and Dick Jurgens following May 25 for a week. Other orks set for the spot on one or two-week engagements are Ted Weems, Louis Prima and Buddy Moreno.

The King Philip, a 70-year-old location which has been renovated to include indoor and outdoor dancing room, becomes the only New England regular name-band location spot. Closest rivals, the Totem Pole, Auburndale, Mass., and the Meadows, Framingham, Mass., have been using Boston bands almost exclusively recently. The ork deals were set by Dave Baumgarten, of the New York Music Corporation of America office.

MGM's Roberts to Zenith

NEW YORK, April 17.—Charles Roberts, advertising and promotion director for MGM Records, leaves that post at the end of this month to take over as ad and promotion head for the Zenith Radio Corporation of New York.

Waxing Holds Pace; Decca, Col, Sig Busy

Sinatra Cuts "Nature Boy"

NEW YORK, April 17.—Ban-made recordings and purchases of pre-ban made matrices continued at sprinter's pace this week. Decca Records held a date here Thursday (15), with Dick Haymes and the Song Spinners, to run down *Nature Boy* and *You Can't Be True, Dear*. These sides will be paired and put on a special immediate release. Columbia also cut *Nature Boy* last Saturday eve (10), with Frank Sinatra, while it is reported that Universal Records in Chicago also cut an a capella version of the song.

Columbia did another date in New York early this week, cutting *Toolie Oolie Doolie* and *You Can't Be True, Dear* with the Marvin Sisters and a harmonica group. The Marvins did the tune before the ban on the Continental disking of *Toolie* which caused the original turmoil over the song. On that disking they received no label credit.

Signature Records has a date sked-ded for next Wednesday (21) with (See *Waxing Holds Pace*, page 35)

Decca's Reservations Delay Majestic Purchase as Fox Circulates Details of Bid

NEW YORK, April 17.—Even as Harry Fox, mechanical collection agent for major music pubs here, circularized his clients with a letter this week advising them of details of the Decca offer to take over Majestic Records, the possibilities of a Decca deal seemed to have cooled off somewhat at press time. On Friday (16), Milton Rackmil, executive veepee of Decca Records, indicated that the company's attorney in Chicago had reported some new snags, resulting in Rackmil's cancelling an intended Chi visit. Rackmil stressed that "no firm offer" had been made for the record branch of

Maurice Catalog To Leeds, Duchess

HOLLYWOOD, April 17.—Lou Levy this week inactivated Peter Maurice Music, and moved the catalog into Leeds and Duchess, sister firms. Retrenchment was given as reason for move.

In the reshuffle, PM's Coast rep, Allan Ross, and Ted Travis, Duchess plugger in Chicago were let out. Harry Weinstein, ex-Maurice professional manager in New York moved to Duchess, as did Bob Sadorf. Warren Drown shifted from Maurice to Leeds in Gotham. Norman Fink moved to Duchess in Chicago, while Goldie Goldmark remains with Duchess on the Coast.

Current plug tune in Maurice catalog, *I Wish I Knew the Name of the Girl in My Dreams*, went to Leeds.

Majestic Radio & Television, currently under Chapter 11 proceedings of the Chandler Act. He said the proposals he had made were loaded with stipulations and provisos that would require many further assurances by Majestic representatives. Decca's position, Rackmil averred, was that of being interested in buying Majestic but only in such a way as not to involve the company with Majestic creditor or contract problems.

Text of the Fox letter to the pubs included the following statements:

Decca is willing to pay \$175,000 for certain assets of the record company (masters) and this is conditioned further upon certain artists with whom the record company now has contractual relationship . . . Eddy Howard and Rose Murphy . . . consenting to an assignment of their present contract with Majestic Records to Decca—in this connection, as I understand, Decca is also willing to pay \$375,000 for the total plant, but it seems to be the opinion of Shapiro that they could do better by selling what Decca is willing to pay \$175,000 for and there remains, therefore:

Accounts receivable as of February 29, which, according to Shapiro, will bring \$125,000. Accounts receivable for the March business, all of which is considered good . . . \$150,000. The equipment—\$150,000.

These three items coupled with the \$175,000 that Decca is willing to pay for the assets discussed amount to \$600,000. Even if it doesn't bring 600G it was the considered opinion of those present at the April 8 meeting that it would bring more than the 375G outright sale to Decca. At any rate it was agreed that upon getting a firm offer from Decca, the matter would then be submitted to the court and that obviously, upon submission to the court if there were any better offers, they could be submitted to the court at a later date.

From the sales of any of the assets, the proceeds would be deposited with the court and ultimately a dividend would be paid.

So far as the record company is concerned, it has obligations of \$800,000 to general creditors (this does not include, however, \$780,000 that it owes to its parent company, Majestic). However, Majestic in turn is the guarantor of all the obligations of the record company. Therefore, if a substantial amount of money can be realized of the record company's assets, it materially helps the total over-all picture.

It seemed to be the consensus of those present at the meeting April 8 that a continuation of operation on the part of the record company would only result in substantial losses and that there is a further possibility that if the Petrillo ban is lifted the masters for which Decca is now willing to pay a substantial sum will have practically no value.

There is also another disturbing factor, in that there is an attempt on the part of some creditors, represented by an attorney, to transfer the present proceeding which is under Chapter 11 to Chapter 10 of the Chandler Act. This would absolutely "unset the appiecart." Nothing can be gained by it except to make it a Roman holiday for attorneys, administrators, trustees, etc. The creditors under Chapter 10 will get whatever is left.

For your records, I am enclosing statements for the two quarters ending September 30 and December 31, 1947. We are also to receive an additional report of sales that were made from the date of January 1, 1948, until February 5, 1948. Therefore the amount of indebtedness is for the periods as mentioned above up to and including February 5.

We are now waiting for a statement for sales made, beginning with the date of February 6, when Majestic filed under Chapter 11 of the Chandler Act and that statement and payment should be forthcoming very shortly.

Cap Sales Up 25 Per Cent; Near 5 Mil

All-Time High; Decca Drops

NEW YORK, April 17.—Capitol Records' quarterly report for the first three months of 1948 shows approximately a 25 per cent increase in total sales and marks the best sales-and-earnings figure for any three-month period in the diskery's history.

The diskery's sales totaled approximately \$4,800,000, compared with \$3,900,000 in the first three months of 1947. It is expected that the income for the three months ended March 31, 1948, will show a profit equal to more than \$1 per share on the 430,000 common shares outstanding after convertible preferred dividends. Net income in the corresponding period of 1947 was \$207,107, or 44 cents per common share after convertible preferred dividends.

Recording Expenses Cut

Capitol Prexy Glenn E. Wallichs pointed out in his report, which was delivered at the diskery annual stockholders' meeting Tuesday (13), that a major factor in the increased take was reduced recording expenses, resulting from the release of master disks cut before the imposition of the Petrillo ban. Also a key factor in the diskery's raised take was its steady flow of hit wax topped by the Peggy Lee *Golden Earrings* and *Manana*, along with a string of sales support from the folk and race departments where Julia Lee, Nellie Lutcher, Tex Williams and Hank Thompson scored as best sellers.

While Capitol's take was rising, Decca's quarterly report, also delivered at a stockholders' meeting Tuesday (13), showed a sales drop of approximately \$2,300,000, or more than 20 per cent under sales for the same period in 1947. Decca's net for the first quarter was \$7,923,734, compared with the 1947 figure of \$10,220,780.

New Distrib Set-Up

Decca Prexy Jack Kapp reported to the diskery's stockholders that the firm was instituting a new distrib set-up which would "effect economies in filling the company's sizable backlog of orders." The new plan calls for the closing of a dozen of the diskery's self-owned and operated distrib branches, thus reducing its outlets from 42 to 30. To offset the shuttering of these branches, the diskery will enlarge eight of its remaining outlets into "super-branches." These outlets will service the areas left vacant by the closed branches and will carry the complete Decca catalog in stock, whereas most branches previously had stocked only demand items.

It also was announced that the diskery has opened a new album assembly plant at Indianapolis, where records will be collated and placed in album covers. This is Decca's third such plant, the others being in New Haven and Los Angeles. Combined production capacity of the plants is estimated at 10,000,000 album sets a year.

Hemp Mill Terpery

IOWA FALLS, Ia., April 17.—A former hemp mill, located a mile south of Iowa Falls, will be converted into a modern ballroom, according to plans announced by Lloyd H. Clark and his son-in-law, Wallace Peters, both of Iowa Falls. Plans call for opening the spot around June 15.

STRAIGHT A'S FOR

CARL SCHREIBER

AND HIS ORIGINAL MUSIC PARADERS

from DR. CLARK G. KUEBLER, Pres., RIPON COLLEGE

Ripon, Wisconsin

RIPON COLLEGE
RIPON, WISCONSIN

November 22, 1947

OFFICE OF THE PRESIDENT

Dear Mr. Schreiber:

The purpose of this letter is to tell you again how much everyone appreciated your music at the Homecoming Dance; faculty and students have made most enthusiastic comment. You play good music; your men have admirable musicianship; your music is easy to dance to; and you are generous with your numbers. This was your second assignment at Ripon, which is in itself a compliment; and I am sure that it will not be your last. We are looking forward to your next visit to the campus.

Thank you again for your many courtesies.

Yours very sincerely,

Clark G. Kuebler
Clark G. Kuebler, President

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VOX JOX

A National Accounting of Disk Jockey Activities

NEW ENGLAND WHIRL . . . Norman Prescott spinning out a new junior disk show over WHED, Portsmouth, N. H., across the board, tabbed *Ouelette's Junior Disk Jockey Show*. . . WCCC, Hartford, Conn., Program Manager Walter Nielson has set tie-ins with 10 schools in metropolitan Hartford for that station's *Junior Disk Jockey* program which offers students the chance to spin disks. . . At Bridgeport, Conn., the spinner team of Harry Osborne and Lou Weinman has broken up, with Weinman heading for California to go into biz with his father. . . At Hartford's State Theater last week Art Mooney ran a local "baby face" contest in tie-ins with disk jockeys Joe Girard, WCCC; Naughton, WDRC; Jack Downey, WONS (all Hartford); Toby Baker, WELI, New Haven; Bernie Moore, WKNB, New Britain, and Doug Bewick, WSPR, Springfield, Mass. Contest finals were held at the State April 9.

SWITCH . . . AND PLUG! . . . Bill Cook, who recently began a whirler series over WAAT, Newark, N. J., concluded a "mystery singer" disk contest with as neat and immodest a switch as has been executed in many a spin. Cook played a blues waxing of *Rocks in My Bed* every night for a couple of weeks, asking his listeners to guess the singer doing the song, with winners to draw various prizes. After replies listed almost every known Negro wax artist, Cook let the answer out of the bag last Monday eve (12). Warbler was tabbed Baron Bill, known better to his audience as Bill Cook, the disk jockey on WAAT. To top it off, Cook told his listeners that for verification they could go out and buy the disk next week when it is released. H'mm.

SPINNING WITH NAMES . . . Duke Ellington, recovering from a kidney operation, cut transcriptions for his spinner series from his bedside at the Harkness Pavilion of the Columbia Presbyterian Medical Center last week. . . Mel Allen, wax whirler and sports spieler, won a "day" of feting by his hometown, Birmingham, April 12, which included a luncheon thrown by the mayor and presentation of the key to the city. . . Garry Stevens, former vocalist with the Tex Beneke and Charlie Spivak orks, last week began an across-the-board hour-and-a-quarter jock show over WROW, Albany.

PHILLY FADDLE . . . Bob Horn, free-lance disk jockey with a half dozen shows on WIP and WPEN here, severed a relationship with his sponsor that had stretched over a seven-year period. Horn dropped the disking for Adams Clothes' *Danceland* platter show on WIP each night from 11 to midnight. He bowed out of the show, one of the most popular waxing sessions in town, when the Brooks & London Advertising Agency handling the clothing store account, notified Horn that the sponsor would henceforth select the spinning sides.

Over all the years, Horn has featured music with "a beat" on the waxing session and sponsor's decision to select the disks came without explanation. Horn, feeling that he couldn't do justice to a show where he had no voice in selecting the sides, dropped out Monday (12). He added that he couldn't see how an outside person, with limited or no background in music and recordings, could select the platters for him and then hold him responsible for the success of the show. Horn is w.k. in Philly, not only as a disk jockey but also for his connection with a few local night spots. . . Lincoln Drive-In Theater last week added a *Mystery Girl* spinner to play sides and chat between showings of pix; show is confined to the movie spot's sound system and is not broadcast.

HOLLYWOOD CUTTERS . . . Disk Jockey Association of Greater Los Angeles, composed of area's spinners, is forming a baseball club to play pick-up teams composed of crooners and musicians. L. A. spinner group intends to remain autonomous and not become a segment of the National Association of Disk Jockeys. It will, however, co-operate with the national org whenever such support is sought. Officers include Gene Norman, prexy; Peter Potter, veepee, and Bob McLaughlin, secretary-treasurer. Group so far has remained a social org. . . Bill Anson and his *Hollywood Bandstand* (KFWB, 1-4 p.m.) originated from the Santa Monica Junior College April 16, with that school's campus station, KCRW, playing host to the spinner. Gimmick is intended to cement collegiate following by giving school attention, as well as by letting students be guest disk jockeys.

SPINNER SPATTER . . . MGM Records, MGM pix and the Mutual Broadcasting System are going to do a joint promotion on diskery's package of tunes from the flickery's *The Pirate*, with the network's Jim Backus show serving as backbone of the drive. . . Hal Miller, spinner on KIOX, Bay City, Tex., wonders what became of V-disks. He recalls that many a disk hit was born on V-disks and feels that they rate a spin. . . Todd Branson, program director of KENT, Shreveport, La.; returned to whirling disks with a 45-minute Monday-thru-Friday ainer. He formerly was a spinner on WJW, Cleveland. . . Ed Fisher moved to WHIZ, Zanesville, O., to handle jockey chores on *Melody Ranch* and the *Breakfast Party* from WMAN, Mansfield, O., and WIRE, Indianapolis. . . Howard Malcolm returned to early a.m. wax whirling on WTIP, Charleston, W. Va., after serving a turn as a program director at WLEX, Lexington, Ky.

DEVICTOR DEVICE . . . Marty Devictor, spinner on WBNS, Columbus, O., is developing a novelty idea for his new 11:30 p.m.-1 a.m. ainer. Early in the evening and prior to his show he visits parties and dances—birthdays, anniversaries, fraternity and sorority shindigs—with a wire recorder and picks up chats with guests. Same evening on his program he plays back the wired pick-up between disk spins. Devictor claims this gimmick insures him at least some audience, besides providing his show with a personal touch.

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from REDD EVANS
TO: Disk Jockeys, Ops and Retailers

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Music—As Written

New York:

Sol Handwerker is the new MGM diskery flack chief. . . . Harlem's Apollo Theater combined the latest fads, disk jockey theater shows and be-bop, for a one-week presentation which opened Friday (16) with spinner Symphony Sid conducting a be-bop all-star jazz show on boards. . . . Ray Eberle's ork booked to return to the Roseland Ballroom here for four weeks beginning September 16. He is currently winding up four weeks May 5.

Chirp Kay Starr set for four weeks with two four-week options at Cafe Society Downtown beginning May 4. . . . Larry Clinton's ork set for three weeks at the Hotel Pennsylvania beginning May 3. . . . Blue Barron ork and the Three Suns packaged to fill the final Hotel Astor Roof period for four weeks beginning August 9. . . . Orkster Boyd Raeburn reorganizing after several months layoff; begins to work with three days at the Rajah Theater, Reading, Pa., next week-end and follows with several college dates and one-nighters, all set by General Artists Corporation for Willard Alexander.

Howard Sinnott, of General Artists Corporation, is for the third consecutive year exclusively booking the New York City parks department dances. Dances begin June 24 and finish September 10, with 54 one-nighters involved over-all. . . . Fred Waring presented Pennsylvania Gov. and Mrs. James H. Duff with a gold disk of the first pressing of the orkster's waxing of the song *Pennsylvania*. . . . The Raymond Scott Quintet and Francis Craig are being paired by the William Morris office for a series of Southern one-nighter recitals. . . . Charlie Spivak's ork set for two weeks at the Aragon Ballroom, Chicago, beginning July 28.

Beale Street Boys (MGM disk quartet) hit the Arthur Godfrey Talent Scouts show April 26 and go into the Apollo Theater April 30 for one week. Group may get a summer network sustainer.

Crown Publishers will issue a 656-page *Dictionary of Musical Themes*, by Howard Barlow and Sam Morgenstern, April 28. Tome contains 10,000 musical themes of important instrumental works, from over 250 composers, covering a period of several hundred years. Book is indexed by titles of works, key of themes, etc.

Buddy Rich drew a return engagement for the week of June 4 at Harlem's Apollo Theater. . . . Cowboy crooner Billy Williams last week was set to work with Frankie Carle's ork. Williams, who records for RCA Victor, will work in costume on the bandstand. . . . Billy Eckstine and the Sabby Lewis ork packaged for a one-weeker at the Regal Theater, Chicago, beginning June 11. . . . Sonny Dunham's personal manager, Shedd McWilliams, papa of a daughter, Sharon, born Saturday (10).

General Artists' Corporation this week signed George Towne and his ork to a three-year management deal. Towne formerly was booked thru the Mus-Art Agency without a contract. . . . Larry Clinton's ork set for an

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KANSAS CITY, MO.

eight-day stint at the Steel Pier in Atlantic City beginning May 29. . . . Associated Booking Corporation topper, Joe Glaser, is off to the Coast. . . . Music Corporation of America flack, Sammy Roen, father of a son, Harry Lewis, born Thursday (15). . . . Sacacas and his Latin ork set for the President Hotel, Atlantic City, for the month of July. He will be followed by the newly formed Esy Morales group for the month of August.

MGM Records putting together an album composed of single sides cut by regular diskery artists of the tunes featured in the MGM flickery's *Big City*. Artists included in the package will be Kate Smith, Art Lund, Hal McIntyre's ork and Betty Garrett. Latter is only one of the four who performed in the movie. . . . Mueller & Selby, Inc., Omaha, is now the Capitol diskery distrib in the Nebraska-Western Iowa and Southeastern South Dakota territory. . . . Mercury Records is prepping to cut some kidisk sides without music. . . . The Boyd Raeburn-Ginnie Powell masters, which have been proffered around by Willard Alexander for several months, finally were picked up by Herb Abramson's new Atlantic diskery, with the initial release soon due on the market.

Paramount Theater squabble over an ork for the June 2-9 period was resolved last week with the signing of the Ray Anthony band for the four-week minimum stint on a bill with the King Cole Trio. Originally Tony Pastor was to do the date but was shelved in favor of the Buddy Moreno ork which in turn was knocked out by the Anthony booking. . . . Harry (The Hipster) Gibson due into the Onyx Club April 29. . . . Tuesday night be-bop jam sessions at the Royal Roost proved successful enough for the spot to move the hipster shows into a three-day week-end slot on Fridays, Saturdays and Sundays.

Columbia Records' Ben Selvin keeps spinning in and out of town on sales check-up trips. He's off to Canada for a two-week tour now. . . . Lou Levy back to the Coast over the week-end. . . . *Harper's* is the latest mag to be working up a treatise on the music biz.

Chicago:

Universal cut its first Petrillo ban disk Friday (16), with the Harmonicats doing *Nature Boy*, backed by *It's the Sentimental Thing To Do*, with Don Les, a member of the Cats, dubbing in a jug solo for bass background. . . . Midwest ballroom operators are purchasing decal stickers for use of members on their box-office windows and other glass in the ballroom. . . . Henry Durst, McConkey one-night skedder, and Nev Wagner, WM one-night booker, both ill and out for several weeks. . . . Bobby Beers, ex-Welk singer, doing two net and one local show over WSM, Nashville, in addition to his work as featured singer at the Plantation, local bistro.

Vitacoustic creditors will get their notice of a meeting to consult with the firm's heads within three weeks. Lloyd Garret, prexy of Vita, setting out soon on a nationwide trip to pick up an additional 30 distributors for the firm. . . . Vic Rickey, ex-Fredericks Bros., and territory band booker, has opened a band and cocktail unit office in Minneapolis.

Hollywood:

Allan Roberts and Lester Lee, Columbia Pictures' contract tune cleffers, have completed the title song and score for the pic, *Ladies of the Chorus*, to be produced by Harry Romm. . . . Johnny White disbands his quartet and will be booked as a single. Vibeman White opens at the Palm House, Palm Springs, Calif., for his initial stint. . . . Scoring of the pic *Waterfront at Midnight*, Pine-Thomas film for Paramount, got under way last week, with music director Harry Lubin batoning his original score.

Sellout crowd greeted Guy Lombardo's opening at Cocomanut Grove, Los Angeles Ambassador Hotel's plush room. Lombardo played the Grove eight years ago, the last time he made a public appearance in this area. . . . Batoneer Ray Nobel and voicer Buddy Clark have been inked by MGM for the fourth of Martin Bloch's *Musical Merry-Go-Round* shorts. . . . D'Varga and ork opened the newly remodeled Cinegrill, Hollywood-Roosevelt Hotel.

Joe Perry celebrates his 25th anniversary in record biz May 6. Perry started in 1934 with the old Brunswick firm and moved to Decca in July, 1934. Claims to be first or second employee hired by Jack Kapp when the plattery was formed. . . . Guy Lombardo will attempt to break the world's speed record in his Tempo XI May 3 when he tries his luck on California's Salton Sea. . . . Ben Yost's Vikings return for a local stint at Larry Potter's Supper Club. . . . Modernaires will play University of Pittsburgh prom May 7, and Buffalo's Town Casino beginning June 14. . . . A tune, based on Barny's Beanery, local eatery, has been penned by Irving Hamilton and Palmer Vogel.

The David Street-Mark Warnow platter *Nobody Else But Elsie*, set for release by Coast Records. Warnow is currently on the mend following a heart attack. . . . Frank Worth's *Sax Concert* will be recorded for London Gramophone by the Kingsway Symphony. . . . Thrush Lorry Raine, currently on Coast label, inked for a 16mm. featurette by Martin Murray Productions. . . . Baxter Record Distributors appointed a Denver outlet for Pan-American Records. . . . Marjorie Anderson, ex-mag writer, joined the Pan-American flack staff. . . . Sanford Adler sold his interest in the Las Vegas Flamingo Hotel.

Philadelphia:

Clarence Fuhrman set to return to the Willow Grove Park Danceland for another summer of Saturday night proms. . . . Spider Kelly reopens with the Al Russell Trio and Delores Brown. . . . Fred Waring's April 13 concert at the Academy of Music sold out a week before the event. . . . Dizzy Gillespie skedded for a re-bop recital in the Academy of Music Concert Hall May 11.

Cincinnati:

When Art Mooney's band moved into the RKO Albee Theater here Thursday (15), Art Mooney himself moved into Jewish Hospital for an emergency appendectomy. Kerwin Summerville batons the crew during Mooney's absence. . . . Ray Anthony, following his Sunday (11) click at Meyers Lake Park, Canton, O., contracted to take his band back there July 11. Anthony combo also set, with the King Cole Trio, for the Paramount, New York, week of June 2. . . . Tex Beneke takes his band to University of North Carolina, Chapel Hill, April 30-May 1, as the beginner of a solid string of one-nighters thru the South that will carry him thru May 26. . . . Wayne King ork and revue into the 2,500-seat Taft Theater for a one-nighter April 28, with ducats scaled from \$1.20 to \$3, tax included.

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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 16

Billboard
TRADE
SERVICE
FEATURE

HONOR ROLL OF HITS

(Trade Mark Reg.)

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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 6103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.
Electrical transcription libraries: Nat Brandwynne, World; Horace Heidt, Standard; Shep Fields, Lang-Worth.
2. **MANANA** By *Dave Barbour and Peggy Lee*
Published by *Barbour-Lee (ASCAP)* 2
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)* 3
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; Lawrence Welk, Standard.
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 10148; 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. **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; Pat and Penny, De Luxe 1172; J. Palmer Ork-M. Scott Chorus, Universal 111.
Electrical transcription libraries: D'Artega, Lang-Worth.
6. **SABRE DANCE** By *Khachaturian*
Published by *Leeds (ASCAP)* 6
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; Andrews Sisters, Decca 24427.
Electrical transcription libraries: Freddy Martin, Standard; Rene Savard, Standard; Music of Manhattan Ork, NBC Thesaurus.
7. **TOOLIE OOLIE DOOLIE (THE YODEL POLKA)** By *Vaughn Horton and Arthur Beul*
Published by *Chas. K. Harris (ASCAP)* 9
Records Available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24380; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5505; The Sportsmen, Capitol 15077.
(No information on electrical transcription libraries available as The Billboard goes to press.)
8. **YOU CAN'T BE TRUE, DEAR** Based on a composition by *Hans Otten*
and *Gerhard Ebeler*
Published by *Biltmore (ASCAP)* 10
Records Available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; W. Glahe Ork, Victor 25-1117; The Sportsmen, Capitol 15077.
(No information on electrical transcription libraries available as The Billboard goes to press.)
9. **THE DICKEY-BIRD SONG** By *Howard Dietz and Sammy Fain*
Published by *Robbins (ASCAP)* 8
From the MGM film, "Three Daring Daughters."
Records Available: Blue Barron, MGM 10138; Larry Clinton, Decca 24301; The Dell Trio-Jerry Wayne, Columbia 38085; Freddy Martin, Victor 20-2617; G. Olsen, Majestic 1234.
Electric transcription libraries: Milt Herth Trio-Larry Douglas, World; Freddy Martin, Standard.
10. **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; Airlane Trio, Lang-Worth; Vic Damone, Associated; Charlie Jordan-The Sweetwood Serenaders, NBC Thesaurus; Freddy Martin, Standard.

THIS WEEK'S RCA VICTOR RELEASE

VAUGHN MONROE

Re-Issued By Request!

**Pagliacci—
Vesti La Giubba**
and
Requestfully Yours

RCA Victor 20-2825

2 Big Hits From New Film
"Are You With It?"

What Do I Have To Do (To Make You Love Me)
and
(It Only Takes) A Little Imagination

RCA Victor 20-2811



TONY MARTIN

with Earle Hagen and
his Orchestra

4 Wonderful Juke Numbers
Begin the Beguine
and
My Sin

RCA Victor 20-2814

Confess

Tony with The Lyttle Sisters

Bride and Groom Polka

Swingy toe-tapper with a Chorus

RCA Victor 20-2812



WATCH THESE "CLIMBERS"!

PERRY COMO

Love of My Life

(From the film "The Pirate")

RCA Victor 20-2784

TOMMY DORSEY

**My Gal is Mine
Once More**

RCA Victor 20-2724

**ROY ROGERS and THE
SONS OF THE PIONEERS**

**Blue Shadows
On the Trail**

RCA Victor 20-2780

ELTON BRITT

Born to Lose

RCA Victor 20-2772

OSMAR MADERNA

Concerto to the Moon

RCA Victor 25-0111

ALL-TIME HITS RE-ISSUED!

SAMMY KAYE

Baby Face

RCA Victor 20-2879

ABE LYMAN

Help Me

RCA Victor 20-2823



SURE HITS!

SAMMY KAYE

I Love You, Yes I Do

RCA Victor 20-2674

PERRY COMO

Laroo Laroo Lilli Bolero

RCA Victor 20-2734

RUSS CASE

and his Orchestra

Crying For Joy
and
Time and Again

RCA Victor 20-2778

"Music America Loves Best"

Album P-210

Caravan and Star Dust RCA Victor 20-2828

Jalousie (Jealousy) and Carioca RCA Victor 20-2829

Blue Skies and Smoke Gets in Your Eyes RCA Victor 20-2830

My Blue Heaven and Indian Summer RCA Victor 20-2831



LOUIS PRIMA

I Feel So Smoochie

Up comes another top-notch
Prima platter! It's a catchy
tune, full of fun, with a rous-
ing chorus from the boys in
the band.

Betty Blue

Here's a fast tongue-twister that's out for buffalo!
Plenty of fancy byplay as Louis pours out the screwy
wordage.

RCA Victor 20-2763



EDDY ARNOLD

and his Tennessee Plowboys

Texarkana Baby

Eddy's version leads the pa-
rade! Has the big appeal of
"That's How Much I Love
You"... another boost for the
nation's No. 1 hillbilly star!

Bouquet of Roses

Here's a beautiful ballad presented by Eddy and his
Tennessee Plowboys in that unbeatable Arnold style.
Watch it zoom!

RCA Victor 20-2806



**DEEP RIVER
BOYS**

"I Wanna Sleep" is slow,
with a solid beat. The
"Boys" who brought you
"What Did He (Mumbles)
Say" have another win-
ner! "B" side is an up-
tempo novelty ditty with
vocal riffs and plenty of
gimmicks.

I Wanna Sleep
and

**Two Blocks Down,
Turn to the Left**

RCA Victor 20-2808



WILL GLAHÉ

and his Orchestra

**You Can't Be
True, Dear**

Remember his "Beer Barrel
Polka"? Well, here's Will's
sensational version of a
zooming, new hit. The vocal
is in English... there's a lot of catchy instrumentaliz-
ing. One for the big money!

HENRI RENE and his Musette Orchestra

Turnpike Polka (Sunday Picnic Polka)

RCA Victor 25-1117



**CECIL CAMPBELL'S
TENNESSEE RAMBLERS**

Please Don't Call in Any Help

Another hillbilly coin-catcher written by Tommy Dil-
beck! Cecil and a trio sing the swell rustic vocal.

Tryon Street Boogie

Cecil's individual guitar work, plus some twangy,
backroom piano make this ditty a solid bet!

RCA Victor 20-2807

ARTHUR "BIG BOY" CRUDUP

Dirt Road Blues and Cry Your Blues Away

RCA Victor 20-2757


LIL GREEN and her Orchestra

Aggravatin' Papa and Lonely Woman


RCA Victor 20-2809

THE STARS WHO MAKE THE HITS ARE ON







snooky lanson
Geo. Barnes Quartet
"WHAT DO I HAVE TO DO TO
MAKE YOU LOVE ME"
"THE DREAM PEDDLER"
No. 5124 - 75¢




chuck foster
and His Orchestra
"WHO PUT THAT DREAM
IN YOUR EYES?"
"DARDANELLA"
No. 5125 - 75¢



georgia slim
and His Texas Roundup
"AIN'T NOBODY'S BUSINESS"
"REACH UP AND GRAB IT"
No. 6081 - 75¢



tiny hill
and His Cactus Cutups
"I WASN'T BORN YESTERDAY"
"IT MAKES NO
DIFFERENCE NOW"
No. 6098 - 75¢



**eddie
"cleanhead" vinson**
and His Orchestra
"SOME WOMEN DO"
"ALIMONY BLUES"
No. 8076 - 75¢

**trenier
twins**
and
Gene Gilbeaux's
Orchestra
"IT'S A QUIET TOWN IN
CROSSBONE COUNTY"
"AIN'T SHE MEAN"
No. 8078 - 75¢

SPECIAL RELEASE

art kassell
and His Orchestra
'His famous theme song'
"DOODLE-DOO-DOO"
"IF THAT PHONE EVER RINGS"
No. 5110 - 75¢

dinah washington
Cootie Williams Orchestra
"I WANT TO CRY"
"RESOLUTION BLUES"
No. 8082 - 75¢

**MERCURY
RECORDS**



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

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Publisher
	Last Week	This Week	
14	1	1.	NOW IS THE HOUR (R).....Leeds
12	3	2.	MANANA (R).....Barbour-Lee
14	2	3.	I'M LOOKING OVER A FOUR LEAF CLOVER (R).....Remick
14	4	4.	BEG YOUR PARDON (R).....Robbins
5	5	5.	THE DICKEY-BIRD SONG (F) (R).....Robbins
23	6	6.	SERENADE OF THE BELLS (R).....Melrose
10	7	6.	BUT BEAUTIFUL (F) (R).....Burke-Van Heusen
2	9	7.	TOOLIE OOLIE DOOLIE (R).....Chas. K. Harris
2	12	8.	YOU CAN'T BE TRUE, DEAR (R).....Biltmore
1	—	9.	HAUNTED HEART (M) (R).....Williamson
3	14	10.	TELL ME A STORY (R).....Laurel
3	11	11.	BABY FACE (R).....Remick
1	—	12.	SABRE DANCE (R).....Leeds
6	10	13.	YOU WERE MEANT FOR ME (F) (R).....Miller
6	8	14.	PIANISSIMO (R).....Santly-Joy
1	—	15.	BIG BRASS BAND FROM BRAZIL (R).....E. H. Morris

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		English	American
	Last Week	This Week		
16	1	1.	A TREE IN THE MEADOW. Campbell-Connelly..	Campbell-Connelly
14	2	2.	NEAR YOU.....Bradbury Wood....	Supreme
16	3	3.	I WONDER WHO'S KISSING HER NOW.....Feldman	E. B. Marks
9	5	4.	ONCE UPON A WINTER-TIME.....Cinephonic	*
10	6	4.	SERENADE OF THE BELLS.....Edwin Morris	Melrose
6	8	5.	GOLDEN EARRINGS.....Victoria	Paramount
8	7	6.	CIVILIZATION.....Edwin Morris	E. H. Morris
8	4	7.	WHEN YOU WERE SWEET SIXTEEN.....Darewski	Bernstein
12	4	8.	SHOEMAKER'S SERENADE.....Kassner	J. J. Robbins & Sons
1	—	9.	TERESA.....Leeds	Duchess
2	9	10.	I'M MY OWN GRANDPAW.....Leeds	General
4	10	11.	TOO FAT POLKA.....Francis Day	Shapiro-Bernstein
4	12	12.	TELL ME A STORY.....Irwin Dash	Laurel
5	11	13.	THE OLD POSTMAN PASSES ME BY.....Francis Day	*
1	—	14.	REFLECTIONS ON THE WATER.....Peter Maurice	Feist
2	13	15.	MY COUSIN LOUELLA.....Francis Day	Shapiro-Bernstein
25	14	16.	AN APPLE BLOSSOM WEDDING.....Campbell-Connelly	Shapiro-Bernstein
2	16	17.	SILVER WEDDING WALTZ.....Unit Pub. Co.	*
27	15	18.	I'LL MAKE UP FOR EVERYTHING.....Peter Maurice	Peter Maurice
23	17	19.	PEG O' MY HEART.....Ascherberg	Robbins

*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 retailers in the Dominion.

Weeks to date	POSITION		Song
	Last Week	This Week	
3	1	1.	NOW IS THE HOUR
3	2	2.	I'M LOOKING OVER A FOUR LEAF CLOVER
3	2	3.	BEG YOUR PARDON
3	3	4.	SERENADE OF THE BELLS
3	4	5.	MANANA
3	5	6.	THE DICKEY-BIRD SONG
3	9	7.	WITH A HEY AND A HI AND A HO HO HO
1	—	8.	YOU WERE MEANT FOR ME
3	6	9.	GOLDEN EARRINGS
3	11	10.	I'M MY OWN GRANDPAW
3	12	10.	HOW SOON
3	13	11.	I'LL DANCE AT YOUR WEDDING
3	8	12.	BUT BEAUTIFUL
3	10	13.	BALLERINA
1	—	14.	SABRE DANCE
3	7	15.	THE STARS WILL REMEMBER
1	—	15.	NEAR YOU
3	11	16.	PIANISSIMO
1	—	17.	SLAP 'ER DOWN AGAIN PAW
2	15	18.	THE BEST THINGS IN LIFE ARE FREE
1	—	19.	TOOLIE OOLIE DOOLIE
3	13	19.	I'M A-COMIN' A-COURTIN', CORABELLE

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending April 16

SONGS WITH GREATEST RADIO AUDIENCES

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

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is 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
All Dressed Up With a Broken Heart (R)	E. B. Marks	BMI
April Showers (R)	Harms, Inc.	ASCAP
Baby Face (R)	Remick	ASCAP
Beg Your Pardon (R)	Robbins	ASCAP
Big Brass Band From Brazil (R)	E. H. Morris	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Cincinnati (R)	George Simon	ASCAP
Encore, Cherie (R)	Miller	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
Hooray for Love (F) (R)	Melrose	ASCAP
I Wish I Knew the Name (R)	Peter Maurice	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
Laroo, Laroo, Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Manana (R)	Barbour-Lee	ASCAP
My Gal Is Mine Once More (M) (R)	Crawford	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Oooh! Look-A There, Ain't She Pretty (R)	Leeds	ASCAP
Pianissimo (R)	Santly-Joy	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
The Feathery Feelin' (R)	Paramount	ASCAP
Thoughtless (R)	Feist	ASCAP
Toolie Oolie Doolie (R)	Chas. K. Harris	ASCAP
What'll I Do? (R)	Berlin	ASCAP
When You're Smiling (R)	Mills	ASCAP
Worry, Worry, Worry (R)	Robert	ASCAP
You Turned the Tables on Me (R)	Sam Fox	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
You're Too Dangerous, Cherie (R)	Harms, Inc.	ASCAP

The Remaining 19 Songs of the Week

Bye, Bye, Blackbird (R)	Remick	ASCAP
Fool That I Am (R)	Hill & Range-Mutual	BMI
For Every Man There's a Woman (R)	Melrose	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
Heartbreaker (R)	Leeds	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
I'll Never Say I Love You (F) (R)	Mood	ASCAP
I've Only Myself To Blame (R)	Jefferson	ASCAP
Love Is So Terrific (R)	Mellin	BMI
Mary Lou (R)	Mills	ASCAP
Matinee (R)	E. H. Morris	ASCAP
Ok! Baby, Ok! (F) (R)	Harry Warren	ASCAP
Saturday Date (R)	Southern	ASCAP
Saturday Night in Central Park (M) (R)	T. B. Harms	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
What Do I Have To Do? (R)	Bregman-Vocco-Conn	ASCAP
What's Good About Goodbye? (R)	Melrose	ASCAP

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 thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	POSITION	Last Week	This Week	Title	Lic. By
14	1	1	1	MANANA	Peggy Lee..Capitol 15022—ASCAP
14	3	2	2	I'M LOOKING OVER A LEAF CLOVER	Art Mooney..MGM 10119—ASCAP
9	4	3	3	NOW IS THE HOUR	Bing Crosby..Decca 24279—ASCAP
13	5	4	4	NOW IS THE HOUR	Gracie Fields—London 110—ASCAP
2	11	5	5	NATURE BOY	King Cole Trio..Capitol 15054—ASCAP
11	2	6	6	NOW IS THE HOUR	Margaret Whiting..Capitol 15024—ASCAP
4	10	7	7	BABY FACE	Art Mooney..MGM 10156—ASCAP
6	6	8	8	SABRE DANCE	Woody Herman..Columbia 38102—ASCAP
2	—	9	9	ST. LOUIS BLUES MARCH	Tex Beneke..Victor 20-2722—ASCAP
1	—	10	10	BECAUSE	Perry Como..Victor 20-2653 (D. Durbin, Decca 25295; Dean Hudson Ork (Sonny Stockton), Mello-Strain 112)
12	11	11	11	BEG YOUR PARDON	Frankie Carle..Columbia 38036—ASCAP
2	15	12	12	SABRE DANCE BOOGIE	Freddy Martin..Victor 20-2721—ASCAP
1	—	13	13	LAROO, LAROO, LILLIE BOLERO	Peggy Lee..Capitol 15048—ASCAP (S. Browne, London 191; F. Carle, Columbia 38130; P. Como, Victor 20-2734; B. Crosby, Decca 24404; S. Fields Ork, Musicraft 546; B. Houston, MGM 10166; V. Damone, Mercury 5121)
4	—	14	14	SHINE	Frankie Laine..Mercury 5091—ASCAP (E. Fitzgerald, Decca 24354; 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)
1	—	15	15	CIGARETTES, WHUSKEY AND WILD, WILD WOMEN	Red Ingle-Natural Seven..Capitol 15045—BMI

exclusively yours

A new Release!

Doye O'Dell

'Peekin', 'Peekin', 'Peekin'

'A Million Memories'

Western Series No. 30X ☆ \$.75 plus tax

Johnny Moore's 3 Blazers

featuring Charles Brown and Oscar Moore

'Groovy Movie Blues'

'Free Lancin' Again'

Master Series No. 265 ☆ \$1.00 plus tax

Jack McVea

and his Orchestra

'Jack Frost'

'No, No, You Can't Do Dot Mon'

Master Series No. 266 ☆ \$1.00 plus tax


Joe Liggins

and his Honeydrippers

'Groovy Groove'

'Apple Of My Eye'

Master Series No. 267 ☆ \$1.00 plus tax



Presenting . . .
The Band of the Future
BOYD RAEBURN
and his sensational Modern Jazz Orch.
STARRING LOVELY
GINNIE POWELL
The Vocal Find of the Year
'Trouble Is a Man'
AND
'How High the Moon'
ATLANTIC 860



Mellow Song Styling by Lush Thrush
MELROSE COLBERT
Moving Fast! A Real Juke Box Hit!

'Heart and Soul'
AND
'Blues in the Dark'
ATLANTIC 853

Acclaimed by the Critics as Two
of the Most Terrific Jazz Sides
Ever Waxed!

THE POLL CATS
directed by
EDDIE SAFRANSKI
'Sa-Frantic' and 'Bass Mood' ATLANTIC 851



JUMPIN' ON THE JUKES FROM ATLANTIC TO PACIFIC!

JOE MORRIS and His Orchestra	"Lowe Groovin" "Jump With Me"	Atlantic 855
TINY GRIMES Quintet	"Blue Harlem" "Boogie Woogie Barbeque"	Atlantic 854
BOB HOWARD and His Rhythm	"Button Up Your Overcoat" "Mo'lasses"	Atlantic 852

- DISTRIBUTED BY:**
- | | | |
|--|--|--|
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| Millner Record Sales Co., Inc.
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SOME TERRITORIES STILL OPEN FOR LIVE WIRE DISTRIBUTORS
ALL ATLANTIC RECORDS — 79c LIST PRICE

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ATLANTIC RECORDS

208 West 56th St. • New York 19, N. Y.

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Week Ending April 16

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
13	1	1	MANANA Peggy Lee Capitol 15022 <i>All Dressed Up With a Broken Heart</i>	
13	2	2	NOW IS THE HOUR Bing Crosby Decca 24279 <i>Silver Threads Among the Gold</i>	
3	11	3	LITTLE WHITE LIES Dick Haymes Decca 24280 <i>The Treasure of Sierra Madre</i> (D. Shore, Columbia 38114)	
3	8	4	YOU CAN'T BE TRUE, DEAR Ken Griffin-Jerry Wayne <i>Doodle Doo Doo</i> Rondo R-228	
14	3	5	I'M LOOKING OVER A FOUR LEAF CLOVER Art Mooney MGM 10119 <i>The Big Brass Band From Brazil (M)</i>	
7	4	6	BECAUSE Perry Como Victor 20-2653 <i>If You Had All the World and Its Gold</i> (D. Durbin, Decca 25295; Dean Hudson Ork (Sonny Stockton), Mello-Strain 112)	
4	5	7	BABY FACE Art Mooney MGM 10156 <i>Encore, Cherie</i>	
4	7	8	SABRE DANCE Woody Herman Columbia 38102 <i>Swing Low, Sweet Clarinet</i>	
13	10	9	NOW IS THE HOUR Gracie Fields London 110 <i>Come Back to Sorrento</i>	
2	9	10	ST. LOUIS BLUES MARCH Tex Beneke Victor 20-2722 <i>Cherokee Canyon</i>	
4	6	11	SABRE DANCE BOOGIE Freddy Martin Victor 20-2721 <i>After You've Gone</i>	

(Continued on page 30)

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		
4	1	1	Down Memory Lane Vaughn Monroe	Victor P-202
2	3	2	Busy Fingers Three Suns	Victor P-206
1	—	3	Rendezvous With Peggy Lee Peggy Lee	Capitol CC-72
12	2	4	Good News Album June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall	MGM 17
50	—	5	Al Jolson Album Al Jolson	Decca 469

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		
8	1	1	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director	Victor 12-0209
6	2	2	Khachaturian: Gayne Ballet Suite—Sabre Dance Oscar Levant	Columbia 17521D
10	3	3	Khachaturian: Ballet Suite—Sabre Dance Philharmonica Symphony of New York; Efrem Kurtz, conductor	Columbia 12498
102	4	4	Jealousie Boston Pops; Arthur Fiedler, conductor	Victor 12160
133	4	5	Clair De Lune Jose Iturbi	Victor 11-8851

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		
22	1	1	Khachaturian: Gayne-Ballet Suite New York Symphony Ork; Efrem Kurtz, conductor	Columbia MM-664
5	2	2	Operatic Arias Album F. Tagliavini-RCA Victor Ork; A. Dorati, director	Victor MO-1191—VO-13
62	—	3	Tchaikovsky Nutcracker Suite Eugene Ormandy, conductor, Philadelphia Ork	Victor 1020
2	—	4	Beethoven: Symphony No. 9 in D Minor, Op. 125 Boston Symphony Ork—S. Koussevitzky, director; F. Yeend, E. Alberts, D. Lloyd, J. Pease, Berkshire Music Festival Chorus, R. Shaw, director	Victor DM 1190-V/DV-12
7	2	4	Khachaturian: Masquerade (Symphonic Suite) Arthur Fiedler, conductor; and the Boston Pops Ork	Victor DM-1166

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
- 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
- THE PEANUT VENDOR
THERMOPOLAE
Stan Kenton Capitol 15052
- HE'S A REAL GONE GUY
LET ME LOVE YOU TONIGHT
Nellie Lutcher Capitol 40017
- BABY FACE
HEARTBREAKER
Jack Smith Capitol 15078
- THOUGHTLESS
YOU WERE MEANT FOR ME
Gordon MacRae Capitol 15027
- TOOLIE OOLIE DOOLIE (The Yodel Polka)
YOU CAN'T BE TRUE, DEAR
The Sportsmen Capitol 15077

WESTERN

- I'M WALTZING WITH A BROKEN HEART
ANYTIME
Foy Willing Capitol 40108
- DECK OF CARDS
ROUNDED UP IN GLORY
Tex Ritter Capitol 40114
- 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
- WABASH BLUES
PEEPIN' THRU THE KEYHOLE
Cliffie Stone Capitol 40083
- HUMPTY DUMPTY HEART
TODAY
Hank Thompson Capitol 40065

COUNTRY

- SWEETEST MOTHER
A SONG FOR MOTHER
Karl and Harty Capitol 40111
- SWAMP WOMAN BLUES
LOVE IN AN AEROPLANE
Milo Twins Capitol 40094
- 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 Harty Capitol 40089
- SWEET THING
YODELING WALTZ
The Original Arthur Smith Capitol 40086

COMING UP FAST

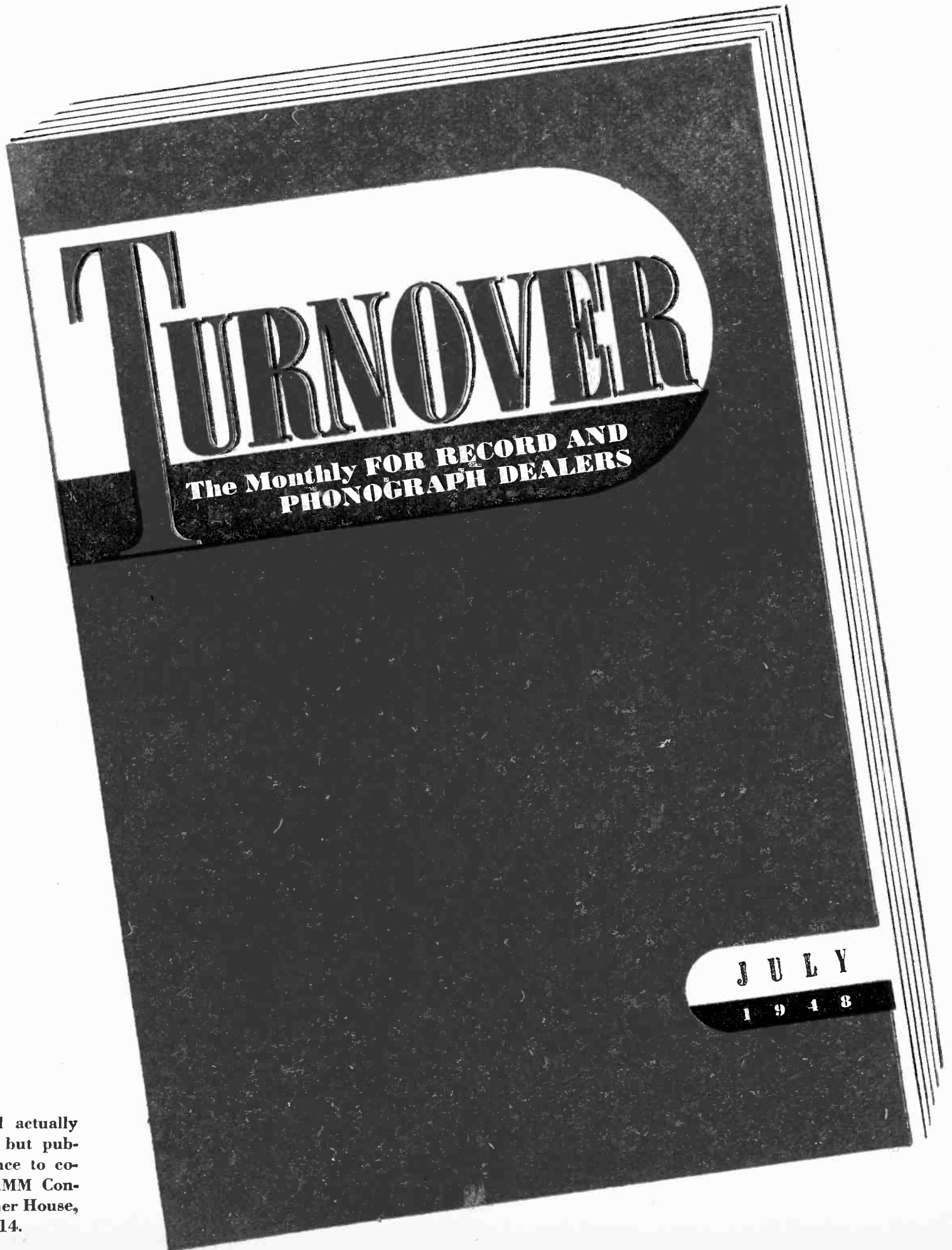
- GOOFUS
THE HILLS OF CALIFORNIA
Johnny Mercer Capitol 15051
- SUSPICION
CLABBERIN' UP FOR RAIN
Jo Stafford Capitol 15068
- SUSPICION
FLO FROM ST. JO, MO.
Tex Williams Capitol 40109
- SLAP 'ER DOWN AGIN, PAW
CHICKASHAY GAL
Smokey Rogers Capitol 40098
- HELEN POLKA
MY WIFE HAS GONE AND LEFT ME
The Sportsmen Capitol 15046
- WHAT'S GOOD ABOUT GOODBYE?
GYPSY IN MY SOUL
Margaret Whiting Capitol 15038
- 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
- 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 Lutcher Capitol 40071
- NO-NAME BOOGIE
HIT THE BLOCK
Joe Lutcher Capitol 40101


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

Coming June 14[★]...



★
First issue will actually be dated July, but published in advance to coincide with NAMM Convention at Palmer House, Chicago, June 14.

...to help

RECORD DEALERS

make greater

PROFITS

the Billboard's New Monthly Magazine

TURNOVER

TURNOVER will fill a vital need. Every feature article, every editorial service column and even comments on records will be slanted to help the dealer and his sales personnel sell more records, accessories and phonographs and make more profit. From cover to cover Turnover's editorial pages will virtually be an encyclopedia of sales tricks and merchandising ideas. For dealers, Turnover will mean easier, more practical ways to merchandise and sell records—while The Billboard, with its fast weekly Music Popularity charts and news coverage, will continue to help him buy the right records at the right time and in the right quantities.

TURNOVER

...to help dealers sell

The Billboard

...to help dealers buy

For advertisers, Turnover presents a monthly opportunity to reach the nation's most aggressive dealers at the very moment their interest is focused on selling more records, accessories and phonographs by employing merchandise tricks and sales aids. First issue closes May 24. Write today for rates and information.

The Billboard
PUBLISHING COMPANY, INC.
2160 PATTERSON ST.
CINCINNATI 22, OHIO



DECCA BUYERS GUIDE

WEEK ENDING
APRIL 21

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

UP AND COMING

- LAROO, LAROO LILLI BOLERO** BING CROSBY
THE STORY OF SORRENTO No. 24404

BEST SELLERS

- 1 **HEARTBREAKER** ANDREWS SISTERS
SABRE DANCE No. 24427
- 2 **LITTLE WHITE LIES** DICK HAYMES
The Treasure Of Sierra Madre No. 24280
- 3 **TOOLIE OOLIE DOOLIE** ANDREWS SISTERS
I HATE TO LOSE YOU No. 24380
- 4 **NOW IS THE HOUR** BING CROSBY
Silver Threads Among The Gold No. 24279
- 5 **HAUNTED HEART** BING CROSBY
Moonlight On A White Picket Fence No. 24379
- 6 **THE DICKEY BIRD SONG** LARRY CLINTON
Ooh! Look-a There, Ain't She Pretty? No. 24301
- 7 **REET, PETITE AND GONE** LOUIS JORDAN
INFLATION BLUES No. 24381
- 8 **S-H-I-N-E** GUY LOMBARDO
Corn Silk No. 25353
- 9 **BIG BRASS BAND FROM BRAZIL** DANNY KAYE-ANDREWS SISTERS
IT'S A QUIET TOWN No. 24361
- 10 **BUT BEAUTIFUL** BING CROSBY
The One I Love No. 24283

TEN BEST IN THE COUNTRY SERIES!

- 1 **BLUE-EYED ELAINE** ERNEST TUBB
OUR BABY'S BOOK No. 46093
- 2 **WHEN THE WORLD HAS TURNED YOU DOWN** ERNEST TUBB
I'LL GET ALONG SOMEHOW No. 46092
- 3 **TIME AFTER TIME** ERNEST TUBB
I HATE TO SEE YOU GO No. 46091
- 4 **SEAMAN'S BLUES** ERNEST TUBB
WAITING FOR A TRAIN No. 46119
- 5 **COOL WATER** SONS OF THE PIONEERS
TUMBLING TUMBLEWEEDS No. 46027
- 6 **RAINBOW AT MIDNIGHT** ERNEST TUBB
I DON'T BLAME YOU No. 46018
- 7 **YOU WERE ONLY TEASING ME** ERNEST TUBB
I'M BEGINNING TO FORGET YOU No. 46013
- 8 **A WOMAN WRECKED MANY A GOOD MAN** ERNEST TUBB
A LONELY HEART KNOWS No. 46113
- 9 **FILIPINO BABY** ERNEST TUBB
DRIVIN' NAILS IN MY COFFIN No. 46019
- 10 **CAN'T YOU TAKE IT BACK AND CHANGE IT FOR A BOY** DICK THOMAS
ROSALINDA No. 46114

All Records Listed \$.75 Each, Exclusive of Taxes

The Billboard MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
April 16

TRADE
SERVICE
FEATURE

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		This Week	Record	Artist	Label
	Last Week	This Week				
10	2	1	1	NOW IS THE HOUR	Bing Crosby	Decca 24279
12	1	2	2	MANANA	Peggy Lee	Capitol 15022
13	3	3	3	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney	MGM 10119
4	4	4	4	BABY FACE	Art Mooney	MGM 10156
15	5	5	5	BEG YOUR PARDON	Francis Craig	Bullet 1012
2	7	6	6	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Rondo R-228
12	6	7	7	BEG YOUR PARDON	Frankie Carle	Columbia 38036
11	8	8	8	NOW IS THE HOUR	Gracie Fields	London 110
6	14	9	9	SHINE	Frankie Laine	Mercury 5091
9	10	10	10	NOW IS THE HOUR	Eddy Howard	Majestic 1191
2	12	11	11	TOOLIE OOLIE DOOLIE	Andrews Sisters	Decca 24380
4	11	12	12	BECAUSE	Perry Como	Victor 20-2653
1	—	13	13	SABRE DANCE BOOGIE	Freddy Martin	Victor 20-2721
2	15	14	14	ST. LOUIS BLUES MARCH	Tex Beneke	Victor 20-2722
10	9	15	15	I'M LOOKING OVER A FOUR LEAF CLOVER	Russ Morgan-Milt Herth	Decca 24319

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	POSITION		This Week	Record	Artist	Label
	Last Week	This Week				
6	1	1	1	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
5	2	2	2	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
36	3	3	3	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
13	8	4	4	HUMPTY DUMPTY	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
3	9	5	5	DECK OF CARDS	T. Texas Tyler	4 Star 1228
12	5	6	6	BUBBLES IN MY BEER	Bob Wills and His Texas Playboys	MGM 10116
7	4	7	7	PEEPIN' THRU THE KEY-HOLE	Cliffie Stone and His Barn Dance Band	Capitol Americana 40083
9	10	8	8	SIGNED, SEALED AND DELIVERED	Bob Atcher	Columbia 37991
11	5	9	9	TELL A WOMAN	Tex Williams	Capitol Americana 40081
14	5	10	10	SIGNED, SEALED AND DELIVERED	Cowboy Copas	King 658
2	—	10	10	SIGNED, SEALED AND DELIVERED	Jimmy Wakely	Capitol Americana 40088

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		This Week	Record	Artist	Label
	Last Week	This Week				
11	1	1	1	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
6	2	2	2	FINE BROWN FRAME	Nellie Lutcher	Capitol 15032
7	5	3	3	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189
8	6	4	4	TOMORROW NIGHT	Lonnie Johnson	King 4201
19	3	5	5	I LOVE YOU, YES I DO	Bull Moose Jackson	King 4181
2	8	6	6	REET PETITE AND GONE	Louis Jordan	Decca 24381
3	6	7	7	I WANT A ROWLEGGED WOMAN	Bull Moose Jackson	King 4189
10	10	8	8	WRITE ME A LETTER	The Ravens	National 9038
3	—	8	8	EBONY RHAPSODY	Rosetta Howard (Big Three Trio)	Columbia 37573
11	4	10	10	BARNYARD BOOGIE	Louis Jordan	Decca 24300
1	—	10	10	SHINE	Mills Brothers	Decca 24382

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 26)

4	15	12	12	SHINE	Frankie Laine	Mercury 5091
				We'll Be Together Again	(E. Fitzgerald, Decca 24354; 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)	
14	14	13	13	BEG YOUR PARDON	Francis Craig	Bullet 1012
1	—	14	14	TOOLIE OOLIE DOOLIE	Andrews Sisters	Decca 24380
1	—	15	15	NATURE BOY	King Cole Trio	Capitol 15054

The Billboard
MUSIC POPULARITY CHARTS
 PART VI
Record Possibilities
 Week Ending April 16
 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:

- LETTER TO MOTHER.....Linn Burton.....Universal U-114
 Disk Jock Burton has the makings of a winner. Dramatic narrative a la "Deck of Cards" features a touching tribute to Mom (especially apt for Mother's Day sales) and has gathered initial sock reaction in the Midwest. Should spread fast and fine.
- LOVE SOMEBODY.....Doris Day and Buddy Clark.....Columbia 38174
 Light tuneful duetting on a simple repeat-strain rhythm ballad that grows on you in the "Yes, Indeed" manner. Some push on jock airings and vroom!
- 'DEED I DO.....Lena Horne with Luther Henderson's Ork.....MGM 10165
 Bright standard property that Lena always has featured is well captured on disks. It's probably her best wax effort to date and a potential biggie.
- JUST BECAUSE.....Eddy Howard with Ork....Majestic 1231
 If Majestic can keep pressing despite financial problems, this is in the bag. It's name-band "drive" applied to the recently activated standard and offers probably the best vocal work on the ditty by the Howard Trio.
- WHAT DO I HAVE TO DO (TO MAKE YOU LOVE ME)?.....Vaughn Monroe with the Moonmaids and Ork.....Victor 20-2811
 Brother Vaughn shows no signs of cooling off and this wholesome rendition of an "Are You With It?" pic tune fits in the formula lap of the public.
- IT'S MAGIC.....Doris Day.....Columbia 38379
 A really fine song, melodically and lyrically, from the "Romance in High C" film score. With a Cahn and Styne product, a Warner Bros. push, and true, expressive chirping by Doris, this is stacked for sales. Other skedded wax versions include Dick Haymes (Decca), Tony Martin (Victor), Gordon MacRae (Capitol), Vic Damone (Mercury), Buddy Kaye (MGM) and Sarah Vaughan (Musicraft).

THE DISK JOCKEYS PICK:

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

- 1. I LOVE YOU, YES I DO.....Sammy Kaye.....Victor 20-2674
- 2. AIRIZAY.....Ray McKinley.....Victor 20-2736
- 3. LITTLE WHITE LIES.....Dick Haymes.....Decca 24280
- 4. BABY, THAT AIN'T RIGHT.....Frankie Laine.....Mercury 5114
- 5. THE NEW LOOK.....Freddy Martin.....Victor 20-2769
- 6. LOST APRIL.....King Cole.....Capitol 15054
- 7. JUST BECAUSE.....Frank Yankovic and His Yanks.....Columbia 38072
- 7. TELL ME A STORY.....Sammy Kaye.....Victor 20-2761

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. TELL ME A STORY.....Sammy Kaye.....Victor 20-2761
- 2. HAUNTED HEART.....Perry Como.....Victor 20-2713
- 3. DECK OF CARDS.....T. Texas Tyler.....4 Star 1228
- 4. EBONY RHAPSODY.....Rosetta Howard (Big Three Trio).....Columbia 37573
- 5. JUST BECAUSE.....Frank Yankovic and His Yanks.....Columbia 38072
- 6. LAROO, LAROO, LILLI BOLERO.....Peggy Lee.....Capitol 15048
- 7. LAROO, LAROO, LILLI BOLERO.....Perry Como.....Victor 20-2734

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. JUST BECAUSE.....Frank Yankovic and His Yanks.....Columbia 38072
- 2. LAROO, LAROO, LILLI BOLERO.....Peggy Lee.....Capitol 15048
- 3. WHAT A FOOL I WAS.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
- 4. ANYTIME.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
- 5. TELL ME A STORY.....Sammy Kaye.....Victor 20-2761
- 6. NATURE BOY.....King Cole.....Capitol 15054
- 7. WORRY, WORRY, WORRY.....Kay Kyser.....Columbia 38106
- 7. HEARTBREAKER.....Andrews Sisters.....Decca 24427

RIVALS the MINT!
 ★5★
SINATRA
 SINGING
 "ALL OF ME"
 "I WENT DOWN TO VIRGINIA"
 Orchestra under the direction of Axel Stordahl
 Columbia 38163

COLUMBIA'S TUNE TIPSTER
BEST BETS

Dorothy Shay	SURE FIRE! "The Sample Song" "Two-Gun Harry From Tucumcari" Orchestra under the direction of Mitchell Ayres Columbia 38140
Frankie Carle and his Orchestra	COMING UP FAST! "Laroo Laroo Lilli Bolero" Vocal by Gregg Lawrence "Someone Cares" Vocal by Nan Wright Columbia 38130
Duke Ellington and his Orchestra	WATCH THIS ONE! "It's Monday Every Day" Vocal by Al Hibbler "Air Conditioned Jungle" Featuring Jimmy Hamilton, Clarinet Columbia 38165

HEAR THE GREAT ARTISTS AT THEIR BEST ON
Columbia Records
 Trade-marks "Columbia," and Reg. U. S. Pat. Off.

TALK ABOUT TALENT!



LENA HORNE
LOVE OF MY LIFE
 (From the M-G-M picture "The Pirate")
 Orchestra conducted by Lennie Hayton
'DEED I DO
 Orchestra conducted by Luther Henderson
 M-G-M 10165

JIMMY DURANTE
 Orchestra conducted by Roy Bargy
CHIDABEE-CH-CH (Yah-Yah-Yah)
THE DAY I READ A BOOK
 M-G-M 30084

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

PART VII
 Week Ending April 16

Record Reviews

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 disk 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 "plus" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

POPULAR				
MARTHA RAYE-CHARLIE BARNET (Apollo 1110) <i>Sweet Lorraine</i> Name values may sell some disks but Miss Raye sings better than this and Barnet's ork usually is much more proficient. <i>I Cover the Waterfront</i> Same as above—here Martha tries valiantly some tricks which miss mainly because of poor control.	70	73	71	66
CASS FRANKLIN (Oscar Waltzer Ork) (Apollo 1108) <i>Cuban Cabby</i> Big bary voice wasted on production lyric to rumba tempo. <i>Mucho Gusto</i> Weak lyric set to the strain of "Oye Negra" is nevertheless stronger than topside.	48	46	48	50
BOB HANNON (Roy Ross Quintette) (Apollo 1097) <i>If I Live To Be a Hundred</i> Ideal stuff for bar and tavern juke with the properly sugary tenor vocal by Hannon. <i>Your Heart and Mine</i> More ordinary than reverse.	66	69	60	69
KAY KYSER (Harry Babbitt) (Columbia 38169) <i>Evelyn</i> Harry sings for our money—tune's made purty by treatment. <i>Bride and Groom Polka</i> (Harry Babbitt-The Campus Kids) Wholesome polka with common phrases.	77	73	77	82
BUDDY CLARK (Mitchell Ayres Ork) (Columbia 38170) <i>Melody Time</i> This grows on you . . . very tasty backing by Ayres. <i>Blue Shadows on the Trail</i> Western ballad awfully reminiscent of "Last Round-Up." Buddy's at his best which is better than most pop singers around.	67	68	65	69
JAN AUGUST (Mercury 5112) <i>Misirlou</i> Herein lies August's fame and this dinking still holds up for coin value. <i>Zigeuner</i> Flashy but not up to the Augustian standard on the reverse.	77	78	77	76
ANDREWS SISTERS (Vic Schoen Ork) (Decca 24406) <i>We Just Couldn't Say Goodbye</i> Intriguing bass behind neat, measured Andrews phrasing, altho their voice caliber is not what it used to be. A good song, it always was. <i>The Bride and Groom Polka</i> Unclever lyric strains a merry polka melody.	80	87	85	88
BOB HAYWARD-ALLEN SCHRADER (Black & White 861) <i>Now As Never Before</i> Hayward Sinatranslates a nicely constructed ballad but he's weak on true top-noting. Orking fuzzy. <i>Stop Me, Baby, If I'm Wrong</i> (Twin-Tones) Tuneful novelty with pleasant chirp assist by Hayward.	70	80	60	70
CAB CALLOWAY (Cab Calloway) (Columbia 38171) <i>Everybody Eats When They Come to My House</i> Dietary play on the "Herbert-Sherbet" routine comes long after the fad but some novelty play may ensue. <i>(I Don't Stand) A Ghost of a Chance</i> Chu Berry improvises all around "Chance" and makes a fine collector item for sax fanciers.	60	70	50	60
DAVID X. MILLER ORK (Castle 1252) <i>It All Depends on You</i> (Romo Vincent) Romo's a song/showman on an oldie. But backing, recording technic are improved here. <i>Linger Awhile</i> (Mixed Chorus) Provocative arrangement combining rumba and community style treatments—but the recording must have been cut in Yankee Stadium.	62	79	56	50
JOHNNY THOMPSON ORK (Majestic 1246) <i>Hold Me</i> Thompson's promising on wax but if this has to be revived, Helen O'Connell cuts 'em all; this is basically radio - formula stuff. <i>There Goes My Heart</i> Radio's crooner debuts in fine style on good ballad. Orking is insignificant but recording has body.	70	70	65	75

(Continued on page 111)

The **Billboard** MUSIC POPULARITY CHARTS

PART IX

Album Reviews

Week Ending April 16



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)

90-100 tops
80-89 excellent
70-79 good
40-69 satisfactory
0-39 poor

THE CATEGORIES

- | | |
|--|--------------|
| 1. Production Idea..... | Max. Pts. 15 |
| (grouping of selections continuity) | |
| 2. "Name" Value..... | 15 |
| 3. Caliber of Material..... | 15 |
| 4. Manufacturer's Distribution Power..... | 10 |
| 5. Exploitation Aids..... | 10 |
| (Record company and other adv'tg-promotion, film, legit and other plugs) | |
| 6. Interpretation..... | 15 |
| 7. Record Quality..... | 5 |
| 8. Manufacturers' Production Efficiency..... | 5 |
| 9. Packaging..... | 10 |
| (art-work, binding, wrapping) | |

KHACHATURIAN: GAYNE 86
BALLETS SUITE #2 (2-12")
Efrem Kurtz-Philharmonic Symphony Ork of New York
(Columbia MX-292)

"Gayne" currently is enjoying much fame and favor due to the pop popularity of its "Sabre Dance" excerpts. This second set of excerpts from the ballet suite has no "Sabre" but nevertheless it possesses much to recommend it musically and melodically. Performance and packaging are excellent with the Efrem Kurtz and Columbia Records combine again responsible. Dealers should have little trouble pushing this package.

JUKES Not suitable.
JOCKS FM and longhair shows should go for this in a big way.

HAROLD ARLEN SONGS (3-10") 77
Fred Waring
(Decca A-552)

My Shining Hour; Over the Rainbow; I Gotta Right To Sing the Blues; Stormy Weather; Let's Fall In Love; Hit The Road to Dreamland. Concertized Waring renditions of six of the best songs written by a great songwriter, Harold Arlen. Merchandise-wise the Waring name, the titles and the performances should induce a sale for this package. Packaging and notes are adequate.

JUKES Limited appeal.
JOCKS Waring's stuff always makes for good change of pace programing.

GIAN-CARLO MENOTTI: THE TELEPHONE—Volume B (3-12") 68
(Marilyn Cotlow-Frank Rogler-Emanuel Balaban, Dir.)
(Columbia MM-726)

Much of The Medium's weakness as a platter product holds for Menotti's Telephone altho a concise and humorous approach in the opera bouf tradition lends more aural attentivity. For some opera students much here may be deemed rather precious, effeminate stuff that has little value in the collection. But the playing can command pleasure among the worshippers of the "new."

JUKES Not suitable.
JOCKS Only for special use.

CHRISTIAN SCIENCE HYMNS (4-10") 77
The Christian Science WNBC Radio Program Mixed Quartet
(Bibletone CS)

Shepherd, Show Me How To Go; O Gentle Presence; Blest Christmas Morn; O'er Waiting Harpstrings of the Mind; Brood O'er Us With Thy Sheltering Wing; It Matters Not What Be Thy Lot; Saw Ye' My Savior.

Don't sell the religious field short. In commercial possibilities it's growing stronger and Bibletone has been doing a job. The recorded hymns of Mary Baker Eddy sung by an able quartet will command interest from the large number of Christian Scientists in this country.

JUKES Not suitable.
JOCKS Only for Science programs.

INSIDE U. S. A. (3-10") 83
Buddy Clark-Pearl Bailey
(Mitchell Ayres Ork)
(Columbia C-162)

My Gal Is Mine Once More; Rhode Island Is Famous for You; First Prize at the Fair; Haunted Heart; Blue Grass; Protect Me. Not an original-cast package, this, but the "Inside USA" show (yet to open in New York) personnel can't top vocal capabilities of Buddy and Pearl. Extra-tidy recording. Arthur Schwartz and Howard Dietz can brag about "Haunted Heart" and "Gal Is Mine" for tune caliber. Lovely sale predicted!

JUKES "Haunted Heart," "Gal Is Mine" look good.
JOCKS Ditto as with jukes.

ERROL GARNER PIANO (3-10") 61
Errol Garner
(Mercury A-24)

Blue Skies; Don't Blame Me; Memories of You; Full Moon And Empty Arms; If I Loved You; For You.

The tasty pianoing of Errol Garner is known to too few. Garner's doodling with these six well known tunes could serve as an introduction to his pleasant and pretty keyboarding. With a little push and salesmanship, this package could sell plenty of copies. Pretty cover design but lacks liner notes which in the case of Garner could come in handy for the enlightenment of newcomers to the man's pianoings.

JUKES All sides worthy of a spin.
JOCKS Ditto.

A ROBESON RECITAL OF POPULAR FAVORITES (4-10") 81
Paul Robeson
(Columbia Concert Ork-Emanuel Balaban, Dir.)
(Columbia MM-732)

O! Man River; I Still Suits Me; Ma Curly-Headed Baby; The House I Live In; Mah Lindy Lou; Sylvia; Wagon Wheels; It Ain't Necessarily So. Some songs with which Robeson has been associated for years along with some newer songs which are suited to his bass talents comprise the contents of this excellent package. Robeson has been taken over the fires for his political associations but this, of course, in no way affects or taints his talents. He is a great artist and this package is a representative demonstration.

JUKES Highly limited.
JOCKS All spinners could make use of these sides.

RUMBA DE CUBA (4-10") 69
Chuy Reyes Hollywood Mocambo Ork
(Capitol BD-74)

La Ultima Noche; Baracoa; Boteando; Negra Leono; Hokey Joe; Almendra; La Yuca; Blen! Blen! Blen!

With the rumba matriculating out of the fad stage, it appears that more and more fine musical aggregations are cropping up in the L-A field. This Chuy Reyes ork, introduced on wax in this package, is better than most in the field generating a steady beat behind some exciting vocals and music. A highly attractive cover should help to move this package, tho some merchandising effort will be needed to lend an assist for the hitherto comparatively unknown Reyes.

JUKES All sides worth a spin where they like it Latin.
JOCKS Recommended for good L-A segs.

GIAN-CARLO MENOTTI: THE MEDIUM—Volume A (7-12") 60
(Marie Powers-Evelyn Keller-Beverly Dame-Catherine Mastice-Emanuel Balaban, Dir.)
(Columbia MM-726)

Neither the Broadway praise for Menotti's new American opera form nor the instinctive reaction raised by legit success can overcome disturbing factors. Menotti's chamber opera seems tedious, overlong and unimportant musically without its visual presentation to stir interest in the study of a woman medium whose mind cannot face an unforeseen occurrence in the midst of her charlatan posing. There are some redeeming passages, the recording is excellent, the cast have impressive voices and are careful to enunciate with unusual clarity. And a full libretto comes with the album which is important for following the English-words text. But these cannot rescue an expensive package entirely. In the main, The Medium is only a medium production for the ear.

JUKES Not suitable.
JOCKS Unwieldy.

HITS OF THE WEEK
on **M-G-M Records**



JIMMY DURANTE CHIDABEE-CH-CH (Yah-Yah-Yah)
THE DAY I READ A BOOK
Orchestra conducted by Roy Bargy
M-G-M 30084

LENA HORNE LOVE OF MY LIFE
(From the M-G-M Picture "The Pirate")
'DEED I DO
Orchestra conducted by Lennie Hayton
M-G-M 10165

HELEN FORREST WORRY, WORRY, WORRY
CINCINNATI
With the Crew Chiefs
Orchestra conducted by Harold Mooney
M-G-M 10168

BUDDY RICH A MAN COULD BE A WONDERFUL THING
TACOS, ENCHILADOS AND BEANS
and his Orchestra
Both vocals by Buddy Rich
M-G-M 10174

HAL MCINTYRE BIM BAM BOOGIE
and his Orchestra
Vocal by Betty Norton and Johnny Turnbull
SPRING IN DECEMBER
Vocal by Frankie Lester
M-G-M 10167

FOUR CHICKS AND CHUCK BETTY BLUE
Orchestra conducted by Bill Staggmayer
CHEROKEE CANYON
M-G-M 10176

THE CLARK SISTERS BYE, BYE, BLACKBIRD
With Instrumental Accompaniment
BACK IN YOUR OWN BACK YARD
M-G-M 10177

SLIM GAILLARD THE HOGAN SONG
and his Trio
MONEY, MONEY, MONEY
Both vocals by Slim Gaillard
M-G-M 10164

BOB WILLS KEEPER OF MY HEART
and his Texas Playboys
I'LL HAVE SOMEBODY ELSE
Both vocals by Tommy Duncan
M-G-M 10175

CARSON ROBISON HOLD YOUR HAT
with his Pleasant Valley Boys
THE MIDNIGHT EXPRESS
M-G-M 10173

M-G-M COIN CATCHERS

- KATHRYN GRAYSON'S Jealousy M-G-M 30073
- JACK FINA'S Piano Portraits Boogie M-G-M 10135
- ART LUND'S What's Good About Goodbye M-G-M 10158

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DECCA RECORD #46127
COLUMBIA RECORD #37667
FLINT RECORD #1781
BANNER RECORD #560
CAPITOL RECORD #40116
CROWN RECORD #155
NATIONAL RECORD #5019

ELTON BRITT
DICK THOMAS
TED DAFFAN
TEX FLETCHER
RILEY SHEPARD
EDDIE KIRK
JIM HAND
RAY SMITH



ANOTHER OF PEER'S
NICKEL NABBING HITS!

"Teardrops In My Heart"

VICTOR RECORD #20-2276
MERCURY RECORD #6095
CONTINENTAL RECORD #8032
CRYSTAL RECORD #126
MGM

SONS OF THE PIONEERS
REX ALLEN
RED RIVER DAVE
JACK GRANT
JACK DAY

"When My Blue Moon Turns To Gold Again"

DECCA RECORD #46127
VICTOR RECORD #20-2130
COLUMBIA RECORD #06374
CONTINENTAL RECORD #8018
DE LUXE RECORD #5012
F.M. RECORD #111

DICK THOMAS
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DENVER DARLING
J. SMITH

PEER INTERNATIONAL CORP.

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1619 BROADWAY • NEW YORK, N. Y.

FOLK SONGS for PROFITS

The Billboard MUSIC POPULARITY CHARTS

Part VIII

Week Ending April 16

Advance Information

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
- B. Carroll (My Fair) Decca 23929
- Larry Adler and His Harmonica, Volume II, Album (4-10")
- L. Adler . . . Decca A-653
- Beguine . . . Decca 24419
- Creole Love Call . . . Decca 24137
- Londonderry Air . . . Decca 24419
- Malaguena . . . Decca 24137
- My Little Town Belz . . . Decca 24418
- Roumanian Rhapsody (In A Major, Opus 11, No. 1) Parts 1 and 2 . . . Decca 23880
- When Day Is Done . . . Decca 24418
- A Man Could Be a Wonderful Thing
- Buddy Rich Ork (Tacos, Enchiladas) MGM 10174
- Baby Face
- J. Palmer Ork-M. Scott Chorus (Harvest Moon) Universal 111
- Baby Face
- Pat and Penny (I Want) De Luxe 1172
- Back in Your Own Back Yard
- The Clark Sisters (Bye, Bye) MGM 10177
- Baia
- R. Bloch Ork (Two Guitars) Signature 15204
- Bedelia
- J. Garber Ork (Hindustan) Columbia 38205
- Betty Blue
- Four Chicks and Chuck (Cherokee Canyon) MGM 10176
- Bim Bam Boogie
- H. McIntyre (Spring In) MGM 10167
- Blame It on the Samba
- E. Smith-The Bando Carioca (The Green) Decca 23828
- *Blue Evening
- G. Miller (Serenade In) Victor 20-2889
- Bride and Groom Polka
- The Dinning Sisters (The Last) Capitol 15074
- By the Beautiful Sea
- Spike Jones (William Tell) Victor 20-2861
- Bye, Bye, Blackbird
- The Clark Sisters (Back In) MGM 10177
- Catch as Catch Can
- S. Donahue Swing Seven (Hollywood Hop) Signature 15189
- Cherokee Canyon
- Four Chicks and Chuck (Betty Blue) MGM 10176
- Chidabee-Ch-Ch
- J. Durante (The Day) MGM 30084
- Cincinnati
- H. Forrest (Worry, Worry) MGM 10168
- Confess
- P. Page (Twelve o'Clock) Mercury 5129
- Crazy Rhythm
- P. Cavanaugh Trio (Don't Blame) Signature 15188
- Cugat's Nugats
- X. Cugat (The Mexican) Columbia 38185
- Deed I Do
- L. Horne (Love of) MGM 10165
- Do What Your Mother Did
- D. Kuhn Ork (If You) Top 1160
- Don't Blame Me
- Andrews Sisters (Run, Run) Decca 23827
- Don't Blame Me
- P. Cavanaugh Trio (Crazy Rhythm) Signature 15188
- Don't Blame Us
- Tiny Webb (Someday Afterwhile) Clover CL-702
- Don't Worry 'Bout Me
- L. Raine (Leave It) Coast 8042
- Doodle-Doo-Doo
- A. Kassel Ork (If That) Mercury 5110
- Duo Boogie
- Collins and Sandy (Midnight Rhapsody) Clover CL-708
- Encore, Cherie
- E. Howard (Just Because) Majestic 1231
- Goody Goody (For You)
- F. Haywood (Love Me) Clover CL-701
- Happy Anniversary (A Musical Story) Album (4-10")
- R. Noble-C. and E. Lewis . . . Columbia MC-160
- (Part 1) Goodnight, Sweetheart . . . Columbia 38116
- (Part 2) Perfidia . . . Columbia 38116
- (Part 3) Poeme . . . Columbia 38117
- (Part 4) Easy to Love . . . Columbia 38117
- (Part 5) I Hadn't Anyone Till You . . . Columbia 38118
- (Part 6) Way Yonder in New Orleans . . . Columbia 38118
- Part 7) Yesterdays . . . Columbia 38119
- (Part 8) Goodnight, Sweetheart . . . Columbia 38119
- Happy Birthday To You
- J. Long (Moonlight and) Signature 15186
- Harvest Moon
- J. Palmer Ork-M. Scott Chorus (Baby Face) Universal 111
- Heartbreaker
- Andrews Sisters (Sabre Dance) Decca 24427
- Hindustan
- J. Garber Ork (Bedelia) Columbia 38205
- Hollywood Hop
- S. Donahue Swing Seven (Catch as) Signature 15189
- How High the Moon
- A. O'Day (Key Largo) Signature 15185
- I Kiss Your Hand, Madame
- L. Douglas-R. Bloch Ork (Silver Threads) Signature 15203
- I See Your Face Before Me
- K. Thompson (Louisiana Purchase) Columbia 38200
- I Went Down to Virginia
- A. Dale (Poloniana) Signature 15184
- I Want a Girl
- Pat and Penny (Baby Face) De Luxe 1172
- I Wuv a Wabbit
- Two-Ton Baker Music Makers (I'm a) Mercury 5127
- If That Phone Ever Rings
- A. Kassel Ork (Doodle-Doo-Doo) Mercury 5110
- If You Want a Little Ring on Your Finger
- D. Kuhn Ork (Do What) Top 1160
- I'll Weave a Lei of Stars For You
- J. Owens (The Hukilau) Tower 1436
- I'm a Little Teapot
- Two-Ton Baker Music Makers (I Wuv) Mercury 5127
- *It All Comes Back To Me Now
- T. Weems-P. Como (May I) Decca 25362
- It's Magic
- D. Haymes-G. Jenkins Ork (It's You) Decca 23826
- It's Magic
- T. Martin (It's You) Victor 20-2862
- It's Magic
- D. Day (Put 'Em) Columbia 38188
- It's Magic
- G. MacRae (Spring In) Capitol 15072
- It's You or No One
- D. Haymes-G. Jenkins Ork (It's Magic) Decca 23826
- It's You or No One
- T. Martin (It's Magic) Victor 20-2862
- Jalousie
- C. Dennis (On the) Capitol 15075
- Jolly Peter
- The Larkin Sisters (Toolie Oolie) Spiro S-5505
- Just Because
- E. Howard (Encore, Cherie) Majestic 1231
- Just Cancel My Dream
- L. Green (Little Girl) Victor 20-2813
- Key Largo
- A. O'Day (How High) Signature 15185
- Leave It to Me to Remember
- L. Raine (Don't Worry) Coast 8042
- Little Girl
- L. Green (Just Cancel) Victor 20-2813
- Louisiana Purchase
- K. Thompson-The Williams Brothers (I See) Columbia 38200
- Love Me or Let Me Go
- F. Haywood (Goody Goody) Clover CL-701
- Love of My Life
- L. Horne (Deed I) MGM 10165
- Lovely Lady
- T. Weems (My Darling) Mercury 5128
- *May I Never Love Again
- T. Weems-P. Como (It All) Decca 25362
- Mean to Me
- The Three Harpers (Ritual Fire) Apollo 1109
- Melody Time
- A. Gerard Trio (Tell Me) National 7023
- Merry Widow Waltz
- T. Meyn (Pagan Love) Spiro S-9002
- Midnight Rhapsody
- Collins and Sandy (Duo Boogie) Clover CL-708
- Mike
- N. Emmett (You Can't) Apollo 1121
- Minnie the Mermaid
- Phillie All Star String Band (Tiger Rag) Apollo 1117
- Moonlight and V. P. I.
- J. Long (Happy Birthday) Signature 15186
- My Darling
- L. Ha es (You'll Be) Clover CL-705
- My Da-ling
- T. Weems (Lovely Lady) Mercury 5128
- My Fai Lady
- B. Carroll (A Boy) Decca 23929
- Oh, Marie
- The Accordionaires (These Foolish) Majestic 1240
- Ol' Poppa Zudick
- H. Kipling (Raisins and) Apollo 1120

(Continued on page 119)

King May Duel AFM Post-Ban

(Continued from page 17)

to Standard subscribers who attend the National Association of Broadcasters (NAB) convention in Los Angeles May 17-21. In addition, King is planning to present disks waxed in Vienna and Paris at the NAB confab. He thus hopes to assure Standard library buyers that the quality of foreign diskings will be up to present standards.

In disclosing the foreign recording move, King again re-emphasized that the project was a long-term deal, and not merely a fill-in during the AFM ban. King felt that with world markets to choose from, Standard could no longer afford to be hamstrung by AFM attitude. He believed that current AFM recording scales were "outrageous" and would never have been agreed to had not waxeries been forced to settle with Petrillo. As long as present AFM wage scales are in effect, he will attempt to record abroad where musicians demand less, King claimed.

King's announcement brought to the fore trade speculation that major transcription companies may set up a joint European production unit, to handle all foreign diskings for platteries on an expense-sharing basis. Plan discussed calls for a roving team of recording and production experts to trek thruout Europe and pool diskings on a non-competitive basis. Standard, for one, would be interested in exploring such a set-up, King said. Other diskeries had not yet commented on the plan, Standard topper added.

Despite the Mexican venture, King said he would continue to fight Petrillo thru legal channels, altho miffed at lack of interest so far shown by fellow diskers. King admitted disappointment in indifferent attitude of other platteries in joining Standard's squabble and presenting industry-wide front. He said Standard was ready to take fight to National Labor Relations Board (NLRB) alone. According to King, World (Decca), Capitol Transcriptions, and NBC's Thesaurus have refused to stick their necks out in forcing showdown with Petrillo. He promised action in Washington next week.

ASCAP Probes Pay On MBS Plugs

(Continued from page 17)

stations in the Mutual network airing musical performances is sizably smaller than estimates submitted by Mutual. Point of discussion is that under the ASCAP system of paying off to its publisher members, pubs collect 55 per cent of the society's publisher - pool for performances, evaluated according to a point system. This runs one-half a point for network sustainers; three-fourths of a point for daytime commercials and one full point for night commercials. Contention of some of the committee members is that alleged "faulty estimates" by Mutual may be improperly affecting the performance pay-offs. Some pubs locally have advanced the contention that the disparity between what Mutual pays to ASCAP and other networks pay (Mutual reputedly accounts for only about one-fifth of the revenue collected from all four major networks) should be reflected more closely in the performance point evaluation.

Some pubbers advanced the theory that the point system should be altered, on the ground that music men were collecting more than they had coming for their efforts in landing plugs on the Mutual chain, and this was contributing to placing undue professional importance on Mutual "shots."

Waller Closes Deal For Glen Is. Minus Outdoor Concesses

NEW YORK, April 17.—The Glen Island Casino management picture finally was resolved yesterday when lease holders Michael DeZutter and Howard Gill completed a deal with Joe Waller, owner of the Post Lodge, Larchmont, N. Y., whereby Waller will manage the name band nitery. As originally reported in *The Billboard* several months ago, Waller, in managing the Casino, will hire the orks, maintain the kitchen and bar, etc., but will not participate in the adjoining outdoor concessions. He will work for the Casino Corporation, owned by DeZutter and Gill, at a salary plus commissions and will receive a percentage of the profits from the Casino. Waller also will guarantee losses, if any are incurred, of the Westchester nitery. DeZutter and Gill will operate the outdoor concessions.

Gene Krupa's ork will open the Casino's season May 27 and remain at the spot four weeks. No other orks have been hired as yet, but Waller has been in the market for follow-up attractions, with eyes on Ray Eberle's crew.

Waxing Holds Pace; Firms Keep Busy

(Continued from page 18)

Alan Dale, voices and harmonicas set to cut four tunes, including *Tea Leaves*.

Meanwhile, MGM Records is reported to have several English masters in its plant from which to cut test pressings. Among the tunes covered by these waxings are *A Tree in the Meadow* and *Bella Bella Maria*. These were recorded with an ork led by Paul Fenoulhet, one of the top English maestri. If tests prove satisfactory to artist and rep topper, Harry Meyerson, the diskings will be issued. A similar foreign master situation is still being deliberated at Columbia Records, which also has a master on *A Tree in the Meadow* awaiting approval.

Meyerson also has some English-made matrices on some light classical music, including things like the *Cornish Rhapsody* and Rubenstein's *Romance* by an ork conducted by British show and radio conductor Phil Green.

The same diskery this week acquired six Johnny Desmond masters from the singer's manager, Bob Moss. MGM will put these disks out to tie in with the singer's *Teen Timers* aier.

Atlantic Records, a local diskery organized just before the ban, bought a dozen masters featuring the Boyd Raeburn ork with chirp Ginnie Powell on the vocals.

COMPLAINT DEFERRED

(Continued from page 17)

complaint ever issued by the board, I believe, and certainly it is the first in the entertainment field . . . the most important feature of the case is the assertion of federal jurisdiction over a motion picture theater.

He added: "The National Labor Relations Board has never before asserted jurisdiction in the entertainment industry. Its action directed against 'featherbedding' in the Hartford theater means that many motion picture theaters are now under its jurisdiction." The director said further that the theater, in filing an unfair labor practice complaint, claimed the union demanded that it hire an orchestra which duplicated the one on the stage. The regional (New England) NLRB investigated the charge and found it justified. Both the theater and the musicians' union will be permitted to call witnesses to the hearing.

K. C. MUSIC SALES CO.

Wholesale Record Distributors

Yes! We Have It!

THE SENSATION OF THE NATION
"MY HAPPINESS"

By Jon and Sondra Steele
On DAMON 11133

THE OPERATORS PICK:

The Billboard
April 17th Issue

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. MY HAPPINESS J. & S. Steele Damon D-11133

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FIRST THERE WAS

"YOU CAN'T SEE THE SUN
WHEN YOU'RE CRYIN"

AND THEN

"NAUGHTY ANGELINE"

THEN

"I'LL DANCE AT
YOUR WEDDING"

AND NOW

"THE LOVELINESS
OF YOU"

by TED MOSSMAN and BILL ANSON

Recorded by VAUGHN MONROE

• GEORGE PAXTON • ARTIE WAYNE • AND OTHERS

GEORGE SIMON, Inc.

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WEBSTER-CHICAGO
CHICAGO 39

ON THE STAND

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

Buddy Moreno

(Reviewed at the Hotel Commodore, New York, April 8. Personal management: Michaud-Greene. Booked thru Music Corporation of America.)

RHYTHM: Buddy Moreno (leader, guitar); Ray Browne, piano; Frank Hudec (drums, vocals); Al Russ (bass).

REEDS: Don Mohr, Jasper Butera, Jim Putnam (vocals), Louis Slota, Joe Aglora.

BRASS: Don Boyd (trumpet, vocals), Erv Trisko, Norman Bell, Joe Scititi, trumpets.

VOCALISTS: Perry Mitchell, Buddy Moreno.

If video ever puts a fresh head on the stale band biz, this crew has the right bartender. As a singer, Moreno has qualifications that include youth and good looks, veteran experience with Griff Williams, Dick Jurgens, Harry James, etc., and an easy, relaxed vocal style complete with a decent grade of showmanship. On light rhythmic stuff he makes a fine impression and that's the impression the ork carries off. A good, unassuming dance-band manner. More importantly, Moreno has the means for developing a boy-and-girl-team identification gimmick that would stand up before the tele lens and might lift the band out of the "just-another" category. The gal, Perry Mitchell, has fresh, soft-blond looks, has charm and bearing and can warble well in Moreno's own range—duetting on light, unwooly ballads is cute and personable.

Sax-Slanted Group

The band proper is a sax-slanted outfit with a clean-enough sound and a versatile library, but the selling of Moreno must be linked to his vocal endeavors. Here, a course of heightening the boy-gal idea and a careful culling of material to keep within the limits of Moreno's easy-going pipes (it would be wrong to go too heavy on those ballads requiring full throating at the top notes) should bring the pay-off.

As it stands, this band should gain a danceable reputation and be a good ballroom bet. Joe Carlton.

Desi Arnaz

(Reviewed at Frank Palumbo's Click, Philadelphia, April 12. Business manager, Luis Barreiro. Booked thru General Artists Corporation.)

TRUMPETS: Bobby Jones and Tony Terran.

TROMBONES: Jose Gutierrez and Jack Pickering.

SAXES: Ralph Brady, Roger Haller, Joseph Miller and Jack Baker.

STRINGS: Louis Horvath, Robert Zornig and Robert Del Monaco.

RHYTHM: Marco Rizo, piano; Ernie Marro, drums; Luis Barreiro, bass, and Ralph Felices, maracas.

VOCALISTS: Dulcina and Gloria Foster.

LEADER: Desi Arnaz, vocals.

ARRANGER: Jack Pickering.

For his return trip to this name boite, Desi Arnaz unfolds virtually an entire new band. In keeping with the maestro's gay and colorful temperament, it is devoted to the hip-swaying rhythms of the Latin lullabies. Yet, to widen the gulf of interest in the band's outpourings, Arnaz doesn't overlook the fact that not every dancer can make a box; there is a generous peppering of pops.

Whether for listening or for tripping the light fantastic, the Arnaz blend falls easy on the ear and hoof. Emphasis is on a well-welded ensemble, bringing out the full harmony richness of the melodies with tonal color created effectively in the woodwind bank of the reeds playing flutes, clarinet and bass clarinet to balance both strings and brasses. As for the rhythms, they are sharply pronounced—whether it be a rumba, a samba, a sweet-music ballad or even a waltz. The Latin melodies all favor the melody side, which is the band's forte, while the pops are en-

(See DESI ARNAZ on page 38)

Tommy Carlyn

(Reviewed at the Trianon, Chicago, April 8. Managed by the Frederick Bros.' Agency.)

SAXES: Maury Aptlzsch, Billy Sagone, Lou Atti, Larry Faith and Gaston Dolfi.

TRUMPETS: Lou Brown, Bob Wetzel and Lou Chappo.

TROMBONE: Dick Mack, Lou Schumacher.

RHYTHM: Piano, Tom Fitchett; drums, John Bachman; bass, Ken Miller.

SINGERS: Dell Saunders, Billy Sagone.

ARRANGER: Larry Faith.

LEADER: Tommy Carlyn.

It's a long jump from the Pittsburgh territory to the Trianon bandstand, but Tommy Carlyn's ork did it easily and now with its third return stay here, the band ranks next to Lawrence Welk as the top local crowd-puller. Strictly a Sammy Kaye type band from its theme on in, the Carlyn crew, made up of all Pittsburgh local men who have been with him since the band started seven years ago, is top-notch for music and presentation.

Carlyn watches dancers' habits, proof of which is the fact that he plays jumpers like *Woodchoppers' Ball* and *One o'Clock Jump* in this conservative dancery and gets quick requests for a repeat. Fronter has a library equal to any name ork and a group of sidemen who execute it in top shape.

The band's vocal corps needs refurbishing, with the big need a boy who can really sing out. While Carlyn trots out a number of sidemen, none has the talent and voice that a band as good as this one deserves. Dell Saunders, the chirp, does just an average job. This band didn't make any platters previous to the ban, but with the build-up it is getting in the Karaz ballrooms it should be a cinch for a label boost after the work stoppage ends.

Johnny Sippel.

Ray Herbeck

(Reviewed at the Martinique, Chicago, April 15. Managed by Associated Booking Corporation.)

SAXES: Geo. Alwese, Joe and James Baker and Arnie Prager.

TRUMPETS: Don Conn and James Armoue.

TROMBONES: Jerry Tindle and Wally Jylha.

RHYTHM: Piano, Al Lloyd; bass, William Monsinger; drums, Jim Snopley.

VOCALISTS: Lorraine Benson, Jack Martin and Arnie Prager and the Romancers.

ARRANGER: James Baker.

LEADER AND TENOR SAX: Ray Herbeck.

The present Herbeck crew, made up mostly of sidemen who have worked an average of four years with the blond, six-foot-two fronter, is a versatile aggregation. Herbeck is a hard-working batoneer, spending his time either blowing with a fine sax section or working to the people.

Arranger-saxist Jim Baker, one of a pair of twins in the section, has worked out a well-rounded book that stresses various combinations of reeds, ranging from the alto clarinet to baritone sax and the various woodwinds against a background of smooth brass. Group stands out because of the production work on the library, with even the medley showing off band on full ensemble. Baker has the racks well stocked with the newest tunes, trotting out each of the current top 10 if demanded.

Of the vocal group, two of the three score okay. Vivacious Lorraine Benson (Herbeck's frau) runs the gamut from *Manana* to the romantic standards creditably, while saxman Arnie Prager rates high among novelty singers, dispensing the lyrics in a corn-fed, original style. Jack Martin has a good voice but needs more work on projection before he rates with the other two. Herbeck is currently getting his first release on Bullet platters. Johnny Sippel.

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New Det. Jazz Bally Agency

DETROIT, April 17.—A new jazz promotion agency has been set up by Edi Marcial here under the name of Jazz at the Institute. The first venture will be a jazz concert slated for April 25 at the Detroit Institute of Arts. Marcial, a band leader here who fronts under the name of Eddie Marshall, has two partners in the venture, both local musicians—Eralo Pilliciotti and John La Mendola.



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The Billboard, Cincinnati 22, O.

**Alice Hall Trio,
B. Allen Ork May
Ink Capitol Pact**

HOLLYWOOD, April 17.—Contracts have been drawn and are awaiting inking that will bring the recently formed Barclay Allen ork and Alice Hall Trio into the Capitol Records fold. Allen, former Freddy Martin Steinwayer, is currently playing his first date as a fronter at Ciro's, Sunset Strip swankery. Alice Hall Trio, now playing the Red Feather here, was brought from Chicago to the Coast by Carlos Gastel. Altho Gastel reportedly has not signed the threesome to a personal management pact, he has taken an interest in the group, setting its initial Coast date at the Red Feather and negotiated deal with Capitol. Gastel's trio consists of Alice Hall, playing a bop-styled accordion, surrounded by Warren Pasek on bass and Cliff Johnson's drums.

While neither deal was confirmed by Capitol, it is understood that papers would bind the Allen ork and Hall trio to the diskery for one year, with options going into effect after end of the current recording ban. It is also understood that one of the factors temporarily holding up inking of Allen is Cap's desire to buy the Steinwayer's 18 masters originally cut for Van Ess, local indie diskery.

**Cap Prepares
New N. Y. Office**

NEW YORK, April 17.—Capitol Records will reopen a New York City distrib branch here early in May. The diskery's original branch here was burned out in a fire last December.

The new sales office is being groomed for operation by H. H. Crowell Jr., who formerly headed the diskery's Pittsburgh branch. Crowell will head the office. He will be replaced in Pittsburgh by John Trifero, formerly a salesman in the Boston branch.

John Coveney, manager of the New York branch before the fire, has been assigned to new duties in the diskery's international division.

**Capitol Picks
2 New Veepees**

NEW YORK, April 17.—Jim Conkling, artist and repertoire exec for Capitol Records, was appointed a vice-prexy this week. Also upped to veepee was William Fowler, ex-treasurer.

E. P. Ludman, previously the assistant treasurer, now becomes treasurer.

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(IN AN ONION PATCH)

JONES QUILTS COLUMBIA

HOLLYWOOD, April 17.—Dick Jones, Columbia Records Coast recording supervisor, left waxery this week because of enforced idleness brought about by Petrillo's recording ban. Jones replaced Bill Richards last November and supervised pre-ban dishing sessions held locally. Last date handled was rush cutting of *Nature Boy* which Sinatra waxed Saturday (10).

Parting was friendly, with Jones given assurance that job would be his again once ban is lifted.

Columbia Hires Coll, Freedman

NEW YORK, April 17.—Columbia Records, Inc., has retained the radio publicity team of Fred Coll and Zac Freedman to help out with public relations for the diskery. Hired by Columbia Prexy Frank White, they will give an assist to the office of Christine Edwards here, the waxery's gal flack chief. Coll and Freedman, who have a West Coast office, primarily will supplement the label's puff operations in Hollywood, where a new plant (now in operation) and the opening of the Metropolitan Opera's showing of *La Boheme* April 24 (two days before the company's album of the opera recordings will be released) figure to be ripe for a heavy promotional push.

DESI ARNAZ

(Continued from page 36)

tirely the all-time favorites, to make for delightful contrast.

As for the Latin color, it's largely the maestro's personal presence that makes for the motif. Save for the maracca-shaking and bonga-banging Ralph Felices in frilled dress shirt, boys in the band are smartly attired in formal red jackets with tails clipped. Out in front, Arnaz is the exuberant and handsome Latin lad with a contagious gleam inviting both tootlers and terpers to make the most of the music at hand. And he is equally proficient in both the exciting rhythm bits and the lush love lullabies. Making the wordage mean even more, Arnaz delivers both the English and Spanish version of the lyric.

Also adding much to the Latin flavor are the favored efforts of Dulcinea, a blond siren with sensuous

hips ever swaying who gives out with Latin lyrics with as much verve and enthusiasm as the maestro himself. Gloria Foster, who normally shares the chanting chores with Dulcinea, was out sick when the band was caught. *Maurie Orodener.*

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SHELVEY-4A'S SITCH CHAOS

Cap To Alter Ork Booking Policy in June

Build Shows Around Pix

NEW YORK, April 17.—A change in the Capitol's band booking policy will go into effect about mid-June, tho its effects are already being felt. The house has decided that as soon as present contracts run out, it will stop buying ahead except where such bookings tie in with its flickers.

The theater has Tex Beneke at present, with Xavier Cugat and Woody Herman set to follow. After Herman, the house has Lena Horne, but beyond that it has nothing, and, in line with its new policy, will not buy anything unless it knows what the picture will be.

Sidney Piermont, Loew booker, scouted the suggestion that this forecast a possible dropping of flesh. It was indicated, however, that buying big name bands and holding them for long periods of time (when the picture stayed on) was too expensive. Instead of big bands, the house plans to put vaude shows on stage using three, four or five acts, none of which need be big names, but will do a good job.

The main office will notify Piermont what flickers are skedded, and, based on reports and screenings, the live bill will be framed to supplement the film.

Last year the Capitol gave this policy a tryout when it had a show with the DeMarcos and Charles Trenet. The idea is to have similar shows in the future. What bands will be used is still open to final decision, but indications are that the large name orks will not be bought unless the dough can be cut considerably.

The belief in the booking office is that there are plenty of good acts gradually becoming available. And as the money is also gradually coming down, it will be such acts that will get the jobs rather than the bands.

Patio, B'klyn Resumes Vaude Policy in Fall

NEW YORK, April 17.—The Patio, a Brooklyn nabe house, which tried with week-end vaude and dropped it after a few sessions, will go back to flesh in the fall, according to Joseph Springer, one of the heads of the chain operating the house.

"We lost money the few times we used it," he said, "but we also discovered that our customers want vaudeville. Next fall we'll bring it back."

A controversy began in the house last week over a misunderstanding of cash bonds and signing of minimum basic agreements. Dave Fox, New York head of the American Guild of Variety Artists (AGVA), and Springer both confirmed the disagreement. The house agreed to sign with AGVA and, pending any final decision to have flesh, would pay actors in advance. The house operated with semi-name acts Friday, Saturday and Sunday.

Tax Extra

BRIDGEPORT, Conn., April 17.—A sign promising "We will pay the tax for you" over the cash registers in several restaurants and niteries in the State were ordered removed last week by State Tax Commissioner Walter W. Walsh. The sales tax law, he explained, does not permit the absorption of the tax by the seller. The closest it comes to it is to permit ops to advertise that his price is "tax included."

RKO Boston's Benny - Harris Deal Kayoed

BOSTON, April 17.—The Jack Benny-Phil Harris package was originally skedded to open at the RKO Boston, according to insiders, but the deal fell thru when Paramount entered the picture.

According to reliable sources, the RKO was planning to stay open this summer if the Benny-Harris package played the house. The theater has a 20-week deal with the American Federation of Musicians, which permits the house to play shows in any unit of four. If it opens for one week it must remain open for three more weeks. The house got a waiver from the union for the one show, but figured that even without the waiver, it would make enough on the one week; so if it had to run three more weeks with other shows, it would still make a buck.

Meanwhile, the Paramount house, the Metropolitan, which hasn't played flesh for years, was approached while RKO was still mulling the deal. The Met decided to open the house and went to the union for a waiver. The musicians told them no deal unless they signed a 20-week-a-year agreement. RKO, reluctant to go back

Alaska Round-Up Spots Look To Tourists for Needed Hypo

ANCHORAGE, Alaska, April 17.—Night club business here hasn't been good, but with the coming of spring and an expected influx of tourists, ops are hopeful. To a town devoid of acts, Damon Polk, of the South Seas, has just brought in Red Pepper and his band for a six-week stint. Pepper, who specializes on all sizes of trumpets and cornets, has been in the business a long time and knows his trumpeting well. Drummer Morrie Singer handles vocals. Ermie Venuto is a good piano player and the group's sax is in the capable hands of Frankie Pendola.

Jimmy Sumpter, operator of Village Bar, favorite gathering place for soldiers, continues to pick up options on the Hollywood Cowgirls (three). The group came up last October 4 for 60 days. The gals have personality, looks and flashy costumes. The leader is guitarist Lee Johansen, Tex Granger plays the fiddle and Lu Curto the bass. The gals do all kinds of songs but lean to Westerns and standards. They have half-hour Saturday night air shots from the Village, and Sumpter

Court Decision Indecisive; Matt May Get Treasury, But Even That's Not Sure

Both Sides Forbidden To Elect for Convention

(Continued from page 3)

AGVA offices and records and stop holding himself up as head of AGVA.

What actually came out of the decision is that both parties got some of their requests, with no ruling on other ones. Most important, both the Four A's and Shelvey were enjoined from holding any meetings to elect officers or delegates to any convention. The court also ordered that the funds of AGVA be used only for "the normal and usual conduct of its affairs as a labor union." Both sides were also ordered to prepare for trial, with action to be placed on the calendar April 21.

Matt Gets Treasury?

So far as Shelvey is concerned, the decision is somewhat of a victory. It gives Matt ammunition with which to go to the members. The sentence

because of possible repercussions, also dropped the deal.

RKO offices in New York refused to comment.

Det. Date Set

The Fox, Detroit, however, will open the house for the Benny-Harris show on the week of June 3. The house, with 5,045 capacity, will pay Benny 50 per cent from the first buck up to \$60,000. Thereafter, he gets 65 per cent of the gross. The Paramount house, Broadway-Capitol with 3,367 seats, was originally offered the same deal, but turned it down at that figure.

The RKO Cleveland will get the package June 18, opening on a Friday. Thereafter, Benny-Harris expect to go to London.

in Null's ruling which reads, in part, "there was restored to AGVA its full autonomy, including the power and discretion of the disbursement of its funds," apparently indicates that AGVA has full control of the union's treasury. But what the decision fails to explain is whether Shelvey runs AGVA or the Four A's are to run it. In fact, say lawyers, the decision is so vague and so full of contradictions, that nobody knows what it really means. Arthur Cowan, Shelvey's lawyer, said that ruling indicates the end of dual offices and as Shelvey's offices were first, the recently created offices of the Four A's would be ruled out.

From the Four A's viewpoint, it means its convention, for which ballots for election of delegates are already coming in, has been ruled out. Four A's lawyers plan to appear before Null early this week and ask him to permit the counting of ballots and announcement of results.

Chaos Ahead

Of more immediate import is the possible chaos this decision may bring among cafe ops and dues-paying members. Ops have long objected to paying cash bonds. With no clear-cut decision, and with both Shelvey and the Four A's claiming victory, there's a danger the cafe op may tell both sides he won't put up any bonds. The big weapon the Four A's have lies in the fact that its "unfair" label tagged on such a cafe may deprive it of acts. Performers working an "unfair" club are also placed on the "unfair" list, and that would hurt their chances of working in other spots which are on the Four A's okay list.

On the other hand, members who object to paying dues in any case may take this ruling as an excuse not to pay to either side. Again the "unfair" label can be used. But the chaos and confusion caused by it will not make the job any easier.

May Never Come to Trial

There is a possibility that the case will never come to trial. Lawyers say that in similar cases both sides usually have come to terms. It was indicated that the appointment of a court observer might give the green light to the convention.

If the case goes to trial it is expected that it will take place the end of April or before the middle of May. The Four A's are hopeful the convention will be postponed only a few weeks.

Dry Sunday Bill Offered In Hartford City Council

HARTFORD, Conn., April 17.—Councilwoman Lucy C. West introduced a proposal to repeal the Sunday sale of liquor in Hartford at a city council meeting Monday night (12). She said she introduced the measure "by request," but wouldn't say who asked it. Liquor sales are now permitted here until 9 p.m. Sundays, only at tables.

It's understood Hartford restaurant and hotel owners will oppose the proposal.

just contracted with KFQD for another half-hour broadcast weekly.

Aleutian Gardens

Aleutian Gardens, another downtown spot, has brothers Tex and Windy Williamson, trumpet and trombone, respectively, and Roy Briggs on drums, plus a Hammond organist. The outfit has played the spot for several months.

Palmer Johnson handles piano chores at the Out of Town Club. He's now doing two air shows weekly.

Large-scale hiring by contractors at Fort Richardson and Elmendorf has failed to jell, accounting for poor biz. Some estimates on the number of tourists expected this year have reached the astronomical figure of 300,000, and while ops aren't expecting anything like that number, the tourists should stimulate nitery trade all over the territory.

The housing shortage, however, is severe. This is not intended to discourage people in showbiz from coming to Alaska, but to point out that finding a place to live here is difficult and will be for a long time to come.

Tom Durant.

Hippodrome, Baltimore
(Thursday, April 15)

Capacity, 2,200. Price policy, 40-70 cents. Number of shows, four daily. House Booker, Mickey Aldrich. Show played by band on bill.

For the first time in many weeks, there was a line for the opening show, and judging from the subsequent response it's going to be a winning week. The reason was Gene Autry. With an Autry pic on the screen to warm them up, the reception was all any performer could ask. The cowboy has his *Melody Ranch* cast into a neat and entertaining show, even to the complete ranch house backdrop. It was strictly a snap-bang affair.

Corn was abundant and got howls. Using all the tricks—audience plants, blank pistols, etc.—it brought yocks.

Satisfying the music lovers were the Pinafores, a gingham-gowned trio, selling nicely.

Pat Buttram and Marvin provide the hokum which almost tore down the house. The gags were dusty with age, but the pewsitters laughed all the more at the mugging and outlandish garb of Marvin.

But it was Autry they came to see, and he gave them their money's worth. Besides emceeding the works, he did several songs from recent pix, and a medley of his former hits, including *Tumbleweed* and *South of the Border* was worked in with *Now Is the Hour* ably backed by the whole ensemble for a terrific hand. The biggest clamor of all came from the small fry who wanted Champion, Autry's horse, and he obliged by riding the hayburner onstage and putting it thru some high-caliber tricks to wind up a sock show.

Rufe Davis contributed his excellent imitations and laugh-getting chatter to nice results.

Pic: Strawberry Roan.

Jimmy Carter.

VAUDEVILLE REVIEWS

State-Lake, Chicago
(Friday, April 16)

Capacity: 3,200. Price: 95 cents straight. Five shows week-days, six week-ends. House booker, Nate Platt. Shows played by Henry Brandon's band.

The house toppers are expecting the film, *Ruthless*, to do the job, the stage fare holds up better than average. Star Jack Owens, a local favorite, went thru his regular brace of pops and standards, his *Cruising Crooner* and medley of his own penned hits, closing to sock mitt in a nice duet with Fran Allison, also on the *Don McNeil Breakfast Club*.

Miss Alison, working her first major stage engagement, showed plenty of promise, coming out in a Gay '90's costume to do her animated standard radio impress, Aunt Fanny, a typical gossipy old rustic. Her material, however, was not for vaude audiences. While the slow anecdotes prove great on a radio audience, vaude audiences want it short and snappy, with an occasional longer story thrown in for variety. Walked off to only a mild flutter of applause.

Remaining two acts, Low, Hite and Stanley and the Martin Brothers are standard locally. The former reaped terrific response for everything they did, from their slapstick opener to their closing record panto. The Martin Brothers, working their series of marionettes, would do well to build a bigger puppet next time they add a routine, for their current dolls cannot be seen past the middle of the second balcony.

Henry Brandon, new house fronter, continues to improve, but at times proves redundant in his verbose introductions, which could stand scissoring generally. Band opened with a mediocre Latin number, only highlight of which was Brandon's showy pianistics. Johnny Sippel.

Strand, New York
(Friday, April 16)

Capacity, 2,700. Price policy, 75 cents-\$1.50. Number of shows daily, four; five Saturdays. House booker, Harry Mayer. Show played by Cab Calloway's ork.

The house has come up with a meaty bill that should have the customers coming out, once word-of-mouth gets around. The show has pace, variety and builds continually with an intelligent spotting of acts to leave the patrons with that satisfied feeling.

Show is built around Cab Calloway and his ork, but the management had the sense not to attempt to give the patrons too much of the band leader. Calloway's style is a bit dated and his vocal gymnastics leave plenty of patrons cold, but he works hard and at least in one number gives evidence of what he could be with sharper material. He opened to a fair hand in his old standby, *Minnie, the Moocher*, and later followed up with a jazzed-up version of *Sabre Dance* that failed to come off because of the arrangement, which complicated the melodic nature of the tune. However, he scored with his *Manana*, using patter and a Spanish costume to win the audience's enthusiasm.

Versatile Chirp

Calloway's girl singer, Mary Louise, handled two numbers, *The Gentleman Is a Dope* and *But Beautiful*, in a manner which revealed her versatility. The thrush is tall and shapefully with good pipes, but she should stand straighter and make the best of her appearance.

Derby Wilson, the hoofing part of the bill, did a standard tap act, but his ingratiating personality plus a few gags, lightened up his routine. His impression of Bill Robinson walking down Broadway rated a good hand.

The Deep River Boys got the customers on all four numbers. The quartet is as slick a vocal group as there is operating today. The lads not only milk the tunes vocally, but their jumping and knuckle cracking lend sight values to their stint. The boys opened with *Necessity*, followed with *Swing Low, Sweet Clarinet*, and closed with *Get Up Those Stairs*. The satisfied customers brought them back for *What Did He Say?*

Pearl Bailey, the last act, rated the biggest hand and worked to a beg-off. The gal rates with the top singers in the biz and her material is so strong that even on a second viewing it doesn't lose anything. She did *Row, Row; That's Good Enough for Me* and *St. Louis Woman*, and finished with *Tired*. She could forget her record plugging. It's in bad taste and she doesn't need that kind of selling. Pic, *To the Victor*. Leon Morse.

Philly Ops Start Street Sprucing

PHILADELPHIA, April 17.—With an eye open to the political convention business next summer, operators of the musical bars which dominate South Camac Street in the center of town have started a crusade to make the street more presentable. Since the city is sprucing up for the convention, the innkeepers want more street lights, so that the out-of-town conventioners can spot their side-street row.

Eddie King, owner of Maxine's Bar, aided by Irv Perper, of the Tabu; Dick Nolan, of Venture Inn, and Jack Blum, of the Yachtmen's Club, are leading the drive.

Roxy, New York
(Wednesday, April 14)

Capacity, 6,000. Price policy, 70 cents-\$1.50. Number of shows, five daily. House booker, Sammy Rauch. Show played by Paul Ash's band.

The management has gone all-out to give Ed Wynn a fine production backing for his first theater date since his job at the Carnival. Working to an audience that remembers Wynn only as a legendary name, the fellow won them with his first line, "I'm Keenan Wynn's father."

Wynn was brought on after a male quartet went thru a title medley of oldies associated with him ending with the fire chief siren. From then on the comic was in and out of the show, doing routines with three models wherein he did his dress draping, ending with his famous candle carrying "I'm-going-to-take-a-nap" bit. All in all it made a satisfying show, more so by Wynn's speech about his advocacy of cleanliness on stage and off.

Hollace Shaw, a blond looker with a hefty soprano, had a coughing spell, but got over it and surprised with an outstanding job. Her best was the piano riding bit with Wynn on the bicycle piano in which she did *World Is Waiting for the Sunrise*, winding up with the *Tea for Two* number.

Three Rockets

The Three Rockets, looking smart in their colorful costumes, did a pleasant four minutes with their three-part precision hoofery. Davis Cunningham, a well-built, good-looking tenor, was a standout, working in front of the choral group. The latter started off downstage instead of the customary stepped grouping behind the band. Later they went back to their old positions.

Dick and Dot Remy's act got the usual laugh responses. The fat gal taking exercise lessons from Wynn, and the boy partner's handstand roller skating bit ending up with a squash fall, got squeals from the audience.

Production numbers by Gae Foster were tops. Particularly outstanding for precision, flash and excitement was the Hungarian dance number with a good bounce, in which the kids did sensationally.

Practically all the music was Victor Herbert stuff with the exception of the dance and the finale, *Now Is the Hour*, which preceded Wynn's trademarked curtain speech.

Pic, *Scudda-Hoo! Scudda-Hay*. Bill Smith.

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Harem, New York

(Thursday, April 15)

Capacity, 675. Price policy, \$4-5 minimum. Shows at 8:30 and 12:30. Operator, Nat Harris. Exclusive booker, Val Irving; publicity, Carl Erbe. Estimated budget this show, \$9,000. Estimated budget last show, \$10,000.

This is far and away the best show seen here since the new management took over and, replete with action and punch, is probably the best nitery show in New York. In fact, it's so good it is difficult to give any single act the best of it.

Frankie Laine didn't have an easy time coming on when he did. His opener, *River Ste. Marie*, didn't register, and his mechanical stance had him reaching for a towel. He didn't really start rolling until he gave with *What Did I Do?* From then on he was in. Then came blues, pops and his own *We'll Be Together Again*, each one hitting the crowd like a sledge hammer. Laine isn't an easy singer. He lacks smoothness but makes up for it with a powerful drive and a phrasing, particularly in the blues idiom, that is irresistible. The heavily built chap may have started badly, but there was nothing wrong with his finish. He was terrific, and to be that good and sell that well to an opening night jury in a major stem cafe, he had to have something besides a good press job. He showed he had it.

Beatrice Kay, working in the middle, was never better. Her mauve decade shout-warbling pulled some of the best hands seen in a long time. The gal is raucous and down to earth. She takes that quality and throws it at the audience in an unabashed manner, making it as commercial as a pre-war sawbuck. Her only fault was she stayed on too long. Her *Take Me Out to the Ball Game*, probably chosen because of the closeness of the season, was meaningless. It is her Gay '90's tear-jerkers that clicked.

The real surprise of the show was the dance team of Laurette and Clymas. The couple, when last caught, did an Apache knockabout. Somewhere they've picked up a Gay '90's panto routine, using a couple of props, and stopped the show cold. The production had to stop for the team to come back for bows. The gal, an attractive blonde, showed surprising acting ability, highlighted by little bits that were warming to watch. The lad straightened with aplomb and deftness. Together they were wonderful.

Alexis Rotov, pint-sized terper, got healthy yocks for his ballet take-offs and snake charming act. He's a funny guy and a good seller. The Four Moroccans fit the show like the proverbial glove. Their rocket-like tumbles got gasps and big hands. Marcia Leighton, ballerina, was effective; John Elliot, holdover, did well in the production singing slots.

Productions have been changed and costumes freshened. Teddy Adolphus, with an assist by Marjorie Jackson, with girls chosen by Wally Wanger, put on numbers surcharged with zip. The kids (16), all lookers, dance as if they enjoy their work. A Jack Cole number called for real precision, and the kids came thru.

All in all it is a superb show, but what is more important, it has all the potentials of a good commercial package. *Bill Smith.*

SAN FRANCISCO, April 17.—The State District Court of Appeals upheld Monday (12) the convictions of four night club employees involved in the 1946 Copacabana club "Mickey Finn" case.

The four, a bartender and three waiters, were fined and sentenced to varying terms a year ago. They were convicted of serving drugged drinks to orkster Noel DeSelva and three members of his band.

The employees are Rudolph Ruby, Henry Torres, Louis Coloretti and Mike Silvers.

NIGHT CLUB REVIEWS

Ha-Ha Club, New York

(Tuesday, April 13)

Capacity, 150. Price policy, \$3-\$3.50 minimum. Operators, Pete and Jim Morgan. Booking, non-exclusive; publicity, Seth Babits. Estimated cost of show, \$700.

This show is strictly for the visiting firemen trade, with Joey Faye, doubling from *High Button Shoes*, easily walking away with what honors there were. Faye has been around a long time with his famous *Floogle Street*, which is still a top laugh puller. But for this date he's added a couple of new routines, working with Danny Dayton and Bobbie Martin. Both Dayton and Miss Martin turn in some good straightening, reading their lines with better than average skill.

Dayton, a thin, dark, good looking youngster, is a pleasant and capable emcee when he sticks to straight emceeing. His ineffectiveness becomes apparent when he makes with corny jokes. Given better material and less punching, Dayton could develop well.

Band Too Loud

Miss Martin, in her own spot, can sell a song capably. Her rhythm stuff has the bounce, and her material is strictly for audience attention. The band, on night caught, however, blared so loudly they gave the impression of playing for somebody across the street. When the music toned down, the canary did a worthwhile job. The package of Faye, Martin and Dayton could be polished up to make a good cafe unit. On club dates it would kill them.

Lois Marsh, young blond hooper, gave an impression of being an amateur on her first job. Her looks were okay, but she was apparently frightened. With more experience and an acquisition of selling savvy, she might make the grade.

Andy DiBaise (4) is a better cocktail combo than it is for the show. The pianist sang well, and the boys backed him up in okay fashion.

Georgia St. Georgia, intermission pianist-vocalist, was adequate when she got attention. *Bill Smith.*

Sert Room, Waldorf-Astoria New York

(Thursday, April 15)

Capacity, 263. Price policy, \$2 cover after 10:30. Shows at 12:30. Operator, Waldorf-Astoria Hotel. Booking policy, Music Corporation of America. Publicity, Ted Saucier. Estimated budget this show, \$1,500. Estimated budget last show, \$3,500.

After four years away from New York, Tito Guizar returned here to reveal his vocal magic when it comes to singing Latin melodies. Guizar, a tall, handsome lad, should prove an attraction to the females frequenting the Park Avenue room.

He opened with a new song, a flamenco type, *Morena*, for which he received only a fair hand. He followed with *La Ultima Noche*, and after *Begin the Beguine* he was in solid. The last, incidentally, was his best effort.

Guizar has an unusually good tenor voice and gets the most out of it in the bel canto style singing. He also added to his presentation by better guitar work. While playing the instrument, which he handles well, he strums away in a flashy manner, holding audience's interest for finger work alone.

After finishing his initial set, Guizar went into customers' requests, with the standard Latin numbers asked for and sung getting enthusiastic response. The warbler has a number, *Life Should Be Like Music*, which doesn't quite make the grade. The lyrics are there, but the melody isn't. The singer finished with *Rancho Grande*, and even had the staid customers participating vocally.

Emil Coleman backed the Mexican troubadour capably. Mischa Borr and his Latin rhythms spelled.

Leon Morse.

The Blue Room, Roosevelt Hotel, New Orleans

(Wednesday, April 14)

Capacity, 450. Price policy, \$2 minimum, \$2.50 Saturday. Shows at 7:30 and 12:15. Operator, Roosevelt Hotel. Booking policy, non-exclusive. Publicity, Al Bourgeois. Estimated budget this show, \$3,450. Estimated budget last show, \$6,500.

Back on hard ground again after a long run of ice shows, this town's best hotel spot opened a new show with some high spots but plenty of first-night roughness.

Miguelito Valdes's music, torrid when it turns to the Latin American style, is the first of its kind for the room in a long time. Its reception indicated that more south-of-the-border music might be welcomed in some of the city's better spots, which have not gone in much for it despite the international consciousness being fostered here. There were plenty of Spanish-speaking payees showing enthusiasm.

Valdes's *Babalu* was the high spot of the evening. His energy and enthusiasm for it did not appear at all worn out. His other offerings in that style were considerably more subdued in delivery and reception.

Larry Storch

Larry Storch topped off the three independent acts and had them rolling in the crowded aisles with his funny face, restrained laugh antics, convincing imitations and, especially, a crying jag scene in a New York barroom. The crowd would have appreciated a little more of it but he begged off.

Working in fine with the Valdes ork were gypsy dancers Roberto and Alicia. Their skill in the frenzied Latin numbers brought a heavy mitt, especially for a ritual fire dance in which they had fine backing from the band. For an encore they did a rumba-jitterbug which seemed in too sharp contrast to more primitive or at least foreign "gypsy" numbers. But it had some of the first-nighters shaking their shoulders.

Barbara Smith

Barbara Smith, tall, low-voiced chanteuse, gave out with a number of songs, the best being *The Man I Love*, and altho everyone seemed ready to be charmed by her personality, mike trouble unfortunately make her difficult to hear.

Ork singer Rosette Shaw bolstered the show with such numbers as *Rumba Jubilee* and *Manana*. Linda Lopez, charming ork pianist, also added a lot to the evening and drew the comment from Larry Storch that "she must have 13 fingers." Her solo was too much in back of the band's brass, however. *Dick Hartshorn.*

Persian Room, Hotel Plaza, New York

(Thursday, April 15)

Capacity, 275. Price policy, cover \$1.50-\$2. Shows at 9:30 and 12:15. Owner-operators, Hilton Chain. Booking policy, Merriell Abbott, exclusive. Publicity, Dorothy King. Estimated budget this show, \$1,500. Estimated budget last show, \$2,500.

The new package is less expensive than the previous show but packs a hefty entertainment sock in both hands—one for each act. Florence Desmond has improved considerably since her Blue Angel job. Her material is basically the same but added routines and bits, plus better selling sense, got results that must have been gratifying.

Following the dance team, Artini and Consuelo, the gal was in a tough spot, they were so good. But after she got thru her opening take-offs of flicker names based on a make-believe Tallulah Bankhead party, she was ahead, and stayed there. Her best was her Hildegarde impression, particularly appropriate because the chantosee had just finished here. The audience, being quite familiar with Hildegarde's act, was thoroly appreciative of Miss Desmond's sharp characterization. The take-off was complete, even to the roses. Miss Desmond removed some of the sting by giving thanks to Hildy and reading a note she got from her. Big reason for Miss Desmond's success is not her impressions—and they're amazingly life-like—it's the material that goes with it, for even if the take-offs were only so-so, the material is smart enough and literate enough to stand on its own legs.

Florian Zabach

The show opened with Florian Zabach, blond boy fronter, with a couple of fiddle solos from the floor. (See *Persian Room* on page 42)

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NEW YORK, April 17.—Stem presentation houses grosses took a dive last week when they showed \$354,000 for the five theaters as against a \$502,000 take for the previous week. The drop wasn't entirely unexpected. First, there were a couple of days' rain, and, second, the high grosses of the previous weeks were due to a combo of factors: Easter holidays and new bills.

Radio City Music Hall (6,200 seats; average \$115,000) saw \$115,000 for its fifth stanza with *I Remember Mama*, Andre, Andree and Bonnie, and Paul Haakon. The previous frame saw \$147,000. The show opened to \$142,000, followed by \$143,000 and \$157,000.

Roxy (6,000 seats; average \$89,000) wound up its five-weeker of Art Mooney (out during last week), Al Bernie and *Sitting Pretty*, with \$70,000 against \$115,000 for the fourth week. The show opened to \$107,000 followed by \$99,000 and \$109,000. The new bill (reviewed this issue) has Ed Wynn and *Scudda Hoo*.

Para Slips to 60G

Paramount (3,654 seats; average \$76,000) collected \$60,000 for its second week with the Buddy Rich ork, Mills Brothers and *Saigon*. It opened to \$76,000.

Capitol (4,627 seats; average \$66,000) moved down to \$73,000 for the fifth week with *Naked City*, Tex Beneke's ork and the Slate Brothers; the latter replaced Martin and Lewis. The show's take for the fourth week was \$101,000. It opened to \$147,000, followed by \$121,000 and \$117,000.

Strand (2,700 seats; average \$40,-

000) slipped to \$36,000 for its third and final week with Claude Thornhill ork, Morey Amsterdam and *April Showers*. The previous frame saw \$44,000 after a preem of \$57,000. The new bill (reviewed this issue) has Cab Calloway's band and *To the Victor*.

Boston:

RKO Wavers; Heidt Cops 38G; Ross, 28

BOSTON, April 17.—Business at the RKO Boston, the Hub's only vaude house, has been tilting this way and that according to the strength or weakness of the attractions.

Last week (ended April 14) a variety bill, featuring Shirley Ross, Johnny Morgan, the Acromaniacs, the Hartnells and Kate Murtah did okay with \$28,000. Pic, *Casbah*.

Four weeks ago a disk jockey show, featuring local radio platter spinners and songstress Kitty Kallen, drew a fair \$28,000. Pic was *Love From a Stranger*.

John Calvert, with his magic and hypnotism show, played to less the following week (ended March 31), the gross being \$26,000. Acts included the Mayo Brothers, and the Three X-Treems. Pic, *Panhandle*.

Horace Heidt's show, aided by plenty big splashes of publicity, drew the best of any recent attractions, chalking up a neat \$38,000 for the stanza ended April 7. Dick Contino was featured. Pic, *Blonde Savage*.

Tax Cut Drive on For Pre-War 5% Levy on Cabarets

DETROIT, April 17.—A total of 30,000 signatures has been added to a cabaret tax reduction petition being circulated by Marion Seabold, dancer, now at the Bowery here. Petition asks for cut from the present 20 per cent to the pre-war 5 per cent.

The move is being handled by the dancer with Alan Corelli, of Theater Authority, co-chairman of the drive, while Jay Seiler, emcee-comic, is national director. Petitions are being circulated in night clubs and elsewhere, and the help of musicians, actors and other unions in individual cities is being sought.

Miss Seabold plans to go to Washington shortly to contact Rep. George McDonough (Calif.), who has introduced a tax reduction measure for the motion picture side of show business, and has indicated his support of the cabaret reduction as well.

1,500 - Seat Theater Planned for Detroit

DETROIT, April 17.—Construction plans for a 1,500-seat theater in the uptown Negro district along Oakland

Chicago Vaude Sitch Fluid

CHICAGO, April 17. — Reports here that the State-Lake would drop its vaude June 17 and that the Chicago would take it up again were denied in authoritative quarters this week.

Reason for the reported return switch, according to insiders, was that films were not drawing in the Loop because under the two-week rule, the same pictures would show up a couple of weeks later in nabe houses at lower prices. The idea to bring customers back therefore was to get flesh into the big Balaban and Katz house, the Chicago.

It was pointed out that the State-Lake is in a tough spot to get top pictures and, to do biz, would continue to keep flesh. It was also pointed out that house has acts already booked beyond the June 17 date.

Insiders denied that contracts could be switched or cancelled in case there was a change of plans by either house. Practically all contracts, it was said, called for the State-Lake with no exceptions, and the house had every intention of honoring them.

Avenue, were announced Wednesday (14) by Saul Korman, Detroit circuit operator. The new house, to cost about \$200,000, will be designed to handle major stage shows, with a proscenium opening of 82 feet, and a stage depth of 64 feet, the largest in any local theater. The house is also to be equipped for television, according to Korman.

The opening is slated for September, but the name has not been selected as yet.

PERSIAN ROOM

(Continued from page 41)

Zabach, new to this reviewer, is a handsome lad with a startling crop of yellow hair. His speaking voice and emseeing aren't too good, but his appearance is made to order for the fem trade.

Artini and Consuelo haven't been caught here for a long time. The sharp improvement they show was almost unbelievable. Dressed in smart street costumes, the couple caught immediate attention and added to it by well executed dance routines that brought terrific hands. The idea of street costumes isn't new, but while the effect of fluid grace is easily attained in long flowing gowns, it takes really sharp dancing and top teamwork to get that effect in street clothes. The team finally finished with a cute walk-off winning rousing applause.

Florian Zabach's band played the show right on the button. Mark Monte's ork, practically a fixture here, is still one of the pleasantest society bands around, with Monte's fronting a standout. Stuart Ross, who accompanied Miss Desmond, gave fine backing. *Bill Smith.*

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Burlesque

By UNO

INEZ CLAIRE, a first-timer on the Hirst Circuit, is the daughter of Isadore Silverstein, former Polish circus performer, now retired in San Francisco. After seven years in the chorus at the Capitol, San Francisco, Inez emerged as a principal under Milt Schuster's personal management. . . . Dick Bernie, comic, left a Hirst unit in Boston last week to rehearse for *Small Wonder*, a musical. . . . The Delmars, balancing act, spot-booked in Hirst houses, return to vaude and niteries after a week at the Empire, Newark, N. J. . . . Harry Kane, vocalist, returns for his 13th season to the Parkston Country Club, Livingston Manor, N. Y., starting July 2. . . . Sheila Ryan has opened at the Gayety, Norfolk, in a featured spot for five weeks thru Eddie Kaplan. . . . Joey Faye is doubling between *High Button Shoes* and the Ha-Ha niteries in Manhattan. . . . June St. Claire, who has been alternating between the two circuits this season, returned to the Midwest via the Palace, Buffalo, April 16. . . . Bettie MacDonald is in her 17th week at the Famous Door, Manhattan. . . . Tommy Reynolds, straight man, moved from the Grand, Youngstown, O., to the Empress, Detroit, replacing Jack (Duck Nose) Pershing, who left for a rest. . . . Jimmy Medford, emcee-singer at the Club Terris, Milwaukee, crashed *The Milwaukee Journal* March 28 for a full page of pictures. . . . Paul Jerome, former burly straight, is still with the Ringling circus as circulation manager. . . . Jack Howard is rehearsing with *Sleepy Hollow* on the Amsterdam (Manhattan) roof.

IRMA LEE, Bobby Fay and George (Beetlepu) Lewis opened last week at the Follies, Los Angeles. Held over are Betty Rowland, Nona Carver and Mary Miller. . . . New burly policy was launched April 6 at the Topsy Club, Los Angeles, with featured principals Madeleine Gardner, Sid Ousley and Rene Rowland. . . . Bobby Vail is still with *Red Mill* on tour. . . . Gloria Glad shifted to the Faust Club, Peoria, Ill., April 13. . . . Lee Murray, after 10 weeks on the Hirst Circuit, has opened in stock at the Empress, Milwaukee. . . . Pinky (Mrs. Lee Murray) Patrick opened at the Empress, Milwaukee, April 16. . . . Lee Voyer and Bonnie Lee are new at the Burbank, Los Angeles. . . . Annette West, dancer, is back at the Club Milwaukeean, Milwaukee, after seven months at home caring for baby daughter, Joanne, and hubby, Joe Norris. Co-principals are Teresita, Dolly Malone, Ben (the Baron) Siegel, emcee, and Sammy Armato's ork. . . . Eddie Kaplan's *Screwballs* of 1948 being held over at the Swan Club, Philadelphia. . . . Manny King, Charlie Crafts, Nadine and Charlene are at the El Rancho, Los Angeles.

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Silo Circuit Sked Outlook For Summer

NEW YORK, April 17.—Here is the second part of *The Billboard's* preliminary summer stock round-up. The first part ran last week and the third part will appear in the next issue.

NEW JERSEY

Chelsea Playhouse, Atlantic City. Producer, T. C. Upham. Theater is in the Hotel Chelsea. Opens June 30 for 10-week season. Seats 1,200. Resident Equity company.

Cape Theater, Cape May. Producer, T. C. Upham. Seats 570. Ten-week season starting June 30. Resident Equity company.

Music Hall Theater, Clinton. Producer-owner, Eddie Rich, 959 South Broad Street, Trenton. Seats 300. Resident Equity company.

Papermill Playhouse, Millburn. Producer, Frank Carrington. Phone, Short Hills 7-3000. Does only operettas, and operates practically all year. Resident Equity company.

The Beach Theater, Ocean City. Producer, T. C. Upham. Seats 825. Resident Equity company of 11.

McCarter Theater, Princeton. Producers, Herbert Kenwith and Harold Kennedy. Seats 1,180. Resident Equity company.

Lakeside Summer Theater, Lake Hopatcong. Producer, Dean Goodman. This is his first season there. Seats 400. Resident Equity company.

Red Bank Playhouse, Red Bank. Producer, B. F. Kutcher, 1545 Broadway, New York.

Chapel Theater, Ridgewood. Producer, William Spickers. Theater in high school auditorium.

Millstream Playhouse, Sea Girt. Producer, Warren Hughes, 109 Atlantic Avenue, Manisquan. Seats 200. Opens June 23 for about 10 weeks. Non-Equity.

Hunterdon Hills Playhouse, Jutland. Producers, Helen Thompson and Margaret Barker. Seats 229. Resident Equity company.

NEW YORK

Greenbush Theater, Greenbush. Producer, Harry Rosen. Phone, Nyack 3563. Seats 300. Opens in June. Thirty apprentices. Resident Equity company.

Monticello Playhouse, Inc. Lake Kiamesha. Owners and producers, Joseph Mell and Jules Getlin, 132 West 45th Street, New York. This is a new stock set-up. Theater, designed from an old boathouse, seats 480. Season, 10 weeks. Ten apprentices. Will do *Boy Meets Girl* and *Home of the Brave*. Opens June 25. Resident Equity company.

Gotham Players, Highland Grange. James Busby, 125 West 77th Street, New York, producer. Opens end of June. Non-Equity.

Interplayers, Provincetown Playhouse, New York. Producer, Irving Stiber. Non-Equity co-op group.

Hampton Playhouse, Bridgehampton, L. I. Producer, Gail Hillson, 5 Prospect Place, New York. Seats 500. Opens June 25. Wants original scripts. Resident Equity company.

Bolton Landing Summer Playhouse, Bolton Landing. Producer-owner, Joe Crosby, 125 East 71st Street, New York. Seats 200. Looking for original scripts and may televise them. Non-Equity.

Reginald Goode Theater, Clinton Hollow. Producer, Reginald Goode. This is mostly for apprentices trained by Goode. Non-Equity.

Duke's Oak Theater, Otsego Lake Road, Cooperstown. Producer-director-manager, Randolph Somerville, 100 Washington Square, New York. Group also is known as the Washing-

Magic

By Bill Sachs

JOE THOMAS, formerly with Leon Mandrake, magician, is in Kansas City, Mo., prepping for an early premiere there of his new comedy-horror combo show called *Hysteria*, designed as a midnight feature for theaters. The show, which incorporates the give-away idea with the comedy and horror, has had a number of break-in dates in the Kansas City area. After the official bow there, the unit is slated to head southward, Thomas says. In addition to the comedy-horror business, Thomas and his partner, Jo Anna, will present a mental turn and several tricks loaned them by Mandrake. . . . Tony Marks is in his second week of a fortnight's stand at the Lookout House, Covington, Ky. . . . Lucille and Eddie Roberts wind up a two-weeker at the Brown Hotel, Louisville, next Wednesday (28) and the following day begin a like engagement at the Henry Grady Hotel, Atlanta. . . . Will L. Lindhorst, operator of the Magic Den, St. Louis, is being forced to move after 20 years in the same location, and will shortly ply his wares in a new and larger ground-floor magic shop. . . . The Great Gravity, now playing Pittsburgh niteries after winter engagements in Miami and Havana, wires that he'll be associated with the Hodges Palace of Wonders at Eastwood Park, Detroit, from April 16 thru Labor Day. . . . The Amazing Mr. Taylor of Boston (Joe Taylor) is working niteries and theater dates in and around Denver. . . . The Veniekos are pitching horoscopes in St. Louis 5 and 10 stores and, according to Ray Amy, netting some solid counts. . . . Al Page, the magicker, and his talking dove, Oscar, are in their fifth week at the Dutch Mill, Norwood, O., adjoining Cincinnati. . . . Magicians of Northern Connecticut held their *Night of Magic* at the West Middle School, Hartford, Conn., April 10. Ten magic acts were presented under sponsorship of Assembly No. 21, Society of American Magicians, with proceeds going to the Harry Houdini Hospital Fund for Destitute Magicians. . . . Stan Kramien, after three months on the road for International Harvester, doing an hour's show with three assistants, is in the midst of a fortnight's stand at the Greek-American Club, Spokane, Wash. From there he hops to Lewiston, Idaho, for a week. . . . Marvelle the Magician (William Monk) has sold his interest in the Interstate Magic Shop, Fort Worth, and is on tour in West Texas with the *Cinderella Revue*, playing army bases, niteries and theaters. . . . L. E. (Roba Collins) joined the Mills Bros.' Circus at Circleville, O., last Saturday (17).

Kelly Cancels Vacation

NEW YORK, April 17.—Because of the difficulty in getting a replacement for his role, Paul Kelly, the star of *Command Decision* who was slated to go on vacation this summer, has refused to take a hiatus. Kelly changed his mind when he found that if he left the show would have to be closed and the rest of the company would be unemployed. This way the play will run thruout the summer and into the fall continuing as long as biz holds up.

ton Square Players. Opens July 1. Non-Equity.

Stratton Theater, Middletown. Producers, Sam Zerinsky, Joseph King, 150 West 21st Street, New York., and William Harmon. Opens June 28. Seats 600. Resident Equity company.

Lake Shore Playhouse, Derby. Lewis T. Fisher, 9 Gren-way, Buffalo, producer. Opens June 15. Non-Equity.

John Drew Theater, East Hampton. (See *SILLO CIRCUIT* on page 44)

Brewing To Go On Uncurbed, at Least Until June's Here

WASHINGTON, April 17.—Agriculture Department is resigned to the prospect of uncurbed production of beer for drinkeries and niteries at least until June 1, as the result of the fiasco this week experienced by the first voluntary grain-saving agreement under the Taft Anti-Inflation Law.

Brewers suspended the agreement this week on the ground that the distilling industry had previously set an example in refusing to accept a conservation program. Action of the brewing industry came almost simultaneously with an announcement by Secretary of Agriculture Clinton Anderson that a voluntary grain conservation agreement for the baking industry, formally approved by the attorney general in accordance with the Taft law, was being submitted to bakers for formal acceptance.

In tentatively rejecting the conservation agreement, brewers pointed out that they had co-operated with the government "and expect to continue to co-operate," adding that they had conscientiously adhered to an agreement entered into originally with the Citizens' Food Committee to save on grain use. "In view of the fact that we are at present the only industry which has worked out a voluntary agreement," stated the brewers' representatives, "we ask that its effective date be postponed until you have had an opportunity to ascertain the intentions of the other grain-using industries."

D. C. Theaters Get Off Light Under New Fireproof Rules

WASHINGTON, April 17.—Local legit, vaude and movie houses will get off lightly under District of Columbia building code revisions, according to A. Julian Brylawski, of Warner Bros.

Brylawski, who represented theaters before a building code revision committee, reported last week that the committee had agreed that theaters would not be required to do more than fireproof all wood and surround their furnaces with fireproof material.

The committee had originally contemplated forcing extensive alterations to provide additional fire exits and other safeguards.

New Showbiz Charter

DOVER, Del., April 12. — New showbiz companies chartered at the corporation department of the Delaware secretary of state's office here include:

Henlopen Players, Inc.; purpose, deal in theaters; capital, \$10,000; principal office, Rehoboth Beach, Del.

Radio Construction Company, Inc.; purpose, deal in radios; capital, 500 shares, no par value; principal office, the Corporation Trust Company, 100 West 10th Street, Wilmington.

Boat Trades Association, Inc.; purpose, advertising business; capital, \$5,000; principal office, U. S. Corporation Company, Dover.

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ANTA To Set Legit Shows Into Virgin Hinterlands

NEW YORK, April 17.—The next big project to be tackled by the American National Theater and Academy (ANTA) in the fall is to set up a booking unit and, thru the United Booking Office, send shows into towns which are not now getting legit. The plan would be to pick a pilot area, then mobilize the people interested in theater in the town to get solidly behind the presentations to the extent of selling tix and building audiences. This method has been used very successfully by concert bureaus and insures the producer of at least a minimum guarantee for his show, thus lessening his financial risk.

ANTA would not produce the plays, but would approach Broadway managers and tell them what scripts they are interested in for their circuit and the kind of dough they could make there. In most cases, the plays packaged would use not top stars but moderate-priced players, with the accent always on strong acting, not star personalities.

It would cost about 50G to try out the plan—which is just about what it costs to do a two-set show on the Stem. And if the plan is successful in the pilot area chosen, naturally, it will be a blueprint for different sections of the country. The idea has another virtue for ANTA: When the

org starts its drive for funds it will have already given people a taste of legit and done something for them. In other words, it will be no stranger asking for dough, but someone who wants the cabbage to plough back into entertainment which will make them healthy and happy.

Censor Threat Fought on Stem

NEW YORK, April 17.—The first step to combat an amusement censorship bill introduced in the city council by Councilman Edward Cunningham Tuesday (13) was taken when the Stop Censorship Committee, headed by Edward Choate, called a meeting of the theater unions on the stage of the International Theater Tuesday (20) after the shows. The meeting will plan strategy for the fight on the proposed legislation, which states that the license commissioner shall have the power to censor advertising considered to be offensive to morality, decency and public welfare.

Cunningham's bill is a result of his offense at the title of the legit show *The Respectful Prostitute*. However, as late as Friday (9) he told *The Billboard* that he would not introduce any statute because License Commissioner Fielding already felt he had sufficient power.

Whyte - Kantor Case Stirs Equity Action

NEW YORK, April 17.—The recent Equity decision to suspend two stage managers on charges brought by chorus personnel, has sparked a consciousness within the union to scrutinize carefully the conduct of all groups dealing with members, whether they be producers, agents or stage managers. According to an Equity exec, any violators of the ordinary code of morals and manners are likely to be brought before the council.

Allegro's general stage manager, Jerry Whyte, was suspended for 18 months, the suspension to be held in abeyance conditional upon his future conduct. His assistant, Herman Kantor, drew a similar penalty for 12 months. However, Kantor can apply for revocation at the end of six months, provided there are no charges against him during that time. The aftermath of the blow-up had dancer Frances Rainer reinstated by the Theater Guild at the union's request.

Detroit Opera Take Up 5% This Year

DETROIT, April 17.—Despite general declining grosses in most branches of show business, the Detroit Civic Light Opera closed its annual 10-week season Sunday (11) with a take of \$434,900, about 5 per cent ahead of the 1947 figure of \$408,020. Attendance dropped somewhat, from 295,000 last year to 247,500 this session—a factor reflected in the uneven attendance at some of the shows. While all pew-buyer figures are estimated, *Bittersweet*, for example, dropped to a low take of 30G with approximately 17,000 customers during Holy Week. Average cost per seat went up slightly, as less than capacity houses put considerable cheaper seats off the market at several shows.

The wind-up was a marked success, with *Desert Song*, starring Edward Roecker and Laurel Hurley, grossing an all-time high of \$60,000 for the

Broadway Opening

THE RATS OF NORWAY

(Opened Thursday, April 15)
BOOTH THEATER

A drama by Keith Winter. Sets by William De Forest. Staged by James S. Elliott. Company manager, Roger Rogers. Stage manager, Charles Wood. Press representative, Bill Doll. Presented by James S. Elliott in association with Carl Schreuer.

Robin Clayton.....Colin Keith-Johnston
Jane Clayton.....Jeanne Stuart
Stevan Beringer.....William Howell
Tilly Shane.....Rett Kitson
Mann.....Arthur Gould-Porter
Weyland.....Victor Wood
Chetwood.....Bert Jeter
Hugh Sebastian.....John Ireland

Keith Winter's play, *The Rats of Norway*, produced some 15 years ago in London, has at last got over here. It is too bad. Winter's whimsy about love, adultery and tipling indulged in by the faculty of a British prep school takes its title from some legend about Scandinavian rodents which swim out annually to a non-existent island and consequently drown. The analogy has Winter's amorous quartet bent on the same course of idiotic frustration. The unfortunate thing is that they don't take the plunge earlier—say, in the first minutes of the first act. *Rats* is one of the most boresome matters to come along stage-wise in many a year.

The lethargic proceedings have to do with the emotional goings-on among some eight rather nauseous teachers in a select boys' school. The headmaster's statuesque wife conducts a torrid I-will I-won't-run-away affair with a punchy, whisky-swilling assisting h.m. Also develops a romance between a somewhat sickening young instructor and a young instructress. The headmaster is a Pollyanna in pants. The lovers all suffer like hell to a wind-up leaving the assistant h.m. dead in the headmistress's bed—via a combination of whisky, a bad ticker and possibly too much adultery. The rest of the cast drink tea, group-sing at the piano and comment cynically on the sexy didoes.

It is hard to tell where bad direction leaves off and bad acting begins. But since there are some extremely competent players mixed up in *Rats*, a reporter would like to put most of the blame on the staging. Granting a dull play to begin with, Elliott's classically unimaginative direction has made it mu^{ch} worse than it might be. It is 90 per cent talk and posture, with routine fill-in business to bridge the dulllest spots. Naturally, it makes the actors look bad, and none of them rise above it with any distinction. Colin Keith-Johnston comes off best as the frumpy, bustling headmaster. John Ireland is sneeringly intense as the lad who gives him horns. Jeanne Stuart is statically tragic as the wife. William Howell and Rett Kitson don't do much to make the anguished younger pair believable, altho the latter has moments which point to a hopeful future in better circumstances.

All in all, the best thing about *Rats* is William De Forest's handsome set of a faculty common room. Perhaps Elliott can get a price on it. Somebody is always writing a play about a boarding school.

Bob Francis.

G. and S. Rep Tour

NEW YORK, April 17.—S. M. Chertok is readying a Gilbert and Sullivan repertory troupe for the road this season. The producer will also direct. The national tour will probably not book into cities now booked by the United Booking Office, since that org is routing the D'Oyly Carte Company.

opera. Attendance was estimated at 35,000, with an extra Sunday matinee helping to swell the total.

Silo Circuit Sked Outlook For Summer

(Continued from page 43)

Owned by Guild Hall, Inc., East Hampton. Last season's producer not returning. Seats 450. Good house.

Van Wyck Playhouse, Fishkill. Producer, Charles Butler, 329 East 24th Street, New York. Seats 300. Equity.

Bard Theater, Bard College, Annandale-on-Hudson. Producer, Lew Danis, 101 Ascan Avenue, Forest Hills, L. I. New summer theater.

Ithaca College "Little Theater." Ithaca. Producer, Ernest Mandeville, Suite 1307, 32 Broadway, New York. Director, Ray Hinkley. Seats 400. Not profitable last year. Opens July 1 for 10-week season. Resident Equity company.

Norton Memorial Hall, Chautauqua. Director, Frederic McConnell, of Cleveland Playhouse. Company composed of members of that group. Six-week season. Non-Equity.

Tamarack Players, Lake Placid. Malcolm Atterbury, producer-owner-director. Resident Equity company.

Malden Bridge Playhouse, Malden Bridge. Producer, Walter Wood, of Malden Bridge. Director, Eunice Osborne. Seats 186. Top weekly gross possible \$1,558.50. Last year's total gross was \$12,874.80. Opens June 30. Non-Equity.

Sea Cliff Theater, Sea Cliff, L. I. Producer probably William Hunt, 14 East 64th Street, New York, now raising dough. Nothing set.

Westchester Playhouse, Mount Kisco. Gordon Minter and Barton Emmet, producers. Seats 400.

Cherry Lane Theater, New York. No producer set yet but will have a group from June to November. Seats 200. Usually Non-Equity.

Fordham University Summer Drama Festival. Fordham University, New York. Albert McCleery, director. Works with students. Non-Equity.

Starlight Theater, Pawling. Producer-director-owner, Isobel Rose Jones of Pawling. Seats 300. Fifteenth summer of operation. Resident Equity company.

Spa Summer Theater, Saratoga Springs. Producer, John Huntington, 433 West 21st Street, New York. Seats 580. Did 35G biz last year. Initial investment recaptured. Resident Equity company.

Skaneateles Theater, Skaneateles. Walter Davis, producer-director. Opens the end of June for 10-week season. Seats 250. Resident Equity company.

Old Towne Theater, Smithtown Branch, L. I. Producer, Robert Byrne, c/o Hotel Webster, 40 East 40th Street, New York. Seats 300. Can do \$2,500 in a top week. Resident Equity company.

Orange County Playhouse, Westtown. Producers, Tom McMorrow and Joanne Lewis, 45 Hawthorne Street, Brooklyn. Capacity weekly gross is \$2,200. Opens June 16 for a 10-week season. Seats 300. Resident Equity company of eight.

Camp Unity, Wingdale. Robert Steck, producer, 1 Union Square, c/o Camp Unity. Seats 600. Theater is for campers. Non-Equity.

Woodstock Playhouse, Woodstock. Michael Linenthal, producer-owner. Seats 650. Opens June 20 for a 10-week season. Resident Equity company.

Adelphi College Summer Theater, Garden City, L. I. John S. Thompson, of Adelphi, producer. For students. Non-Equity.

Putnam County Playhouse, Lake Mahopac. Producer, Jill Miller, 16 West 10th Street, New York.

BROADWAY SHOWLOG
Performances Thru April 17, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	157
Born Yesterday (Lyceum)	2-4, '46	928
Command Decision (Fulton)	10-1, '47	229
For Love or Money (Henry Miller)	11-4, '47	191
Harvey (48th Street)	11-1, '44	1,462
Heiress, The (Biltmore)	9-29, '47	233
Joy to the World (Music Box)	3-18, '48	36
Macbeth (National)	3-31, '48	21
Man and Superman (Hudson)	10-8, '47	221
Me and Molly (Belasco)	2-26, '48	60
Medea (Royale)	10-10, '47	187
Mister Roberts (Alvin)	2-18, '48	69
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	39
Strange Bedfellows (Morosco)	1-14, '48	109
Winslow Boy, The (Empire)	10-29, '47	198

Musicals

Allegro (Majestic)	10-10, '47	219
Angel in the Wings (Coronet)	12-11, '47	147
Annie, Get Your Gun (Imperial)	5-16, '46	804
Brigadoon (Ziegfeld)	3-13, '47	460
D'Oyly Carte Opera Company (Century Theater)	12-29, '47	128
Finian's Rainbow (46th Street Theater)	1-10, '47	549
High Button Shoes (Century)	10-9, '47	220
Look, Ma, I'm Dancing (Broadhurst)	1-29, '48	92
Oklahoma (St. James)	3-13, '43	2,276

OPENED

Rats of Norway, The (Booth) 4-15, '48 4

CLOSED

You Never Can Tell (Martin Beck) 3-16, '48 39

COMING UP
(Week of April 19, 1948)

Cup of Trembling, The (Music Box) 4-20, '48

Off-Broadway

THE SIX O'CLOCK THEATER'S STUDIO PRODUCTIONS

(Opened Sunday, April 11)

MAXINE ELLIOTT THEATER

Three one-act plays. Produced by Fred Stewart and directed by Joseph Kramm, Joseph Anthony and John O'Shaughnessy. Production manager, John Effrat. General stage manager, Richard Beckhard. Presented by the Experimental Theater, Inc.

HOPE IS THE THING WITH FEATHERS

By Richard Harrity

Oscar Phillip Robinson
Doc E. G. Marshall
Steve George Mathews
Wiler Robert Arvin
Sweeney Will Geer
Charlie Lou Gilbert
Old Man Nelson Daniel A. Reed
Joe Fredric Martin
A Man Jabez Gray

CELEBRATION

By Horton Foote

Red Hilda Vaughn
Babe Perry Wilson
Sonny Warren Stevens
Ellen Belle Sally Gracie
Tom James Karen

AFTERNOON STORM

By E. P. Conkle

Mary Helen Marcy
Lizzie Eleanor Barrle
Speed Dan Morgan
Abe John Morley
Ninlan (Stanley Tackney
Lynn Masters

Bridesmaids (Herta Ware
Mary Patton
Joan De Weese

Wedding Guests Philippa Bevans, Elen
Herbert, Fred Stewart, Joseph Kramm,
Syl Lamont, Clement Brace, Ed Kaufman,
Joseph Kapfer, Joseph Anthony
Ann Norma Chambers

With the sponsorship of three one-acters by the Six o'Clock Theater's professional workshop group, the Experimental Theater has come back to its proper function—real experiment. The three plays selected by the Six o'Clockers are by American authors and have been picked for the variety of character assignment they offer the actors for study. Presented sans scenery and with the barest of props, they offer an acting challenge which is the essence of true theater. The group responds to it with sharp effect.

Hope Is the Thing With Feathers, a wry tragi-comic vignette about the efforts of eight bench-sleeping derelicts who snag a duck from the Central Park Lake, is by far the most effective. Richard Harrity has written a humorously tragic O'Neillian piece about bums. The same sort of analytical approach is there, but without O'Neill's wordiness. Joseph Kramm's direction is admirable, and there are telling performances by such excellent players as Will Geer, E. G. Marshall, George Mathews, Lou Gilbert and Daniel A. Reed. It proves what can be done with a good script and canny playing when imagination sparks the combination.

Since *Hope* comes off so well, it is more or less natural that its companion pieces should suffer by comparison. Horton Foote's *Celebration* is one of those decadent, frustration items about some unnice, brawling, drunken white folks down Texas way and their strident claims to gentility. It's the sort of string that has been plucked many times before—and often better. In this case the wind-up is obvious, and Joseph Anthony's staging does little to give it impact. However, Hilda Vaughn manages some moments of taut theater as a tipping neurotic determined to make something of a weakling brother.

With *Afternoon Storm*, E. P. Conkle has interested himself in a fantasy about the time when Abe Lincoln took a walk, when due at the altar with Mary Todd. *Storm* contains some passages of excellent writing, with Helen Marcy contributing a thoughtful portrait of the somewhat bossy Mary, and John Morley doing equally well by the bemused Abe.

Equity Selects Council Slate

NEW YORK, April 17.—The Actors' Equity nominating committee unanimously selected a slate to run for five-year terms on the council consisting of Edith Atwater, Sidney Blackmer, Clay Clement, Edith Meiser, Eddie Nugent, Barbara Robbins, Erin O'Brien-Moore, Bill Ross, Loring Smith and Ann Thomas. Basil Rathbone was chosen to run for the one-year unexpired term of third vice-president replacing the late Dudley Digges.

The Chorus Equity ticket is also set and consists of Kathleen O'Brien, Rebecca Lee, George Bockman, Clara Cordery, Jeffrey Warren, Marie Harriton and Mimi Kelly to serve on the executive committee for three-year terms. Paul Dullzell has been nominated to act as chairman of the executive committee for one year, and Ora Leak as its recording secretary for the same time. Jeffrey Warren has been selected to serve on the council for five years and Brayton Lewis for three years. The ticket will be voted on in advance of the next Chorus Equity meeting and announced then.

Lowell Stock a Flopper

LOWELL, Mass., April 17.—Another winter stock venture came a cropper when the Concord Theater Corporation, operating at the State Theater here, closed its doors last Sunday (11). The legit set-up had been operated by Jacob Tullen, the bank-roller, and Otto Simetti, director, since February 10. It had presented such names as Neil Hamilton, Freddie Bartholomew and Sidney Blackmer, but the natives wouldn't buy. It has been estimated that the project relieved the angel of about \$10,000. Business finally became so bad that the bill the next to the last week was the French flicker, *Carmen*, with Vivian Romance, and Ibsen's *Ghosts*, all for the same price.

New Barn Group at Arden

WILMINGTON, Del., April 17.—A new theater organization, including five members of Katharine Cornell's *Antony and Cleopatra* company, will operate the Robin Hood Theater at Arden, Del., this summer, opening an 11-week season June 22. The company plans five performances a week, Tuesday thru Saturday. Last season the group was at the Stratton Summer Playhouse, Middletown, Conn. Members include Pamela Simpson, Robert McBride, Cynthia Rogers, Allen Shayne, and three from the Beacon Players, Coral Gables, Fla., Laura McClure, James Maloney and Jack Knically, scenic designer.

"On Approval" Revived

NEW YORK, April 17. — Gant Gaither is reviving Frederic Lonsdale's London success, *On Approval*, for the road this season. The four-character script, originally produced in 1927, will star Judith Evelyn, Brenda Forbes, Henry Daniell and Richard Greene.

But its chief interest lies in the imaginative staging of John O'Shaughnessy, who manages to convey an invisible church, law office, cross roads and even a graveyard on a bare stage. It is a minor triumph in stage craft.

The over-all is vital theater, and the Experimental Theater and the Six o'Clockers are to be congratulated. *Hope* alone makes a trip to the Maxine Elliott worthwhile.

Bob Francis.

Out-of-Town Opening

THE PLAY'S THE THING

(Opened Monday, April 12)

NATIONAL, WASHINGTON

A comedy by Ferenc Molnar, adapted from the Hungarian by P. G. Wodehouse. Presented and directed by Hilbert Miller in association with James Russo and Michael Ellis. Lighting by Ralph Alswang. Gowns by Castillo. Scenery designed by Oliver Messel.

Sandor Turai.....Louis Calhern
Mansky.....Earnest Cossart
Albert Adam.....Richard Hylton
Johann Dwornitschek.....Francis Compton
Ilona Szabo.....Faye Emerson
Almady.....Arthur Margetson
Mell.....Claud Allister
Lackeys.....Ted Tiller, Fred Wentler

Gilbert Miller's Broadway-bound revival of *The Play's the Thing*, which opened for a two-week run at the National Monday (12), could more aptly be called, *The Play Was the Thing*. The old Molnar comedy, which delighted audiences 22 years ago, has lost its sparkle and vitality despite courageous efforts in its behalf by Gilbert Miller's cast, headed by Louis Calhern.

The latest version of *The Play's the Thing* leaves one with a feeling that Calhern's the play. Never designed to be much more than a frothy and almost plotless piece, the production leans heavily on his polished acting for any success it hopes to enjoy. It has Calhern in the leading role of a bright playwright, Sandor Turai, who rescues the show from what might have been complete boredom. Even with him at his best, the dialog all too often falls into the category of one of the lines trenchantly expressed by Playwright Turai in the opening scene: "This is an awful waste!"

Faye Emerson

The plot—what there is of it—spins around Playwright Turai's maneuver to prevent a romance from being dashed on the rocks. The romance is between a young composer, Albert Adam, played by Richard Hylton, and an actress, Ilona Szabo, acted by Faye Emerson. The cleavage in the romance threatens when Adams chances to overhear Miss Szabo in an amorous bedroom conversation with an elderly actor, Almady, played by Arthur Margetson. Playwright Turai contrives a happy but dull ending by convincing young Adam that the bedroom scene was merely part of a rehearsal of a play.

Calhern plays Turai with such good humor that one cannot help wishing his talents could have been turned to a far worthier play. At times, even he becomes submerged in the sheer wordiness of the old Molnar farce, and a brilliant actor appears to be perfunctorily rehearsing like a professional boxer on an exhibition tour.

A Few Laughs

The play's best moments (all too rare) are shared by Calhern and Francis Compton, who is in the role of a typically Wodehouse servant, Johann Dwornitschek. There are a few pleasingly funny minutes when Playwright Turai exchanges banter with the servant, who attempts to make the most of the laughs which the scene evokes, however, are soon stilled by the over-extended dialog.

Ernest Cossart, as Playwright Turai's collaborator, does an acceptable job. And so does Margetson as Almady. Miss Emerson's role as the actress in love, calls for little acting ability, and perhaps that is just as well. Best performance by a minor character is turned in by Claud Allister as a nervous secretary who contributes some mirthful farce to a scene in which he is handling "props"—"properties," as he calls them with exaggerated accuracy—for the show's "play within a play."

Ben Atlas.

1 House for All 4-A Orgs Plotted

(Continued from page 3)

building is not suited for space requirements. Clarence Derwent, prexy of Equity, has repeatedly stated that he wished the actors' union to move. However, the barrier has been the dual problem of selling the building and obtaining the needed space. The ANTA scheme would give Equity time to sell the building and the room it needs for its offices.

Other Groups Invited

Other theatrical unions haven't been approached yet to see how they would view the idea, but it is known that several have been having space difficulties for many years. The stagehands, for example, have gone to court with their landlord over disagreements. In addition to theatrical unions, other Associated Actors and Artistes of America (4 A's) groups, such as the American Federation of Radio Artists, would also be invited to move into the building.

The building at the Hippodrome site is expected to be a five-story garage, but there is enough land available to build up to 20 stories, and a change in plans can be made immediately. Not only are offices envisioned, but one or more theaters, including one for tele, are tentatively planned. ANTA would take over the leasing of the theaters.

ET May Reorg Policy; Invitational Series As Production Trial

NEW YORK, April 17.—The Experimental Theater (ET) which has just about squeezed thru the season financially, may be in for drastic revision of policy next season. The ET will gross about 70G this season and will pay out about \$95,000 for its six productions; \$16,000 of the loss will be recouped by the profit from *Skipper Next to God*, the script which went to Broadway.

The probability is that the invitational series the ET is conducting will act as a sort of trout theater, and the plays that succeed will be brought to a theater near Broadway. They may be done in the same manner, sans scenery, with the accent entirely on acting and directing. This will enable the ET to make a substantial sum and pay for itself, instead of draining the American National Theater and Academy's funds.

The first show on the invitational series is Arthur Goodman's *Seeds in the Wind* which opens April 23 at the Lenox Hill Playhouse.

ROUTES Dramatic and Musical

Anna Lucasta (Shubert) New Haven, Conn., 22-24.
Annie Get Your Gun (KRNT Radio) Des Moines, Ia.
Antony and Cleopatra, with Katherine Cornell (Shubert) Boston.
Blossom Time (Hanna) Cleveland.
Burlesque (Selwyn) Chicago.
Carousel (Hershey Community) Hershey, Pa.
Doll's House (Shubert Lafayette) Detroit.
Dunham, Katherine (Majestic) Boston.
First Mrs. Fraser, with Jane Cowl (Walnut St.) Philadelphia.
Glass Menagerie (Royal Alexandra) Toronto.
Harvey (Locust St.) Philadelphia.
Harvey (Biltmore) Los Angeles.
High Button Shoes (Boston O. H.) Boston.
Hold It (Forrest) Philadelphia.
Inside U. S. A. (Shubert) Philadelphia.
John Loves Mary (Harris) Chicago.
Lady Windermere's Fan (Nixon) Pittsburgh.
Mary Had a Little (Studebaker) Chicago.
My Romance (Great Northern) Chicago.
Oklahoma (Curran) San Francisco.
O Mistress Mine, with the Lunts (Geary) San Francisco.
Play's the Thing (National) Washington.
Private Lives, with Tallulah Bankhead (American) St. Louis.
Red Mill (Ford) Baltimore.
Show Boat (Shubert) Chicago.
Student Prince (Cass) Detroit.

Showman Locates Loophole In Tenn. School Show Ban

KNOXVILLE, April 17.—Misinterpretation by many Tennessee county school boards and showmen of a law which forbids any enterprise to operate in the schools of the State for private profit is resulting in the unnecessary elimination of many school shows, according to Everett Lawson, of Knoxville.

The legislative action (Public Acts 1947, Chapter 142, Page 553) has been the subject of much discussion pro and con among operators of school shows and also has been responsible for numerous county boards outlawing such shows, says Lawson.

In effect, the law states that school buildings shall not be used for the gain of private profit and that no shows for an admission charge shall be given in schools, Lawson points out. This he verified during a recent visit with the State district attorney in Nashville, whose advice was that there were only two legal ways a show could be presented in a public school: (1) On a salary basis with salaries paid from a school fund set aside for that purpose, and (2) to pass the hat after the show. Lawson reports he was definitely informed

that to do otherwise would be a violation of law.

Upon his return here, however, Lawson's attorney pointed out a paragraph in the law which states that the law is to be optionally enforced at the discretion of various county boards in whose hands rests the power to vote it in or out. "This, it seems, also applies to the operating of cafeterias by private parties for private profit, or any party or parties who would use the school building in any way whatsoever for commercial gain," says Lawson.

However, it is pointed out by Lawson that charging admission for a school show booked on a percentage basis is not classified in the category of "private profit," inasmuch as this is a profit-sharing plan and is a means by which schools can raise money. "Thus," says Lawson, "alho contrary to the general conception of a number of school show operators, it is still possible to book one's culture caper in Tennessee to good returns."

Lawson also believes that if more good magicians came south to play schools it would help keep territories open. "It is a far cry from the 'magicians are a dime a dozen' deal so often heard around the bright lights," he says. "We who have established ourselves here would welcome more of the better type shows," says Lawson, who points out that such attractions are easier to follow.

Kinsey Players Bow in May 17

FOSTORIA, O., April 17.—Mr. and Mrs. Harry Graf (Madge Kinsey), of the Madge Kinsey Players, one of the oldest tent rep orgs in the Middle West, are at their home here reading plays and lining up a cast for their new season which gets under way May 17. Rehearsals start May 1.

Manager Graf recently hopped to Chicago to purchase a new dramatic-end top to house the Kinsey troupe. Otto Imig will return as featured Toby, and the show will again play its established Ohio territory.

Conger & Santo In Ga. Sector

CUMMING, Ga., April 17.—Conger & Santo Players continue to roll along to okay business in Georgia territory, presenting talkies and vaude and short-cast playlets, show's usual policy.

Starting May 20 the show will work its usual route thru Tennessee, Missouri and Arkansas.

G. H. Conger recently underwent an operation at Crawford Long Hospital, Atlanta, and is convalescing. K. H. Egger, Earl Rayfield and Al Santo carried on during his illness.

Rain Fails To Crab Jewell - Harris Biz

ROANOKE, Tex., April 17.—Jewell & Harris Tent Show opened to a fair crowd here Monday (12) in spite of rain. Last week's business in Fort Worth built up okay the latter part of the week. Mr. and Mrs. Jewell and Mr. and Mrs. Harris were recipients here opening night of a deluge of floral offerings from well-wishers.

A surprise birthday party was held in the tent after the Monday night

Rep Ripples

GEORGE D. DANIELS will have religious films around Little Rock and continue with his novelty show. . . . W. E. Pierce, Springfield, Mass., would like someone to send in roster of Rockwell's Sunny South Tent Show of early in the 1900's. . . . Hovey and Carlisle have 16mm. pix operating in the New London, Conn., sector. . . . Ralph T. Robbins writes from Arlington, S. D., that he has been operating pix and vaude in that section the past five months. He provides a three-piece band for dancing and will add short-cast bills after June and play halls this summer. Robbins says he met Jay Bellot at Miller, S. D., where Bellot has 16mm. films and some late religious pictures.

LEON G. DEARBORN has been presenting 16mm. pix in the Hornell, N. Y., area. . . . Fox's Novelty Show, operating in Northwest Oklahoma, moves into Kansas soon. Org has small animals, 16mm. films and magic. . . . George A. Clancy has 16mm. pix in the Unadilla, N. Y., district. . . . Franklin Mayo has been showing *Golgotha*, religious pic, in St. Lawrence County, New York for the past two months. . . . Everett Players closed their season March 30 and will move to Pennsylvania after June 1, playing dates with four people. . . . Strickland Minstrels recently closed a five-month season under auspices and will play fair dates this summer. . . . Hunter's Show, in Eastern Oregon, has added short-cast bills to pix.

CHARLES E. TASKER, who has 16mm. pix around Binghamton, N. Y., will add short-cast bills for the summer. . . . Art E. Gilman will locate near Harrisburg, Pa., for the summer with a flesh org and make a circuit. . . . Wilfred H. Kent, Portland, Ore., again will have films with flesh bills in Central Oregon, opening about June 1. . . . Gitt's Show, with pix and short-cast bills, has been around Boulder, Colo., lately. . . . LaMere and Hardy are negotiating for a summer spot near Portsmouth, N. H., to present flesh bills with local cast. . . . Ted R. Roberts, Boring, Ore., who recently closed three months of Northwestern dates, sponsored, with E. F. Hannan's *Aunt Emmy Arrives*, will play the same bill thru the summer. In the cast are Hal E. and Gloria Merrill and Eugene Roberts. . . . A. H. Conley, who recently finished four months of religious pix around Springfield, Mo., will move to Central Kansas and operate a circuit for the summer.

Jay Mason Convalescing From Throat Operation

SAVANNAH, Ga., April 17.—Jay C. (Toby) Mason, veteran tab, rep and burlesque comedian and producer, recently underwent a series of throat operations in Marine Hospital here to alleviate a strangulated esophagus, a condition believed to have resulted from an injury sustained in World War 1.

According to Mason the operation was a success in that his speech was partially restored, but he will be on a strictly liquid diet for the remainder of his life. He is convalescing at his home here and expects to return to his work as electrician here soon.

performance for Mrs. Anna Harris, with many troupers coming over from Dallas and Fort Worth. Luncheon was served to 32 guests and Mrs. Harris received many gifts from the cast and friends.

Elizabeth Provine is joining to handle the box-office. Red Cogburn and wife bought a new car in Fort Worth. Show will stick to a week-stand policy most of the season.

Brooks Prep For Tent Trek

SABULA, Ia., April 17.—Jack and Maude Brooks, of the Brooks Attractions, tent show org, who returned to their home here Easter, after a three-month stay at the City Trailer Park in Sarasota, Fla., are busy readying their equipment, scanning plays and lining up people for their usual Decoration Day opening.

At this writing, those already signed include Gene Bradley, Audrey Carver, Buford Dickson, Dorothy Willis, Gloomy and Bess Barnes, Al Unruh, Sam Boyd, Dick Logeman, Barbara Brooks, and the young daughter of Tom and Barbara Brooks. Rehearsals start May 4.

During their stay in Florida the Brooks spent Christmas with Mr. and Mrs. Leo Orland (Beatrice Earle) in Miami, where the Orlands recently purchased a home. Mr. and Mrs. Harry Graf, of the Madge Kinsey Players, were neighbors of the Brooks at the trailer park.

Other repsters they visited or saw during their stay in Sarasota were Mr. and Mrs. Jack Percy, who have been residing in that city for several years; Vincent and Gertrude Dennis, of the Dennis players, who are at Largo, Fla.; George and Phoebe Roberson, of the Roberson Players, at St. Petersburg, and Art and Ruth Kavanaugh, who spent a week-end with them.

Upon arrival home the Brooks were visited by Neil and Carolyn Shaffner, and Sunday (11), Neal Helvey Mack and Jimmie Martin Mack stopped by en route from Fort Lauderdale, Fla., to Freeport, Ill.

Sampsons To Play Fairs

BRENNHAM, Tex., April 17.—Colin and Frank Sampson, who have been showing religious films in this sector, will continue with the unit in halls and schools during the summer before making a number of fairs under canvas.

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For Tent Season

General Business Man with specialties or General Business Team with musical or other good specialties, change for week. Canvas Men and Truck Drivers.

Roberson & Gifford

Clinton, Ill.

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BALDWIN—Fred D., 61, newspaperman and secretary and treasurer of the Queens-Nassau Agriculture Society, operators of the Mineola Fair, April 14 in Hempstead, L. I., N. Y. His widow and son survive.

BAUER—Mae, wife of Oscar Bauer, of the World of Pleasure Shows, April 11 in Detroit. She also leaves two children.

BOWMAN—Etta, 29, known in carnival circles as Mona McBride, March 30 in Columbus, O. Burial in Columbus April 9.

BRODIE—Buster, 62, vaude and film player, April 9 in Hollywood. He toured as one of the original Buster Browns before entering pictures 20 years ago.

CASHER—Izadore, 61, Yiddish actor, April 15 in Savannah, Ga., while en route to New York from Florida. Casher had been with the Yiddish Art Theater 27 years. His widow, son and daughter survive.

COLLINS—Richard, 55, assistant manager of the Capitol Theater, New York, April 9 in Jackson Heights, L. I. His widow and two sons survive.

CUSHING—Palmer, 67, associated with Dancer, Fitzgerald & Sample, ad agency, April 12 in New York. He was formerly treasurer of United Artists in Paris.

DAILEY—Eddie (Delay), 72, black-face comedian and trouper for over 50 years, March 26 in Kansas City, Mo., of a heart ailment. Survived by a brother, O. N. Dailey, Oklahoma City; a sister, Mrs. Metta Greenlaw, Los Angeles, and a step-son, Raymond Robb, Kansas City, Mo. Burial in Harrisonville, Mo.

DOEPKER—Mrs. Mary T., mother of Robert R. Doepker, associate editor of *The Billboard*, April 13 at her home in Cincinnati. She also leaves her husband, William; two other sons, William H. and Franklyn J., and a daughter, Sister M. Etheldreda, all of Cincinnati. Burial in the old St. Joseph Cemetery, Cincinnati, April 16.

In Memory of
W. J. DUNNE
Who passed away April 23, 1947.
Gone but not forgotten by his partner,
LEONA-LEONARD

DONOVAN—Joseph, 40, former accordionist and band leader, April 7 in St. John, N. B. Surviving are his mother, brother and sister.

DOUGLAS—John J. (Jack), 47, concessionaire and girl show operator for many years, of pneumonia in De Soto, Mo., recently while en route to join the American Beauty Shows.

DROMGOLD—George, 54, pioneer movie writer-actor-director, April 9 in Fort Lauderdale, Fla. He had worked with such producers as Tay Garnett and Pete Smith. He was a native of Los Angeles. Survived by his widow.

ELAM—Edgar J., 64, veteran showman and ride operator, April 5, in St. Louis. He was formerly affiliated with the C. R. Leggette, International, Royal Crown and Peppers shows. Survived by three daughters, Louise E. Elam, Tulsa, Okla.; Mrs. Florence Reed, Belleville, Ill., and Mrs. Dorothy Absheer, St. Louis, and a son, Alfred, also of St. Louis.

FLEISCHER—Arthur, 67, former leading baritone for European opera companies, April 11 in San Francisco.

FRANKE—Otto Paul, 59, concessionaire, April 4 in Las Vegas, Nev., of a heart attack. Born December 24, 1889, in Chicago, he was with carnivals and circuses for years and was a member of the Pacific Coast Showmen's Association. He was a resident of San Diego, Calif., where he operated concessions. Burial in Woodlawn Cemetery, Las Vegas, April 9.

FRIEDL—John, former president and general manager of Minnesota Amusement Company, Minneapolis, in McAllen, Tex., April 12.

THE FINAL CURTAIN

FULLER—Albert C., 44, former publicity director of Chicago's Drake Hotel, and author of the comedy, *Remote Control*, April 3 in Chicago. His widow, father and two brothers survive.

GODDARD—James H., 64, former opera and concert singer, April 6 in Chicago.

GORDON—John D. (Tony), 56, for 12 years a concessionaire on the James E. Strates Shows, April 6 in Washington. Burial in the National Showmen's plot, Ferncliffe Cemetery, Ardsley, N. Y.

HOLDEN—Arthur C., 72, stunt diver at Palisades Amusement Park, Englewood, N. J., April 9 in that city. His act was a 103-foot backward dive into a shallow tank.

JOHNSON—Charles B., old-time showman, in Savannah, Ga., April 6. Johnson did a high-wire and juggling act with the Mighty Haag Shows years ago. Survivors include two daughters. Efforts are being made to locate his relatives.

"Thou Hast Made His Glory To Cease"
IN MEMORIAM
Ezra (Earl) Ketring
Motordrome Rider and Showman
April 16th, 1947
His wife, Florence, and son, Eugene

LANG—Alexander Matheson, 68, Shakespearean actor, April 11 on Barbados Island, West Indies. He made his first stage appearance in 1897 and later played opposite Ellen Terry and Lily Langtry, touring the United States with Miss Langtry. One of his own productions, *The Wandering Jew*, was produced in New York in 1927. He also played in a number of his own film productions.

LEWIS—William P., 65, for 20 years chief electrician with the Hal Roach studios, in Los Angeles, April 7. Survived by his widow, three sisters and a half brother.

MEMORY
IS ONE GIFT OF GOD
DEATH CANNOT DESTROY
CAMILLE LAVILLA
FLECKLES
Who Passed on April 19, 1946
ETHEL ROBINSON

McCRARY—J. Reagan, father of J. Reagan (Tex) McCrary, radio and newspaperman, April 9 in Calvert, Tex.

McGOVERN—Lawrence J., 45, president of the Schenectady Local 45, American Federation of Musicians, April 9 in Schenectady. His widow, mother and brother survive.

McGUINNESS—Thomas, 67, property department employee at the Capitol Theater, New York, April 12 in that city.

McKEAN—Billy E. (Sailor), 55, former Whip foreman on the Sheesley and Dodson shows and the past four years Scooter foreman at Ocean View Park, Norfolk, April 10 at DePaul Hospital, Norfolk. Survived by his widow, Dorothy, and daughter, Charlotte. Burial in Guthrie, Okla.

MURAVIEV-VOLKONSKY—Nikolai Osipovich, director of the literary and dramatic broadcasting section of the Moscow Radio, April 11 in Moscow.

PELKE—Chester, showman, recently in West Point, Miss. Survived by his widow, Myrtle. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles.

POOCK—Mrs. Katherine, widely

known in Cincinnati music circles and former soprano soloist with the Cincinnati Symphony Orchestra, April 12 at her home in Cincinnati. She had also appeared as soloist with the Cincinnati May Festival and was vice-president of the Matinee Musical Club.

PRINCE—Arthur, 66, ventriloquist, April 14 in London. For 43 years he toured the world with his dummy, Sailor Jim, the British equivalent of Charlie McCarthy.

PURVIS—C. E. (Slick), 60, trombonist, suddenly in Stellarton, N. S., March 30. Survived by a sister.

REID—A. Gordon, 73, general manager of the Fabian Theater Corporation, April 9 in Newark, N. J. He started his career as a stagehand and later became manager of the Paterson (N. J.) Opera House. His widow survives.

RUNION—Hoy O., 65, formerly with Beckman & Gerety, E. B. Reed, Bill Hames and Clark shows, March 16 in Aransas Pass, Tex. Survived by his widow, Evelyn; a sister and two brothers.

STANLEY—Minnie, 74, legit actress, April 3 in New York. The plays in which she appeared were *The Lottery Man*, *Mrs. Wiggs*, *Weak Sister*, *Little Teacher*, *Cafe De Dance* and *Subway Express*. For several seasons she was a member of the Brooklyn Stock Company. Her sister survives.

SINATRA—Frank, 64, grandfather of the singer, April 9 in Hoboken, N. J. Two sons and two daughters survive.

In Fond Memory
AL (MUCKER) SHORE
Who passed away April 5, 1947
MRS. MARGIE SHORE

SLACK—Robert, 84, leading concert impresario for 44 years, April 14 in Denver. He brought Nellie Melba, Scotti, Mary Garden, Isadora Duncan, Enrico Caruso, Tetravzini and Anna Pavlova to this country.

SLOCOMB—H. W. (George), 66, former concessionaire with Hagenbeck-Wallace Circus and owner of the Westchester Shows, April 9 in Brooklyn. He was also owner of the M. E. Webber Bazaar Equipment Supply Company. Burial in Vincennes, Ind.

SWAFFORD—James, 80, minstrel and circus man, April 2 in Boston. At 16 he joined the circus and at one time operated *Uncle Jim's Minstrels*. Swafford also produced melodramas on showboats. Survived by his widow and son, Hal Rodman, Boston make-up specialist.

TIFFANY—Marie, Metropolitan Opera soprano from 1916 to 1929, April 12 in New York. She also gave concerts and recorded for Edison and Brunswick. Her sister and brother survive.

VALENTINI—Vincent, 52, film and vaude script writer, April 15 in Baltimore. In 1927 he wrote the music and the story for the Broadway hit, *Parisianna*.

In loving memory of
AUNTIE RILL
MARIZES MARTIN WIRTH
March 30, 1948
We owe you so much
Edith and Welby

WADE—Richard F., 81, cornetist, April 7 at Moncton, N. B. He had been with Sousa's Band on tour, headed his own dance orchestra out of New York for several years and directed an orchestra at the Academy of Music, Halifax, N. S.

WILLIAMS—Arthur G. (Arty), past president of the New York local of

the Exhibition Employees' Union, April 6 in Woodside, L. I. He was associated with many shows given at Grand Central Palace and Madison Square Garden. His widow survives.

WRIGHT—Margaret, 71, poetess and playwright, April 8 in Lewiston, N. Y. Her plays included *The Exquisite Hour* and *Devil in the House*, the latter written in collaboration with Murray Sheehan and produced recently in Washington.

Marriages

ALCAIDE-PELLUM—Chris Alcaide, legit actor, and Georgia Pellum, April 10 in Las Vegas, Nev.

APIEGEL-BAGGETT—Sam Apiegel, producer, and Lynn Baggett, actress, April 10 in Las Vegas, Nev.

HOTALING-CROSBY—Stanley Hotaling, drummer with Art Devaney's orchestra, currently at the Park Lane Hotel, Buffalo, and Frances Elizabeth Crosby, April 12 in Palm Beach, Fla.

KARNS-HODAS—Martin Karns, formerly on the staff of the Bushnell Memorial Auditorium, Hartford, Conn., and Ruth Hodas, recently in Springfield, Mass.

KEAR-WALTERS—Jack Kear, staffer on WCAE, and Zelda Rhea Walters, April 3 in Pittsburgh.

MARTINI-CHERRILL—Florian Martini, nonpro, to Virginia Cherrill, actress, in Santa Monica, Calif., April 12.

PAYNE-PRESCOTT—Jack Payne, radio-video producer and disk jockey, and Lois Prescott, April 10 in Chicago.

SEERY-JERITZA—Irving F. Seery, lawyer, and Maria Jeritza, opera singer, April 9 in New York.

THOMPSON-PASTOR—Charles D. Thompson, announcer for WABY, and Dorothea Pastor, performer on WROW, April 10 in Newtonville, N. Y.

VITALE-ROMAN—Frank Vitale and Stella Roman, soprano, April 10 in Hollywood.

WHITEHEAD-BOLEN—Robert Whitehead, legit producer, and Virginia Bolen, production associate of her husband's firm, Whitehead & Rea.

WYLER-O'DONNELL—Robert Wyler, screen writer and associate film producer, to Cathy O'Donnell, actress, in Las Vegas, Nev., April 11.

YOUNG-MAY—Roland Young, legit and film actor, and Dorothy Patience May, April 9 in Jersey City, N. J.

Births

A son to Mr. and Mrs. George Charland at St. Vincent's Hospital, Bridgeport, Conn., March 29. Father is a comedian-acrobat.

A daughter, Carmen, to Mr. and Mrs. Buddy Greco April 6 in Philadelphia. Father is head of the Buddy Greco and His Three Sharps combo.

A daughter, Valerie Cynthia, to Mr. and Mrs. John McCallister March 21 in Philadelphia. Mother is Valerie Parks, former featured burly performer.

A son, Bert Jr., to Mr. and Mrs. Bert Nevins April 3 in New York. Mother is the former Marion Cahn, publicist; father is president of Bert Nevins, Inc., publicity firm.

A son to Mr. and Mrs. Frank L. Morrissey April 11 in Miami. Father is in the press department of Dailey Bros.' Circus. Parents formerly were with the Ringling circus, where father was a press representative and mother was a rider.

A son, Andrew Richard, to Mr. and Mrs. C. J. Trusy March 18 in Brooklyn. Mother was formerly a member of the Carter Sisters, aerial act with the Ringling circus.

A daughter, Terry Lee, to Mr. and Mrs. Terry E. Bardale March 8 in North Hollywood, Calif. Father, known professionally as Terry Taylor, is a movie stunt man.

A son to Mr. and Mrs. Ben Oakland April 6 in Hollywood. Father is a song writer.

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

COLE BROS. IN CLICK DEBUT

Show Stacks Up as OK Bet For Big Year

Ruth Nelson injury crimps opener—Cristiani family again has prominent role

By Albert F. Schneider

LOUISVILLE, April 17.—If money is to be gotten this year in the circus business, Owner Zack Terrell should get it with the 1948 edition of Cole Bros.' Circus which drew a better-than-two-third house at its Thursday (15) matinee debut on Kentucky State Fairgrounds here, winter quarters of the show.

In the light of a minimum of billings in the city and surrounding territory, the turnout of payees was better than expected, as performances at this stand have always been regarded more or less as "shakeout" shows in which the bugs are ironed out of the performance before the show takes to the road.

This year Cole offers two shows daily here, Thursday thru Saturday, closing the stand Sunday with a matinee. It then hits the rails for a one-day stand in Owensboro, Ky., Monday (19).

Running two hours and 10 minutes, about par for the course, the matinee came off smoothly enough for a premiere performance. This was especially true in view of the fact that considerable last-minute shuffling of the program had to be effected because of an unfortunate accident at the dress rehearsal Monday night when Ruth Nelson, who occupied eight spots in the program as featured equestrienne, aerialist and animal worker, sustained a broken ankle when she was thrown from a bucking horse. She will be out of the lineup for an indefinite period.

To the average person in the grandstand, however, the loss was not apparent. An excellent substitute in the person of Marion Knowlton was the link that supplied continuity to the performance, altho the over-all performance should take on added luster upon Miss Nelson's recovery.

Best Yet, Says Terrell

Terrell claims this Cole edition is the best he has yet offered and there is basis for his contention, for he has assembled some crack acts. New attractions are the Wallabys, billed as importations from Australia, and the Aussies from England. Each are 10-girl acrobatic acts which flank the center-ring Ortans Troupe during the program.

Costuming again is colorful and attractive, from the opening spec, *Ponce De Leon and the Fountain of Youth*, to the finale. The spec took the usual tournament form with portions of it remaining at the conclusion to form a background for ballet girls while Ponce De Leon (Freddie Freeman) became rejuvenated by a drink from the fountain, with Florence Tennyson (See Cole Bros. in Click, on page 54)

R-B Opening Notes

All of the Ringlings, headed by Mrs. Charles, looking regal in her ermine wrap, were on hand for the 1948 preem of the Big One Wednesday (7) in Madison Square Garden. Their presence was spotlighted by the attention accorded them by clown Emmett Kelly and other performers.

Formal attire was worn by most of the top-level personnel, with the exception of Art Concello, general manager, whose over-all supervision kept him moving with the dexterity of Natal, the Monkey Man.

Roland Butler and his corps of tub-thumpers, Bill Fields, Frank Braden, Gardner Wilson and Edward Johnson, had nearly as many camera men as there were performers in the arena.

Nat S. Green, manager of the R-B Chicago office, was on hand for the opening, as was Ida Cohen, Chi insurance peddler.

Walter Stebbins, Garden house manager, managed for once to sit thru most of the performance with his wife, Betty, who usually has to make it alone or with friends at Garden shows.

Herb Duval, legal adjuster, and Mrs. Duval were on hand. The judge looked fine and ready for the lengthy, rigorous road show.

Alexis Thompson, president, and Dick Surplis, secretary of the newly formed Small Car Enterprises, which will present midget racing at the Polo Grounds, were first-nighters. It might have been their presence that resulted in the failure of Lou Jacobs to appear as scheduled with his miniature automobile, which was a noteworthy hit last year.

Clown Felix Adler worked a new baby pig into his opening-night routine. The porker will grow out of his role in about eight weeks and will have to be replaced.

CFA publicity director, Bill Montague, was in from his Hartford, Conn., home. The performance won his approval, and CFA members thruout the country will be urged not to miss it.

Fred C. Murray, general manager, International Fireworks Company, Jersey City, N. J., and chaplain of the (See R-B Opening Notes on page 95)

Close-Ups:

For Love (No Money) of Circus, Fan Hildreth Swings Potent Bat

This is another in the series of articles on little-known facts about prominent people in outdoor show business.

WHEN the federal government last month issued its gloomy "Order 69" blocking the movement of circus trains on coal-burner railroads, the telephones in the busy office of Melvin Davis Hildreth in Washington, began buzzing with greater than usual urgency. To Hildreth's office came worried calls from stranded showfolk in all parts of America.

To each appeal for help, Hildreth gave deliberate attention as to the fate of the nation hung in the balance. His efforts resulted in a series of clarified instructions from the Office of Defense Transportation which restored movement, albeit limited, to show trains ranging from the smallest to the biggest of them all. Wherever a show could hitch its cars onto a freight train or onto an oil-burning or electric line, it had a "green light" to move.

For that achievement, Hildreth claims no credit. "The government—and not I—clarified 'Order 69,'" explains the mild-mannered lawyer who has been serving as a sort of Washington ambassador for showfolk the world over for more than two decades—completely free of charge.

Known personally to thousands of itinerant outdoor show workers, Hildreth has become an unsung hero of the American circus which he cherishes, in the language of the show world, as "the greatest institution on earth." On the glass door of Hildreth's law office in a downtown Washington building just a short walk from the White House are listed the names of several swanky corporations which Hildreth represents, but he confides with the air of a boy playing truant that his "real clients" are the show troupers from whom he has never taken a cent in pay.

Altho Ringling Brothers and Barnum & Bailey once presented him with a specially engraved lifetime pass and many another show has begged him year after year to accept free passes, Hildreth has always insisted on paying his own way. And he has never missed a performance of anything that has ever pitched a tent within a radius of 300 miles of the capital—from the lowliest midget-sized carnival to the big top of Ringling. He not only has been paying his own way but he has been buying tickets for scores of friends (See FOR LOVE (NO MONEY) on page 57)



MELVIN D. HILDRETH

Police Assure Philly Venders Equal Breaks

PHILADELPHIA, April 17.—James H. Malone, director of public safety, has issued an order designed to end the alleged deal which concessionaire John A. Quinn had with local authorities assuring him of exclusive vending privileges in the immediate vicinity of all crowd-attracting events here, such as the appearance of the Ringling circus.

Malone's order, issued thru the office of Police Superintendent Howard Sutton, was read at all police roll calls. Policemen were notified that licensed venders complying with regulations were not to be molested as they worked the streets. The city's \$1 license fee for venders permits the licensee to sell his merchandise in the vicinity of all public gatherings. Veterans are given venders' licenses without charge.

The order read: "Complaints have been received from a number of individuals holding venders' permits that members of the bureau of police have, on many occasions, interfered with their sale and display of novelties on the highway in the neighborhood of athletic, recreational and other events where large numbers of people gather.

"So long as licensed venders are operating within the law and not violating regulations of the bureau of police, they are not to be interfered with. Neither shall the police indicate their preference of one vender as against another vender."

Quinn's failure to contract real estate adjacent to the 11th Street and Erie Avenue circus grounds ahead of his business rival, Sam Harris, was reportedly instrumental in the delay in granting the Big Show a license to play that lot.

Quinn, a former American League umpire, owns the novelty concession on a piece of property adjacent to the zoo, for which he pays the Pennsylvania Railroad Company \$42.50 a month thruout the year.

The Philadelphia Transportation Company, which leases the Erie Avenue lot to the circus, has announced that it will not lease any of the property there to Quinn this year. Last year the circus, thru an agreement with the transportation company, leased Quinn space.

U. S. Dates Planned For Cossack Troupe

CINCINNATI, April 17. — Jack Edelman, who arrived here recently from England, said here that he is working out plans to bring Les Cosques Djiguites, Cossack troupe headed by Captain Korolkoff, to the United States early in 1949.

The 20-man entourage, which appeared in England and numerous European countries prior to the war, is being reorganized and Edelman expects to present them as a grandstand feature at fairs in this country. For a number of years the Cossack troupe has been a feature at the International Horse Show in Olympia, London. Edelman was made troupe's representative in this country just prior to his journey to the States.

A DIME WILL GET YOU A DOLLAR!

900% PROFIT ON ICE!

Have you ever seen such profit\$ as these? Look at the figures: see for yourself. 50 pounds of ice and one gallon of syrup make about 175 five-ounce cup snow cones. Syrup costs about \$1.35 per gallon or 85c if you make your own. Ice is two bits. Cups about \$3.00 per thousand. The 175 snow cones are \$17.50 in sales. Your total material costs: \$1.65! Brother, that's profit . . . when a dime will get you a dollar it's time to get going! Place your order NOW so you'll be ready for the season!

LOOK AT THESE FEATURES!

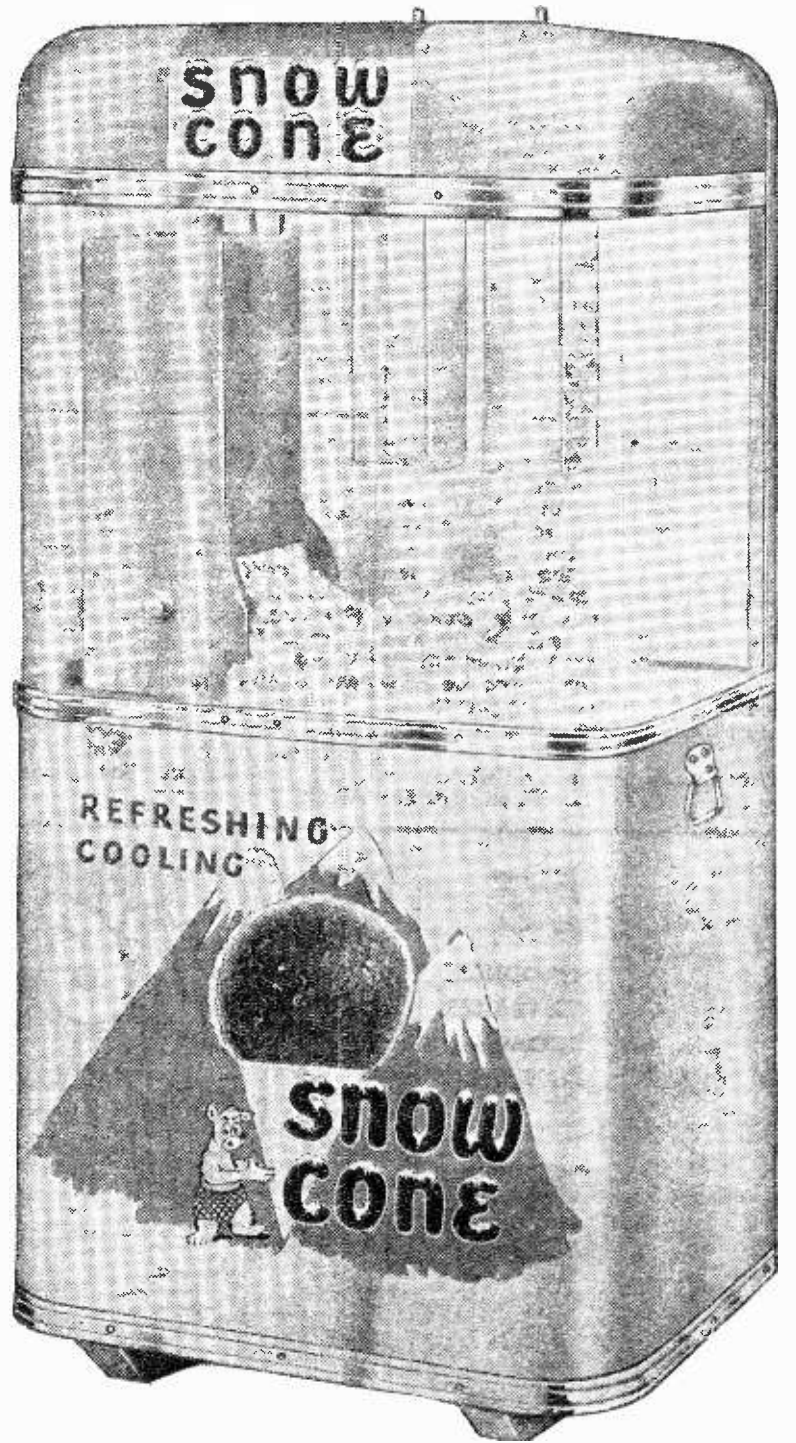
- NEW method of merchandising snow cones . . . revolutionary!
- EXCLUSIVE with Multiple Products Corp. No other machine like it!
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- CASH DRAWER and a BIG one! In the back where it's handy!
- CUP STORAGE placed overhead . . . out of the way but convenient; fast!
- LOW OPERATING COST motor and one light globe—120 V., 60 cycle, A/C!
- COMPACT 30" wide, 20" deep, 60" high. It fits almost anywhere!
- GLIDES on the base made of smooth, seasoned oak—glides easily!
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- PLEXIGLAS DISPLAY of snow and syrups . . . sanitary . . . spectacular!
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ALFRESCO FLACK LOOMS BIG

Editors Eye Outdoor Biz

Many top national periodicals schedule yarns on industry and its leaders

By Jim McHugh

NEW YORK, April 17. — Outdoor showbiz, which each year has been gifted with more space in national periodicals, apparently is headed for a free press bonanza during the season already under way. The popular appeal of circuses, carnivals, parks and fairs, as well as allied interests, has resulted in more and more interest on the part of editors of both pulp and slick publications and the frequent scheduling of Alfresco yarns.

Especially noteworthy is the willingness of most editors to accept industry yarns accurately depicting the business as it is, rather than to fictionalize a story to high-light non-existing sensational angles. Smart buyers of the printed word have been slow in recognizing the fact that the nation's citizenry largely patronizes outdoor show business in at least one of its multiple forms and that the lure which attracts crowds in the hundreds of thousands can sometimes be captured in print and photographs to add up to solid and interesting periodical fare.

Most of the features scheduled for (See ALFRESCO FLACK on page 56)

SPEEDWAY ROUND-UP

Palmer Triumphs

GARDENA, Calif.—Kenny Palmer tooled his big car to his first main event victory at Carrell Speedway here Sunday (11) before 4,536 fans. Bud Rose and Frank McGurk were second and third, respectively. Walt James nabbed the 10-lap semi main, and McGurk set a new track record in the trophy dash.

Troy Ruttman Victor

CULVER CITY, Calif.—Troy Ruttman was first in the first half of the two 25-lap main events and then won the 10-lap championship run-off in record time to dominate the hot-rod racing at the Speedway here Sunday (11) before 3,543 spectators. Jay Frank was second, and Manuel Ayulo, third. The second main event went

to Don Freeman, with Yam Oka and Lou Figaro running two-three. Oka and Figaro also took second and third place in the run-off event. Freeland copped the trophy dash.

Yellow Jacket Bows May 3

PHILADELPHIA. — Yellow Jacket Speedway's 12th midget auto racing season will get under way May 3, Promoter Irv Fried announces. Races will be staged twice weekly, on Monday and Thursday evenings.

Rathman Wins at Saugus

SAUGUS, Calif. — Jim Rathman won the roadster racing laurels at Bonelli Stadium here Sunday (11), nabbing the trophy dash, a 25-lap qualifying race and the 10-lap main-event run-off. Colby Croggins and Pat Flaherty were second and third in the latter event. Flaherty took the second of the qualifying events.

Cherry Park Pream Set

HARTFORD, Conn. — Midget auto racing got under way at Cherry Park Speedway in suburban Avon, Sunday (18). Promoter Ed Otto announces that races will be held each Sunday afternoon until the last week in May, when the meets will be staged at night under lights.

Duke Nalon Wins

CULVER CITY, Calif.—Duke Nalon walked off with the opening midget race card at the local oval Tuesday (13) by driving to victory in the 40-lap main event before a crowd of 4,216 fans. Johnny McDowell was second and Manuel Ayulo third. Joe Garson nabbed the semi-main and the trophy dash went to McDowell. Heat winners were Jerry Piper, Billy Vukovich, Ed Haddad and Nalon.

Wirth Contracts D. C. Annual Thrill Show

NEW YORK, April 17.—Roger Q. Mills, general chairman of the Night of Thrills staged annually at Griffith Stadium, Washington, this week contracted for attractions with Frank Wirth, local booker. The spectacle will be staged June 18.

Wirth, who will also produce the show, said that the program will be enlarged this year. This is the third year the account has gone to the Wirth Agency.

New Mad. Sq. Garden Assured

NEW YORK, April 17.—Governor Dewey, on Monday (12), at Albany, okayed the bill authorizing New York City's Triborough Bridge and Tunnel Authority to increase its outstanding bonds from \$310,000,000 to \$335,000,000—the additional \$25,000,000 earmarked for the construction of the projected super-Madison Square Garden planned by the Authority in conjunction with the management of the Garden, which will lease and operate the building.

The next step, already underway, is the drawing up of final plans for the building and the estimation of construction costs, which must be approved by the city's board of estimate before construction can start.

Tentative plans call for a huge structure covering most of two square blocks and straddling a section of West 59th Street, with the building fronting on Columbus Circle. The structure will contain a convention hall accommodating close to 25,000 persons and, as a sports arena, will take care of crowds up to that figure also, depending on floor space required for the type of event. The exhibition halls and a garage with 2,000-car capacity are part of the project.

Canadian Sportsmen Draw Below '47 Mark

OTTAWA, April 17.—Attendance at the second annual Sportsmen's Show of Canada, sponsored by the Central Canada Exhibition Association, which closed its six-day run in the Coliseum here Saturday (10), fell short of the 1947 mark but was still a success, officials reported. Reason for the drop in attendance, officials said, was "too many other things going on at the same time in the vicinity."

Gordon Alexander was emcee, and Freddie Pritchard, local musician and booker, furnished a 10-piece band under direction of Al Saunders.

Acts included Mark Huling's seal, Sharkey; the Skating Earls; Oldfield and Ware, acro comics; the Gibsons, knife throwing; Russel Dotson and Collegians, comedy diving; Slingshot Milligan; Ken Wilhelm, archer; Joe and Charles Stauber, log rolling; George de Long and Ervin Franham, canoe tilting, and Oin Benson's Retrievers.

Ocean City Votes On Luxury Tax

OCEAN CITY, N. J., April 17.—Battle lines were drawn this week for the April 20 referendum to decide whether this South Jersey shore resort shall enact a 3 per cent sales tax netting an estimated \$200,000 a year, chiefly at the expense of summer visitors. Hotel and amusement interests generally opposed the measure, predicting it would divert vacationists to other resorts. But resort officials favor it, declaring it preferable to higher real estate taxes.

The tax to be voted upon would encompass movie and amusement admissions, tobacco products, room rents, rolling and beach chairs and cabanas. Such a tax was authorized by the State Legislature less than a year ago, but only near-by Atlantic City, among New Jersey's seashore resorts, has taken advantage of the taxing power.

N. Y. Business Group Denounces Jubilee Celebration Plans

NEW YORK, April 17.—Plans for this city's golden jubilee celebration, as outlined by the official committee headed by Grover Whalen, this week were termed "fantastic" by directors of the Commerce and Industry Association.

Thomas Jefferson Miley, executive vice-president of the association, said that the proposed parades, style shows, carnival, etc., "would seem to be most untimely, to say the least, when the city itself is so hard-pressed financially."

The committee expects to receive \$1,000,000 from admission fees to a proposed Grand Central Palace exhibit, and another estimated \$1,000,000 from royalties for the use of the official jubilee emblem on commercial products.

Commenting on this, Miley said: "The anticipations of Mr. Whalen are all fine on paper, but the realizations generally fall far short of the goal. One need only recall the glowing prospects emanating from the same source for the city's World's Fair in 1939 and 1940 and contemplate the actual financial result."

Approximately \$885,000 has been appropriated to date for the celebration. The committee is canvassing business concerns for an additional \$500,000.



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- Separate fuse for refrigerator and hot water,
- Trunk for storage or bottled gas,
- Full size Sealy beds,
- Circulating oil burner heat,
- Oven-type cook stove,

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Here is a typical Streamlite quality job . . . quality all the way through. The Sun "6" is 28½ ft. in overall length, tandem axles and every inch of space has been ingeniously used to provide luxurious living for a family of 6. Fully insulated . . . 12 windows . . . 4 full-length wardrobes and broom closet . . . 2 chests with clothes hampers . . . 11 drawers. The Sun "6" is not simply America's lowest priced Big-Family Trailer Coach, it's by far the finest VALUE!

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PEORIA FACES BULLDOZING

Hamid Retains Million \$ Pier Show Policy

ATLANTIC CITY, April 17.—Amusements will again be featured on Hamid's Million Dollar Pier, operating in conjunction with the International Industrial Exposition, which runs from June 26 thru Labor Day, Owner George A. Hamid announces. Entertainment, as in the past, will include a circus at the end of the pier, net hauls, sportsmen's show, motion pictures, television show, dancing in the outdoor pavillion, bathing, the Funhouse and picnic facilities.

Principal group booked to date are the Venetian Glass Blowers, the same group that appeared at the 1934 Chicago World's Fair and at the California Pacific International Exposition the following year. Hamid and his son, George Jr., will supervise all attractions. The latter is also assisting Dr. H. W. Walters, exposition director.

At least 12 foreign countries are expected to have exhibits on the pier. Signed domestic exhibitors include the Nestle Chocolate Company, General Baking Company, Coca-Cola, and the U. S. Time Corporation.

Considerable work has been done on the pier, readying it for the exposition. Already installed are several exhibit booths, a group of which was purchased from the Coca-Cola Company which spent several hundred thousand dollars in their construction.

74,000 See Six-Day Rodeo in Phoenix; Title to Linderman

PHOENIX, Ariz., April 17.—An attendance of 74,000 was reported for the six afternoon and evening performances of the annual World's Championship Rodeo staged here by the Phoenix Junior Chamber of Commerce. Gross receipts were unofficially estimated at over \$100,000.

Bill Linderman, Billings, Mont., won the title of champion all-around cowboy and the \$1,800 that went with it. Linderman, world's champion cowboy in 1945, also was named champion steer wrestler, took first and second day money in steer wrestling and third final money in bareback riding.

Most serious injury of the entire show came in the closing minutes when Howard Baker, Fort Worth, was gored by a Brahma bull. He received several fractured ribs and was hospitalized.

Contestants numbered 287. Total prize money was \$26,885.

Conway, Ark., Boosts License

CONWAY, Ark., April 17.—County Judge Roy W. Sims has ordered a \$100 daily license fee for carnivals or tent shows playing Faulkner County. Chamber of Commerce and Young Business Men's Association had requested such action.

Mass, Free Effort To Level Tract for Amusement Center

147 earth-moving devices, 600 operators will join in two-day project to grade 160 acres for exposition gardens—550G raised thru donations, coupon sales

PEORIA, Ill., April 17.—Some 147 pieces of earth-moving equipment and approximately 600 union operators, who will work on six-hour shifts, are to participate in a gigantic ground-leveling operation, all for free, here Saturday and Sunday (24-25) to level and grade the 160-acre tract of the planned exposition gardens, site of the proposed Heart of Illinois Exposition. The tremendous earth-moving job, said to be the largest 48-hour project ever attempted, would cost \$125,000, but not only is the equipment and labor being furnished free but the feeding and care of these operators, who will be drawn from a wide area, will be provided for by residents and exposition backers.

Plan Year-Round Activity

Boomed into a huge civic-sponsored event, the two-day project is a reflection of the interest inspired since the inception three years ago of the exposition gardens plan, which would provide this city with a fairgrounds equipped for year-round events, both indoor and outdoor.

Thus far, approximately \$550,000 has been raised toward actual construction. Of this sum, \$300,000 was derived from contributions. The remaining quarter-million was obtained thru an intensive sale of coupon books. Each of these, priced at \$10, is made up of coupons of various denominations, and these will be honored. (See Two-Day Project on page 65)

Sacramento Preps For Rodeo May 8-9

SACRAMENTO, Calif., April 17.—Construction of the Sacramento County Horsemen's Association arena has begun in preparation for the annual spring horse show and rodeo to be held here May 8-9. A new grandstand and bucking chutes are being built for the rodeo events.

Pipe for an automatic sprinkling system also is being installed.

Fifteen events have been scheduled for each day of the show, including four rodeo events. Special shows will be featured for juveniles.

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A Series of Small Knots

Each Knot Pegged

These Will Wear Out Before Coming Out

No Large Knots To Fall Out

EVERY BRUSH GUARANTEED 100% PURE BOAR'S BRISTLE

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Chi Fair Make-Ready Begins; 5,000-Seat Stand To Go Up

Outside gate price set at 25 cents, grandstand spec at 50 cents — sponsoring railroads frame varied exhibits — dining cars to be used as restaurants

CHICAGO, April 17.—The Chicago Railroad Fair is off the drafting boards, some of the construction contracts already have been awarded and the publicity campaign for the event scheduled for the lake front here July 20 thru Labor Day already is under way. Sponsors have their sights aimed at a 2,000,000 attendance, with the outside gate tariff set at 25 cents. Principal constructions will consist of 8,170 feet of railroad siding, upon which the sponsoring 16 major railroad lines and their subsidiaries, along with the U. S. Army, will show the latest in railroad equipment; a grandstand, with a 5,000 seating capacity, for the fair's spec which is to be offered for 50 cents on a five-to-six performance-a-day basis, and a seven-foot high, vision-blocking fence to skirt all of the area not bounded by the lake.

The script for the spec, which will trace the development of railroad transportation over the past century, is being finished by Ed Hungerford, who produced *Wings of a Century* for Chicago's highly-successful Century of Progress. A huge specially built stage, backed by a railroad spur for use by one of the earliest locomotives as one of the features of the spec, will be erected. The contract for the grandstand, which will front toward the lake, has been awarded, and construction is expected to start soon.

Only other paid attraction or device inside the grounds, which will extend from 21st Street to 30th Street, will be a narrow-gauge railroad, with open cars, to be operated by the Burlington Railroad. This ride will carry a charge of 10 cents and will run the full length of the grounds.

Free Fireworks

Free fireworks will be offered nightly but the site for these has not been determined.

Participating railroads, in addition to presenting a showing of their latest equipment, will come up with free attractions. What these will be has not been announced by some lines, as they are striving to withhold their lures from the competition. It is not unlikely, however, that some will use name attractions to lure the crowds.

Most roads will emphasize the attraction tourist-wise that lies in the areas they serve. The Santa Fe, for instance, has announced it will have an Indian village, in which six tribes will live and exhibit their handiwork, such as weaving, silversmithing, etc.

Feed From Diners

One of the novel features will find the latest in Pullman and railroad dining cars serving food on the spot for fair patrons. Several such cars, including the latest king-sized units which are 175 feet long and capable of feeding 75 people simultaneously, will be in operation and charging regular railroad prices.

Paul Massmann, prominent in both Chicago's Century of Progress and the New York World's Fair, is supervising facilities for eat, drink and novelty concessions. However, all concessions, with the exception of the meals served in the diners or from a club-type set-up which one road may use, will be operated by Consolidated Concessions, Inc., holders of the year-round lake front concession privileges.

The fair's status in regards to concessions is to suggest possible concessions or items, retaining right of ap- (See 2 MILLION PULL on page 64)

Weight Did It

TATUM, Tex., April 17.—Diamond Jim Speagle, whose circus bowed outdoors for the season here April 10, says the reason the show opened in Texas this year, instead of the Carolinas, as planned, was added weight.

"While working indoor circuses thru Texas, Louisiana and Mississippi this winter," said Speagle, "it seemed that almost every week found me adding an animal or a piece of equipment. This caused me to wind up with more show property in Texas than I had in my Carolina winter quarters, so, I just decided it would be easier to open in Texas than in Carolina."

Show moves on eight pieces of rolling equipment, carries a side show, small menagerie, big top and concert.

The official staff: Diamond Jim Speagle, owner and equestrian director; Jack Moore, general manager; Kelley Swim, general agent; Minnie Lee Speagle, secretary-treasurer. Acts include a trained monkey act; David Speagle, riding; Minnie Lee's trained dogs; a Liberty act; David Speagle, wire walking; Prince, tiny trick horse, and clowns.

United Fireworks To Columbia Firm; Beachler Supervisor

DAYTON, O., April 17.—Walter L. Beachler, president of United Fireworks Manufacturing Company, Inc., here, today announced the sale and removal of all of the firm's machinery, equipment and raw materials, aggregating over \$300,000, formerly located at the Dayton plant, to Columbia Manufacturing Company, of Elkton, Md., where actual work on United orders has been resumed. The Columbia plant will continue to manufacture the same type of display and commercial fireworks as formerly manufactured in the Dayton plant. The Dayton plant, recently damaged by fire, will be maintained as a distributing center.

No details of the transaction were given other than that Beachler will be in supervision of production and sales under a five-year contract, dividing his time between Dayton and Elkton. Beachler entered the fireworks business in Dayton more than 26 years ago and has been head of the United Fireworks Manufacturing Company since its beginning in 1931.

It is also planned to set up three additional small plants for the purpose of speeding up production on the more than \$750,000 worth of orders now on hand, Beachler says.

Beachler also will retain his position as president of United Fireworks, while Robert H. Guerry will continue as president of Columbia Manufacturing Company, Inc. Plans are also

La Cross Promotes Annual in Vermont

ST. ALBANS, Vt., April 17.—Paul R. La Cross, owner of the shows bearing his name, promoted the Teen-Agers' County Fair at city hall here March 29-April 3. Governor Gibson, of Vermont, and Mayor MacDonald, of St. Albans, led the torchlight parade opening night and Governor Gibson officially opened the fair at city hall.

La Cross had the hall decorated in circus colors and games and special attractions were featured. Contests included the county derby, balloon barrage, teen-agers' contest and bingo. Acts plus a circus clown were presented nightly. They were contracted thru the Al Martin Agency.

being made, according to Beachler, to expand United's activities in supplying the trade with toy balloons, cap pistols and similar items.

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BEATTY DRAWS 150,000 IN L. A.

Brydon Faces Busiest Year; In at Little Rock, Memphis

CHICAGO, April 17.—Bronzed from a winter spent in Florida—which he terms the "longest vacation since I've been in the business"—Ray Marsh Brydon, veteran side show operator, arrived in Chicago this week, brandishing a sheaf of contracts which assures him of the greatest season's activity he has ever had and which carries a denial that he did nothing but lap up the sun while in Florida. While declining to announce all the operations he has contracted for the '48 season, he did reveal some of the more outstanding new additions and pointed out that again he will operate a side show at Riverview Park here. His contracts show a greatly expanded activity in the fair field. Chief among fairs new to him, at which he will supply midway shows on an exclusive basis, are the Mid-South Fair at Memphis and the Arkansas State Fair and Livestock Show at Little Rock.

Back at CNE

Brydon again will have shows at the Canadian National Exhibition, Toronto, and this year also will have shows at the London, Ont., fair. Negotiations with J. W. (Patty) Conklin, of the Conklin Shows, which hold long-term exclusive midway contracts at both those events, were closed recently.

Other fairs at which Brydon will have midway shows include the State Fair of Texas, Dallas; Kansas Fair, Hutchinson; Colorado State Fair, Pueblo; Frontier Days, Cheyenne, Wyo., and the Lubbeck (Tex.) Fair. One group of shows he has routed to open July 26 at the Frontier Days, Cheyenne, and run thru the State Fair of Texas, Dallas, closing there October 24.

Into Memphis Fair

Illustrating the size of some of his contracted operations this year, Brydon said his contract at the Mid-South Fair, Memphis, calls for him to supply a line-up of 1,400 feet of show midway. Last year the fair booked an organized carnival. This year, it will avail itself of the park rides, some independently contracted rides and his shows. The midway will begin at the fairgrounds main entrance, where the permanent rides are situated, extending along Tennessee Avenue, the main highway paralleling the park, then turning up a street and branching off from the main thoroughfare thru the grounds.

At Hutchinson, Brydon said, the midway area will be expanded, with additional space provided thru the razing of five horse barns. The Hutchinson annual last year shifted from booking an organized show to contracting rides and shows independently.

Hale on Staff

Brydon revealed he has closed negotiations with Sam Howard (water show) and Terrell Jacobs (wild animal show) to present their units at four State fairs.

He also disclosed he has contracted for Richard Miller, armless-legless five-year-old; Lionella, billed as the lion-faced girl; Laurello, styled the man with the revolving head, and Royal Midgets, to appear in his side show units.

Brydon also announced that Leona Halligan again will serve as his auditor, and that Walter Hale will be associated with him.

Brydon left here Wednesday (14) for New York on business, but planned early return here, where he will remain thruout the summer, devoting his attention chiefly to the Riverview Park operation, then shifting to the fairs in the fall.

Mahi Shrine Rodeo In Good B.-O. Count

MIAMI, April 17.—Altho presented following the close of two local race tracks for the season, which resulted in a smaller box office, the first annual Mahi Shrine Rodeo in the Orange Bowl here proved a winner. Rodeo, Tex Sherman said, was produced by Claude Tindall and Emery Pickern, with Tindall providing the stock.

Buddy Medford and Odis Cowart were judges, with Chip Morris handling the announcing duties. Henry C. Ebright, general chairman for the Mahi Shrine, reported the event a financial success. He's currently working up plans to make it an annual attraction here.

Billy Keen and Fred Clancey clowning, and Jack Andrews and his Brahma bull, Henry, garnered front-page publicity for their efforts in the local show. Features also included Red Simpson and horse, Cherry; Mildred Murphy and horse, Red Fox; Mahi Shrine's 50-piece band, which played the Grand Entry, and Tex Dean's Cowboy Band, of Station WKAT, which played the remainder of the rodeo.

A parade of over 200 riders drew large crowds. Tex Sherman and Frank Biron were parade marshals. Nell Rogers was featured in bronk riding, and trick riding was handled by Fay Blackstone, Eva Hickson, Marie Simpson and Miss Rogers. Tex Sherman handled the publicity for the event.

Rodeo, Inc., Faces 6 Suits for Unpaid Bills

BALTIMORE, April 17.—Six suits were filed against Rodeo, Inc., during its recent run here alleging unpaid bills for billboard and radio advertising and printing. A suit for \$2,031.59 filed by Ruben Miller, trading as the Miller Press, also named Larry Sunbrock, rodeo promoter, as a defendant.

Other suits were filed by Hearst Radio, Inc., claiming \$925.84 for rodeo announcements, and J. Randolph Bless, assignee for Baltimore Radio Show, Inc., which claimed \$524.53.

North Jersey Radio, Inc., Newark, has sued for \$434.34. The Morton Outdoor Advertising Company claims \$650 for billboard advertising and the International Ticket Company, also of Newark, has filed suit for \$680 allegedly due for the printing of tickets.

Jauregui Saugus Director

SAUGUS, Calif., April 17.—Andy Jauregui, former world's roping champion and now a rancher here, has been named arena director for the championship rodeo April 24-25 at Bonelli Ranch during the Newhall-Saugus Fiesta.

New Game Uses Racing Gold Fish

NEW YORK, April 17.—Novelty amusement device skedded to hit the market shortly is—no, we are not being facetious—a goldfish racing game, dubbed Sea-Horse, played in a large glass tank with live goldfish.

Device, a group game for 12 or more players, was conceived by Irving Levenstein, a Brooklyn manufacturer whose hobby is the cultivation of tropical fish. Players manipulate ship's wheels which activate lures and chasers to speed their mount thru 25-foot long glass tubes in a water-filled glass tank. Neon lighting and color add flash to the game.

Historical Events To Top Redwood Centennial Fete

EUREKA, Calif., April 17.—Final plans for the staging of historical events during the Redwood Empire Celebration here in June have been made by the celebration committee.

Re-enactment of the Josiah Gregg Expedition, which discovered Humboldt Bay in 1850, and a parade will be the two main events.

Director Blaine McGowan, and Larry Phillips, centennial chairman, said that in the Gregg Expedition enactment a party of men will tramp the Gregg trail from an old-time mining camp on the Trinity River to Humboldt Bay. In the parade, the history of the Northwest will be depicted.

12-Day Stand Sets Record

Sellouts and turnaways rule on Saturdays, Sundays — flack staff turns in big job

LOS ANGELES, April 17.—Clyde Beatty closed here Sunday night (11) after one of the most successful dates ever played in Southern California by any circus. More than 150,000 persons attended 35 performances in 12 days, and it is estimated that probably as many as 50,000 more would have attended had it not been for turnaways and the inconvenience of waiting several hours for extra performances.

Four shows were given each Saturday during the show's stay here. Each Sunday brought three shows and turnaways for the fourth prospective show. This record has never (See BEATTY DRAWS on page 58)

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Cole Bros. in Click Debut; Program a Crowd Pleaser

(Continued from page 48)

offering excellent vocal support, as she did at several points in the show.

Terrell is using last year's big top, a 150 with three 50's, and attempted something new this year in water-proofing it while it was in the air. The top has seating capacity of 6,000. Altho Louisville had experienced heavy rains recently, the grounds were in good shape, a generous dousing of sawdust absorbing undue moisture. The steam calliope has again been placed at the head of the midway to greet customers and to let townfolk know that the show is playing.

From start to finish the show is good circus, and a special bow should go to Paul Nelson, program director; Harry J. McFarlan, equestrian director; Col. Harry Thomas, producer and official announcer, who handled both chores in excellent fashion, and Henry Kyes, new bandmaster, who succeeds Eddie Woekner, retired. Kyes, a veteran circus band leader, has whipped up an excellent aggregation of musicians who provided flawless tootling both for program numbers and in a 20-minute pre-show concert in which Miss Tennyson also offered a vocal selection.

In addition to Kyes's leadership chores he handles cornet. Others in the band are Jimmy Hurr, J. C. Hernandez, C. H. Swanger and J. J. Woekner, cornet; Ralph Gibbs, Frank Tonar and N. Sarli, clarinet and sax; Happy Belisle and Jackson Kyes, drums; Bob Herndon and George Roxe, trombones; Joe Fiore, baritone; Larry Gantard, bass, and Tommy Comstock, calliope.

Veteran circus-goers were unanimous in pronouncing this year's clown numbers a vast improvement over those offered in 1947, special kudos going to several new offerings—notably the Kentucky Derby number and *Wedding Bells*—devised by Kenneth Waite and Otto Griebing, producing clowns. In addition to the aforementioned, clown alley is made up of Roy Allan, Lefty Lacelle, Robert Mason, Jack Nadare, Grover Nitchman, Horace Laird, Huffly Hoffman, Freddie Freeman, Jack Kennedy; Bogonghi, midget; Jack Crippen, Lee Virtue, Thomas Ontko and Augie Pasquinucci.

Staff Intact

The executive staff remains practically unchanged, with Terrell as president and general manager; Noyelles Burkhart, assistant general manager; James Gephart, general agent; Fred E. Schortemeier, general counsel; William J. Lester, traffic manager; Estrella Terrell, secretary; Robert DeLochte, treasurer; Lorne M. Russell, auditor; Watson M. Koontz, tax counsel; Paul Nelson, program director; Joseph Haworth, legal adjuster; Col. Harry Thomas, director of performer personnel; Orville F. Stewart, general superintendent and safety director; H. E. Leeman, timekeeper; Ora O. Parks, general press representative; R. B. Dean, Florree Galt, C. Foster Bell and Frank J. Lee, press stories; Robert M. Burns, contracting press representative; William Wilson, public relations and radio; Richard Scatterday, national advertising; Al Hoffman and Karl Knudson, 24-hour men; Fred H. Donovan, chief of police; George Davis, steward; Robert E. Merrill, superintendent of ushers; Josephine McFarlan, wardrobe mistress; William Dwyer, property superintendent; Charles Luckey, shop superintendent; B. L. Holman, superintendent of side show canvas; P. J. McLane, trainmaster; Arthur Hoffman, side show manager; Edward Hiler, local contractor;

Frank Casey, superintendent of canvas; Eugene Scott, menagerie superintendent and elephant trainer; Winn Partello, concessions superintendent; Harold Smith, superintendent of front doors; Katie Luckey, assistant wardrobe mistress; John McGraw, ring stock superintendent; Walter Rice, electrical superintendent; Ace Donovan, truck superintendent; Doris Wagran, physician; Earl De Gloppe, manager of Advertising Car No. 1; Harry McFarlan, equestrian director; Frank Wise, big top ticket superintendent; Mrs. Diggerpugh, ballet mistress; Mr. and Mrs. Gus Tallierro, program department and concession stand stock; H. C. Miller, baggage stock superintendent; George Churchill, paint shop superintendent, and William Spaulding, superintendent of train porters.

Show Draws Mittings

The Louisville audience went for the program in a big way, practically every offering drawing generous applause. Among the feature attractions were the Kinkeroos (Display 2), two fem on the trampoline, with a moppet of about three, an added feature, winning additional hands from the audience with a few flips on the tramp.

Comedy aerial bar chores (Display 3) were capably handled by the Voise and Harrold troupes, both acts drawing yocks and applause from spectators. They were followed by Barney Cole (No. 4), the waltzing pony, put thru its paces in fine style by Capt. John Smith, trainer, and Otto Griebing's clown band, featuring Horace Laird on trombone.

The next offering featured Norma Adams riding Roman style in a 16-horse hitch around the hippodrome track to heavy applause. She was followed by Otto Griebing in a new number, *Wedding Bells*, that drew squeals from the many kids present.

No. 7, the Great Davisos, a Cristiani high-perch act, was a thriller and a solid click from start to finish. Davisos uses an unusually high shoulder perch as his wife, Louisa, offers a routine including an up-side-down walk, handstand, trap routine and ankle drops. The clowns then came back for another routine of top antics.

Paul Nelson, presenting Harry, the riding sea lion, took the center ring in the next display, with Mahlon Campbell and Captain Smith handling ponies in flanking rings. All worked smoothly and drew appreciative applause.

Taking the No. 10 slot were Corcaita, June and Ortans Cristiani in riding acts in three rings. The succeeding display featured Easter Cloud and Easter Boy, boxing horses presented by Captain Smith in the center. Both turns were presented in fine style and grabbed hefty rounds of applause.

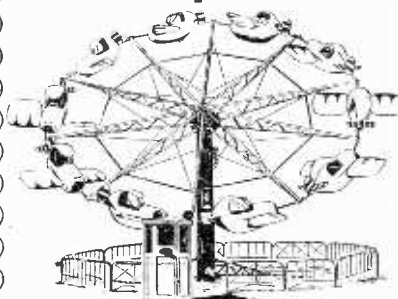
Eugene Scott and his two assistants then came on to present the Cole herd of elephants in three rings, with Bobbie Donovan, Toni Martin and Patricia Scott fronting the bulls in facile style. The act closed with the ballet of elephants on the hippodrome track a spectacular display.

Castle a Standout

Hubert Castle, ace tight wire artist, is again with the show, and he made his appearance in the No. 14 spot following a clown number, featuring Griebing. One of the best in the business, Castle won spontaneous hands with amazing comedy and legit stepping on the wire. His unicycle routine was excellent, topped only by his finale offering, a backward feet-to-feet somersault while passing thru a hoop.

Following a concert bally, the Cole Liberty horses make their appearance (See *Cole Louisville Bow on page 58*)

1948 Spitfire

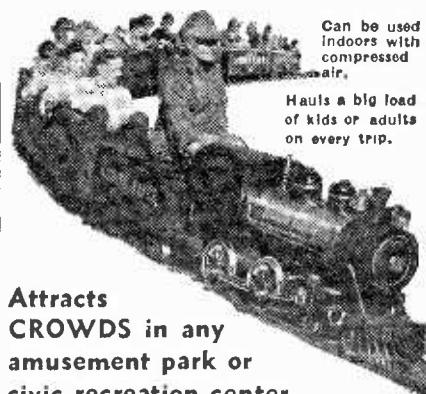


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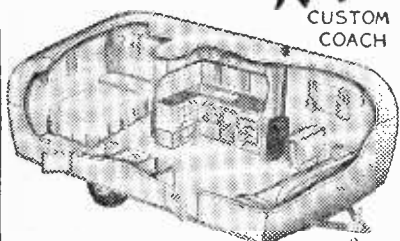
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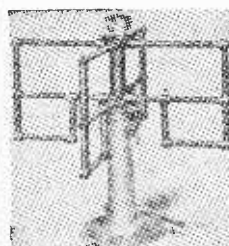
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Wagner Hell Drivers And Caravella Shows Score at Columbia

COLUMBIA, S. C., April 17.—The Optimists' Club annual spring festival here at the State fairgrounds, March 27-April 3, racked up profitable grosses with the Caravella Shows on the midway with 10 major rides and shows and Buddy Wagner's Champion Hell Drivers as the featured nightly attraction.

Despite inclement weather mid-week, skies cleared before the gates opened and the rides and shows operated every night. The Hell Drivers staged five performances, opening the festival Saturday, March 27, with a capacity crowd. Altho originally billed for three performances, thrill show draw prompted Charles (Buddy) Wagner, owner and operator of the unit, and William T. Griffin, Optimists' Club president, and carnival officials, to stage additional performances Monday, March 29, and Tuesday, March 30. Thrill Show closed the seven-day festival with performances Friday (2) and Saturday (3).

Financial Success

Frank Caravella, of Caravella Amusements, and Griffin announced the festival a financial success and plans already are underway for a week-long spring showing again in 1948. Books of ride tickets were sold weeks in advance to local business men. This made for a heavy midway play. Children of the Carolina Orphans' Home were guests of the club on the closing Saturday afternoon (3), with special busses bringing the kiddies to the grounds.

Fireworks and two free acts were nightly features.

The Miller family, featuring eight-year-old Shirley Miller on the rings, and Winnie and Dolly, aerialists, who worked on a 102-foot pole, performed nightly in front of the grandstand.

Wagner announced his Hell Drivers attracted over 5,000 spectators opening night, March 27. Midway play was light when the auto stunters performed, but a fast show turned them on the midway at 9:45 p.m.

Promotion was strong, with Wagner and Bill Deegan handling publicity. The festival received plenty of space from the *Morning State* and *Evening Record*. A "clip coupon" for children was used in festival's advertising before opening day.

Culp Writes Story

Wagner's stunters scored with a three-column feature story on the *State* sports page Friday (2), written by Marion Culp Jr., assistant sports editor. Culp was taken for a ride in a stock sedan over elevated rampways with Leo Schultz.

Stunters with Wagner's unit here included Schultz, "Lucky" Lee Grable, Bobby Manson, Buster Grady, Bill Corley, "Crash" Miller and Jessie Miller.

Philly Zoo Opens New Bldg.

PHILADELPHIA, April 17. — A modernistic new wing for the reptile house at the Philadelphia Zoo, recently completed at a cost of \$16,000, was opened to the public for the first time Sunday (11). It houses 59 denizens, including 30 snakes, 14 toads, 10 frogs and 5 turtles. A shipment of 50 new snakes caught by Roger Conant, zoo curator, arrived by rail from Louisiana this week.

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SIDEWALL NEW WATERPROOF FLAMEPROOF
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 6'x100' ... \$62.74 9'x100' \$ 92.00
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 Made in any length at the above rate per running foot.
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 Send Cash with Order. Stock Tickets, \$20.00 per 100,000.
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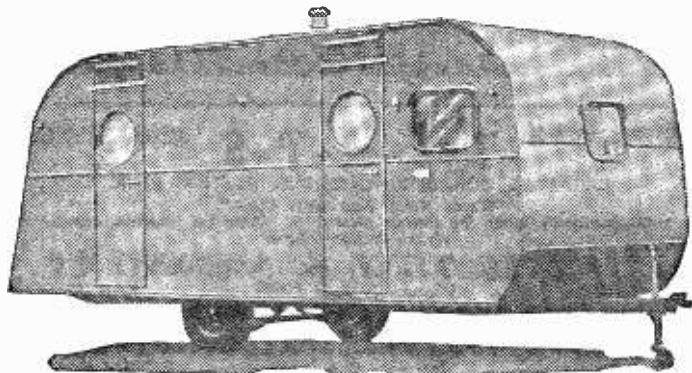
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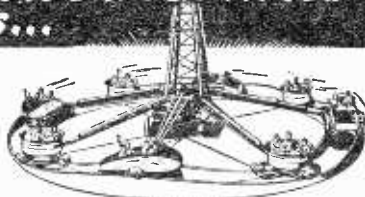
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New Ride Thrill... C-CRUISE ACCLAIMED by these New Operators...

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SPECIAL PRINTED Cash With Order. Prices:
2,000 . . . \$ 6.60
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100,000 . . . 28.00
500,000 . . . 108.00
1,000,000 . . . 208.00
Double coupons. Double prices.

Alfresco Flack Looms Up Big

(Continued from page 50)

appearances during the summer months were nurtured by free-lance writers and in story conferences. Much of the research, amounting frequently to weeks and months, had its beginning in *The Billboard's* several offices where it was hurried along by outdoor staffers.

"Coronet" Photos

The picture possibilities offered by outdoor showbiz to popular periodicals is virtually unlimited. Quick to take advantage of the circus as the harbinger of spring was *Coronet*, which already has run full-page pictures of Victoria Zacchini (Miss Victory), a member of the famous Zacchini family, and Emmett Kelly, Ringling Bros.' circus clown. Kelly annually accounts for reams of stuff for the Big Show.

The *New York Times Sunday Magazine* has already published a double-truck on circus posters, past and present, timed to coincide with the Big Show's Madison Square Garden opening. Depicted are the still active Zacchinis; Lou Jacobs, perennial member of the Ringling clown alley; Clyde Beatty, who now heads his own rail show, and the circus menagerie king and queen, Gargantua and Toto.

Circus publicity chief Roland Butler and his staff will leave here virtually assured of text and pictures on the Big Show appearing in near-future issues of *Look*, *Collier's*, *Ladies' Home Journal*, *Holiday*, *Parade*, *True Comics*, *Pathfinder* and *Parent's* magazines. The Big Show is also a cinch to rate lengthy reports in all of the national news magazines, including *Time* and *Newsweek*.

Good Carnival Press

The carnival industry is virtually assured of the more national publicity than it has ever received and, even more important, there is every indication that it will be good. The biggest break to date, and one that probably will not be surpassed, is the Warner Bros.' motion picture short, *King of the Carnival*, a technicolor two-reeler featuring Carl Sedlmayr, his family and their Royal American Shows. The flicker, which was released nationally Saturday (3), is the best piece of public relations that the industry and an individual in it has ever been accorded. The commentary was largely based on a piece authored by Don Gillette, erstwhile *Billboard* staffer, which appeared in the *Elks* magazine two seasons ago.

Collier's, among the circulation leaders in the low-priced field, has scheduled a piece on Sedlmayr. The mag is also toying with presenting a day in the life of a carnival employee in one of its famed color-picture-text layouts.

Bergen in "Holiday"

Frank Bergen, owner-manager of the World of Mirth Shows, is another industry leader due for spotlighting in a national magazine. *Holiday*, a Curtis Publishing Company slick monthly in the 50-cent bracket, has already completed an article on Bergen outlining his Horatio Alger career.

Life magazine has a story on the Zacchinis checked and ready for publication. The picture magazine and *Coronet* are both considering George A. Hamid, booking agent, park, fair and circus owner, as a likely subject. *Argosy* is definitely concentrating on Hamid, and most of the research has been completed.

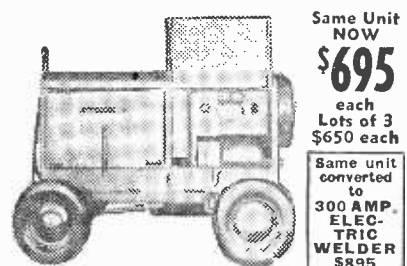
Pageant has an article in the writing stage on parks.

Happyland Denied Fee Cut

VANCOUVER, B. C., April 17. — Pacific Coast Amusement Company, operators of *Happyland*, have been denied a request for a license reduction fee this year. The fee remains at \$425.

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.
4545 W. Madison St., Dept. B, Chicago 24, Ill.

TENT SHOWS



ATTENTION!
Have dependable electric current wherever you tour with a Universal Portable Lighting Plant — and at less than city rates. All sizes to handle. 10 to 600 bulbs. Universals are lightweight, compact, reliable. Write for catalogs!

Universal LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY
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ATTENTION, SHOWMEN!

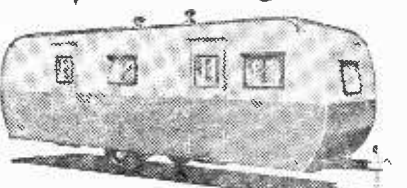
For Sale—Embryo Babies

Which make a strong Life Show. Haven't been shown in years. You can run a powerful money-making show with a small nut. \$5-\$10 per jar.

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ADAMS COACH & MFG. CO., Inc. INDIANA ELKHART

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 SELLHORN**
at Sarasota, Florida.
CONCESSION TRAILERS
All Aluminum. \$1,595.00 and up.

ATLANTIC CITY, April 17.—This resort's 3 per cent luxury tax brought to the city coffers \$68,554.15 for February. The January take was \$75,802.48.

For Love (No Money) of Circus, Fan Hildreth Swings Potent Bat

(Continued from page 48)

who have come to him each season in quest of "passes" which they argue Hildreth gets free.

\$300 Yearly for Tickets

"Rather than disabuse my friends," Hildreth says smiling, "I'd rather buy them tickets—and anyway I get a delight out of knowing they're having the fun of going to a circus."

For that vicarious thrill, Hildreth pays an estimated \$300 a year, which he considers is an absurdly cheap price.

Hildreth's devotion to the circus led him 22 years ago to help form one of the most unique organizations in the world, the Circus Fans Association of America. At the charter meeting in a Washington hotel, he was among 40 persons who dedicated themselves to "the end that the circus may exist and continue to exist among us as a social, educational and recreative factor necessary to a fully rounded and joyous existence."

Spreads Thruout World

Looking over the printed program of that charter meeting, Hildreth finds in it sad evidence of the way fate has been dealing with the circus. Of 16 circuses named in that program, all but one have folded their tents for all time. Even the speakers' list has become similarly symbolic to Hildreth. Every one of the six major speakers, including three prominent United States Senators who toasted the circus fans at their initial meeting, have since died. Only a handful of the original charter members are still alive.

Hildreth, however, hopes there is something symbolic in the growth of the Circus Fans Association, which he himself has already served as a president. The organization has spread into dozens of States and cities. National counterparts have grown up in Great Britain, Australia and France. "Maybe," says Hildreth, "we can infuse enough interest to help restore the American circus to its true glory once again."

Organized Circus in Youth

Like most people, Hildreth fell in love with circus life when he was a child. Unlike most people, he managed to fulfill a boyhood dream of operating a circus of his own as a lad.

In Fargo, N. D., where Hildreth was born 57 years ago, he used to be the first resident on hand to watch the circuses and carnivals come to town and he was always the last to watch them depart. One day he and a playmate, Lynn Upshaw Stanbaugh, present head of the Import-Export Bank and former National Commander of the American Legion, decided to have a circus of their own.

They borrowed their middle names for their circus, "Davis & Upshaw's Big Shows." Soon their migrant show, fully equipped with an ornately painted wagon and real performers, was traveling to every part of North Dakota for overnight stops in the wake of boisterous handbills which promised "Two Hours of Death Defying Tricks" for an admission fee of 10 cents for adults and a nickel for children. Performers included "Prof. B. I. Kennel, steel wire expert"; "Bailey Bros. famous acrobats"; "De La Carr Bros., Strongest People on Earth"; "Bill Bailey on Horizontal Bar"; "Hubs, Dubs & Chinee Rubs, the Famous Clowns."

Gives Politics Circus Tone

"We made a profit every summer," recalls Hildreth, adding sadly, "I'm afraid that's more than a lot of shows can claim today."

The lads reluctantly disbanded

their circus when Hildreth was graduated from high school and went to college. But Hildreth never abandoned his interest in circus life. After he got his law degree from Columbia University in 1916, he returned to Fargo where he went into private law practice which, he now recalls, was "sorely divided between office clients and migrant circus friends who were always popping in or writing me letters to lighten my day"

When Hildreth entered politics in North Dakota, he brought the spice of circus life to political affairs with practical results that soon sent him to a major role in the Democratic State leadership. He planned political meetings with an eye toward circus pageantry. Fellow-politicians marveled at the way spectators—Republicans and Democrats alike—flocked to the Democratic entertainment-packed rallies. Hildreth explained gnomishly: "A circus is a circus, and after all the circus knows no political divisions." In Washington, President Woodrow Wilson gave official recognition to Hildreth's talents in a letter expressing Wilson's "genuine satisfaction" with the circus-lover's efforts at the peak of the 1916 national campaign.

Framed FDR's Inaugurals

When Hildreth later moved to Washington, another Democratic president gave similar recognition. Hildreth was singled out by the late President Franklin D. Roosevelt to plan the inaugural pageantry each of the three times Roosevelt was re-elected. Hildreth had charge of the inaugural parades down famed Pennsylvania Avenue in 1936 and 1940, and four years later when in the gloom of the international crisis the president decided against a parade. Hildreth planned the quiet but historic fourth-term ceremony at the White House.

Practical politicians have never lost sight of Hildreth's number one hobby. He has been called on to help stage every national Democratic convention since 1932. He is already mapping plans for the party's "big show" in Philadelphia in June which he will attend in his customary role as head of the District of Columbia's voteless delegation.

In World Wars I and II, Hildreth's interest in circus life brought results which many of his friends avowedly will never forget. One of his former World War I buddies relates that Hildreth, who rose from the ranks to an artillery lieutenant, was regarded by soldiers "as a kind of wizard who could improvise stunts at the drop of the hat just to break the tedium of army life overseas." In World War II, Hildreth turned his talents to cutting governmental red tape to bring visas and liberation for literally scores of European circus and carnival folk who faced internment or death at the hands of the Nazis.

Life Crammed With Circus

Hildreth's everyday life is full of the circus. Pictures and posters that hang in crowded disarray on the walls of his Washington office offer pleasant relief from the solemnity of ceiling-high shelves of law books. There are gaudy circus posters that date back to the heyday of the art. There are family pictures, all of which have a circus reminder in them, including a large photo which many years ago appeared on a cover of *The Billboard*. The photo shows three of Hildreth's four children smilingly astride a miniature circus wagon which Hildreth had designed.

On the mantle is an exact model of a Ringling circus wagon, complete

with toy caged animals, drivers, horses and spangles. On a wall nearby is a large rare photo of the late John Ringling. That was Ringling's last picture. It was taken two months before he died 10 years ago.

Maintains Fan Status

Altho Hildreth is a busy Washington counsel for numerous corporations and he is a high-ranking executive in several of them, he manages to find plenty of time for visiting showfolk. Troupers rarely miss stopping at his office or phoning him when their shows reach the Potomac area. While many show-owners have beseeched Hildreth to become their "paid counsel," Hildreth has gently but firmly insisted on serving them strictly as a circus fan. Limiting his official connection to a nominal title of "Washington representative" of Ringling Brothers.

"That doesn't mean that I'm on deck just for the 'biggest top,'" explains Hildreth, "and fortunately showfolk everywhere know that. I'm thrilled when I hear from circus and carnival friends no matter what the size of their show and no matter how well or little known they may be. My office is their place of call."

Active in U. N. Efforts

This devotion has influenced practically all of Hildreth's activities. It has deepened his belief in the idea that "there must be one world based

on harmony and co-operation," an idea that led Hildreth to take an active role in the League of Nations Association and to serve as an unofficial delegate to the League of Nations in 1938. He has been a director of the American Association of United Nations and is president of the United Nations Association.

"In our love for the circus," he points out, "we are part of an international fraternity maintaining a joyful tradition for young and old alike."

"There may be a variety of peoples with many languages spoken, but under the big top all are one. We applaud impartially the French juggler, the English wire walker, the German acrobat, the Chinese tumbler, the Italian rider, the Spanish gymnast, the American flier, and the clowns from every land on the hippodrome track. All to us are artists of the circus world. We greet their art; we admire them as a people."

"We recognize laughter as the universal language, an expression of the human emotion which is manifested in the same way by all races in all lands. There is no boundary or barrier where joy is concerned."

"In our love for the circus, we have a genuine understanding of human brotherhood. The circus provides a perfect approach to international peace."

IT'S NEW - IT'S DIFFERENT - IT'S DELICIOUS!

HOFFIES
"A SNACK IN A SACK"

FRANCHISES AVAILABLE FOR:
 Hoffie Frankfurter Bar
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 Hoffie Metal House
 Hoffie Metal Roadside Stand
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 Hoffie Complete Unit for In-door-Outdoor Amusement Field

A brand-new sandwich... a brand-new method of serving... and a Hoffie restaurant or unit set up to serve them quickly and efficiently. "Have a Hoffie" means—enjoy any kind of sandwich or ice cream served in a no-slip, no-drip cylindrical bun or cake. Hoffie's program of food service earns profits from the first day of operation because of Hoffie's delightfully different taste and convenience in eating. Write today for illustrated brochure.

HOFFIE national system, inc.
122-B N. W. First St., EVANSVILLE 8, INDIANA

HAVE A HOFFIE WITH YOUR COFFEE

PRESERVO IS THE BEST
and most reliable Waterproof and Mildewproof treatment obtainable for tents, covers—anything made of canvas. In use for over half a century.

Comes in Brown, Buff, Green and Clear.

ROBESON PRESERVO CO.
PORT HURON, MICH.

TICKETS PRINTED TO YOUR ORDER 100,000-\$24.70

ROLL - FOLDED - CASH WITH ORDER - SAVE

Minimum Order Each Wording. Price of Color 10,000 Tickets.	10,000 Each Additional 10,000.	58.50
	Same Order	1.80
	Price Change	3.00
	Color Change	.60

DALY TICKET CO. COLLINSVILLE, ILL.

COLE LOUISVILLE BOW GOOD

Stellar Acts Look Like \$\$ In the Bank

Two-thirds house greets
matinee opener—program
looks like a pleaser

(Continued from page 54)

under the capable guidance of John Smith and Mahlon Campbell in Rings 1 and 3, with Paul Nelson taking the center spot with a group of Palominos. Their excellent precision is a tribute to long and careful training.

Next on, a three-ring aerial ballet staged by Paul Nelson, with vocal by Florence Tennyson, featured La Louisa in the center. At the close of the ballet La Louisa took over on the high trapeze to present a spectacular and thrilling offering. She tripped off to a big hand.

Appearing next were the show's three and five-gaited horses presented by Marion Knowlton, Norma Adams, Captain Smith, Bobby Donovan and Mahlon Campbell. This was followed by Display 20, an exhibition of high-jumping horses, Scotland Yard and Niagara.

Ortons Act Clicks

The teeterboard performance of the Ortans, another Cristiani turn, detracted nothing from the act's reputation of being one of the best in the business. Their work in the center ring was flawless. Miss Ortans drew heavy applause with her four-high top mounting and two and a half somersault to a chair.

Otto Griebing and Freddie Freeman appeared in the No. 22 spot with their "boxing" bout, followed by another concert blurb and the menage, taken part in by Ethel Freeman, Marion Knowlton, Bobby Donovan, Cora May Martin, Alberta Voise, May Wright, Flo Leary, Nena Thomas, Norma Adams, Maggie Wise, Rita Taliaferro, Alice Privett, Florence Menlo, Maybell Siebel, Captain Smith, Josephine Monarch, Mary Lyons, Patricia Scott, Elizabeth Glick and Sis Martin. Then came the horse, Easter Cloud, in a jitterbug routine directed by Smith.

In the No. 26 display was the Cristiani family's familiar and excellent riding act, featuring the comedy of Lucio and his horse-to-horse somersaults and a four-abreast simultaneous jump to a galloping horse.

Following a walkaround by all clowns, the Flying Thrillers took to the trapeze with a routine that has lost none of its punch. Next on were hippodrome races featuring tiny ponies with novelty riders, a Liberty pony against a horse and rider, and Roman standing races. The finale three numbers were appearances by English ladies of the ballet, Heather Pugh, Shelia Black, Anne Wide, Betty Richards, Jean Beddow-Arnth, Marjorie Yates, Alma Jones, Beryl Hughes, Shelia Pugh, Teresa Spring, Maran Correll, Maureen Osmonde, June Uttley, Margaret Smith, Daphne Trew, Johnnie Pugh, Rose Bernard, Molly Bensaid, Rosina Dobbs, Pat Morhen, Barbara Beale, Fay Renwich, Dorothy Baker and Anne Smith; "Indian slave maidens" from the spec, Margorie Lunt, Ethel Dowanger, Marguerite Delaney, Maybelle White, Alice Finley, Fay Nichols, Pat Mor-

Slight Oversight

NEW YORK, April 17.—While the truth of the old saying, "An elephant never forgets," remains a moot question, this adage apparently does not apply to elephant trainers and circus personnel, for there were several red faces at Madison Square Garden at Monday (12) night's performance of the Big Show when five elephants supposed to serve as hurdles in the Display 3 appearance of the Ugo troupe of leapers failed to appear because somebody forgot to bring them on.

Strange as this may seem it appears that everybody concerned, from head elephant man Hugo Schmidt down to the call boys, forgot that the five bulls were due in the arena. After a few leaps thru thin air the Ugos took a sheepish bow and walked out leaving the audience somewhat nonplused as to what the program meant by its description of the display as: "Europe's Champion Somersaulting Leapers in Thrilling Trajectories From Ski-Jump Springboards Over Massed Elephants." Some bull, or no bulls—take your choice.

55,000 Witness Polack Ind'polis Run; Tops '47

INDIANAPOLIS, April 17.—Polack Bros.' Western Unit closed a 10-day run here Wednesday night (14) before a full house. Over 55,000 witnessed the 23 performances at Murat Temple, representing an increase of 10 per cent over last year when the show ran 14 days. All performances were sold out in advance.

A special show was staged for the children at Riley Hospital.

Turnaway the opening performance, Sunday (4), set the pace for the unit's third annual appearance here, and business remained steady thruout the engagement despite damp weather during the middle part of the stay.

risey, Stella Ray, Anna Woodward, Delight Campbell and Thelma Wright, and a final appearance of clowns.

Arthur Hoffman, side show manager, has his usual attractive display of banners. His line-up of attractions includes Judy Allen, lion; Rose Gammon, mentalist; Aida May, snakes; Major Mite, midget; R. V. Lewis, band and minstrel; Joe Carvallan and Pat Olevira, Hawaiian number; Manipo Harris, magician and punch; Joe Lee, Chinese top spinner; Jose, armless wonder, and Sandra and Tommy Thompson, knife and ax throwing.

Tommy Privett manages the Wild West concert and is featured attraction. Also appearing are Jimmy Karro, Don Beall, Joe Chwirka, Clarence Canary, Arizona Jack Campbell and a masked wrestler.

Among circus fans noted at the opening were Thomas Gregory, Cleveland, a past president, and Ralph Holt, Burlington, N. C. William Carskey, president of Casey Concession Company, Chicago, also was a visitor.

R-B Draws 200,000 in First Week

Choice Pews Scarce

NEW YORK, April 17.—With no holiday to hypo attendance during the first week's performances of the Ringling Bros. and Barnum & Bailey Circus, the total estimated attendance for the first 21 performances, including today's sellouts, just hit the 200,000 mark.

The somewhat slow start is misleading, as the Big Show appears set to run up an all-time attendance record for a New York run, with all good seats for all week-ends of the run grabbed up prior to April 8 and hardly any good seats for any of the remaining performances of the Garden run available at the box-office windows. Mail order sales have been terrific, with as high as 1,100 order-bearing letters coming in on a single day. Matinees, as usual, have been getting the big play, but from now on the night sessions will get equally heavy patronage.

Pat Valdo and his staff have trimmed off the rough edges of the various acts and the show is swinging along smoothly and the running time is down to approximately the normal 2½ hours. A really good job has been done in eliminating the few weak spots noted at the premiere and changing routines so as to focus attention on several good acts which were overshadowed at the opener.

Acts, such as the Liberty horse numbers of the Mroczkowskis and Gautiers, which thru insufficient time for rehearsals in the Garden, were a bit off the first few performances, are now acclimated and running as smoothly as the rest of the show.

Bailey Circus Faces State Charges; Three Seek 95G for Hurts

REDWOOD CITY, Calif., April 17.—Three suits, totaling \$95,000, and misdemeanor charges filed by the district attorney's office have been entered here against the Bailey Bros.' Circus as the result of a bleacher collapse Tuesday (6) in which 64 persons were injured.

John Weeks, deputy district attorney of San Mateo County, said the complaints charged violations of the State health and safety code. Defendants are Robert Stevens, Henry Carlisle and Arthur Hockwall, owners and operators of the circus. Specifically they are charged with not having sufficient aisles in the grandstand. Hearing has been set for Friday (23). Maximum penalty is \$200 fine and/or 180-day jail sentence for each.

Mrs. Marjorie Givin, 30, of this city, has filed a claim against the circus for \$20,000, claiming she suffered lacerations, a wrenched back and neck, and mental and physical shock.

Dewey Zanow and his wife, Alberta, the latter among the more seriously injured, have entered suit for \$75,000—Zanow for \$10,000 and his wife for \$65,000.

North Inks Pic Pact Via Selznick

NEW YORK, April 17.—John Ringling North, Ringling Bros.' circus president, this week signed a contract with David O. Selznick to act as technical director of a planned technicolor production, *The Greatest Show on Earth*. The flicker, which is scheduled for production early next year, will be filmed for the most part at the circus winter quarters in Sarasota, and at the Selznick studio, Culver City, Calif. Some sequences will be shot on the road under canvas and at Madison Square Garden.

The contract is understood to call for appearances by all of the circus personnel, with the featuring of headline acts. Selznick said that a story outline is already available and work on the finished script can begin immediately. The budget will run between \$5,000,000 and \$6,000,000.

Beatty Draws 150,000 in L. A.

(Continued from page 53)

been equaled, it is said by veteran showmen and circus fans, by any org to play this city, a notoriously hard town to sell.

South California Circus Hungry

Southern California has proved itself circus hungry this season. Bailey Bros., which preceded Beatty by several weeks, did turnaway business in many spots, and the Beatty show apparently exceeded the rival opera in most dates.

The success of Beatty can be credited to a number of factors: A circus-hungry populace; a fine break in the weather; a superb job of press and radio promotion ably handled by Walter Fleck, radio and press representative; C. W. Primrose, contracting press; Ray Smith, schools; Dave Murphy, press (back), and the outstanding performance of Shirley Carroll in her first season as a circus, radio and public relations director. Mrs. Carroll topped all previous radio flacks by garnering a total of 104 air plugs with 45 major station programs in which Beatty personnel was represented.

Plenty of Promotions

Among promotions which resulted in added attendance was a Hollywood premiere-type opening with numerous movie stars in attendance. A press cocktail party, held a week before the show hit the local date, helped soften up the news scribes and thus resulted in a favorable attitude on the part of L. A. reporters who went all-out in giving the Beatty opera good coverage. Everything considered, the kudos for the success of the local date belong largely to those who beat the drums and let the residents know there was a circus in town.

The fact that it was a fine circus is beside the point. Angelinos have to be shown, as any circus man who has played this frigid territory can testify.

Leaving Los Angeles, the show kept up its reputation for straw houses and turnaways by record appearances in Santa Monica, Bellflower and Huntington Park. It is reported that North Hollywood played Thursday (15), the baliwick of movie and radio stars, was sold out, both matinee and evening, a full week before the org moved on the lot.

DRESSING ROOM GOSSIP

Ringling-Barnum

Our Garden opening, as always, was big and was well received by both press and public. The performance is set and well timed and is moving along smoothly.

Everyone has a cold or is getting the Garden variety of sniffles. Assistant General Manager Frank McClosky returned to Sarasota after setting the show in the Garden, to get the second section ready for our under-canvas opening.

Visitors have included J. R. Griffin, Bob Kincey, Birmingham newspaper man who came up on the show train; Joe Lynch, Boston Ryan, Dixie, Mrs. Eddie Decker and children, Mr. and Mrs. Bruce Anderson, Willie Lish, Joey Amico, Mr. and Mrs. Frank Remiski, Tommy Coglin, Walter O'Hara, Katie Walkmir, Mr. and Mrs. Blank, Mrs. Hunt, Kitty Clark's grandmother, Mrs. Catherine Pallenberg, Mrs. Margaret Erdlitz, Florence Gradis, Janice Moody, Mrs. Uebel, Mrs. Dippy Diers, Tosca and Mrs. Canestrelli, Eileen and Harold Voise, Roy King and Sophie Truzzi.

Glen Ford, Joan Blondell, Henry Fonda, Jimmy Stewart, Jennifer Jones, David Selznick, Ann Rutherford and Nancy Walker were among the movie personalities seen.

Our opening was marred by the deaths of Albertino, English clown, and Ethel Gadsden, maid with the show for many years. On the sick list: Toni Cole and Freddie Canestrelli.

Back door scenes: Laugh of the week was Jimmy Armstrong's trip atop the Empire State Building which was all in vain. After reaching the observation level, he found the guard rail too high for him to see over. His comment on reaching the Garden was "I just went for the ride."

Big clown number *Westward Whoo!* used in place of the *Bargain Sale* and the firehouse gag, is going over big. Ernie Burch doing his Carmen gag garners plenty of laughs.

Art Cooksey is our mail man and does a good job. Bob Reynolds and the prop department keep the show moving at a fast pace. The 100% Club had its first meeting of the season and nominated new members. Emmett Kelly, doing his satire on the radio giveaway show, with Prince Paul as his assistant, is good for laughs.—DICK MILLER.

Clyde Beatty

A party sponsored by the Press Club of Los Angeles highlighted the conclusion of the show in the West Coast metropolis.

Movie stars galore were present and many were on hand to see the show during the week, some of them taking part in the performance. Claude Jarmen Jr., Ken Murray and Keenan Wynn were among those who either rode elephants or donned make-up.

Other cinema celebrities who witnessed the show included Eddie Bracken, Sonny Tufts, Elsa Maxwell, Zachary Scott, Bud Abbott, Sonja Henie, Ken Maynard and Constance Bennett. Burt Lancaster took the occasion to visit with his friend, Harold Norris, of the Rogers bar act troupe.

Showfolk on hand for one or more performances included John Agee, the De Waynes, Harry G. Thompkins, Everett Hart, Homer Hobson, Minnie Fischer, Mr. and Mrs. William La Mont, George Vovichoff, George Davis, Leo Davis, George McMaster, Bill Spaeth, Albert Ostermaier, Dick Lewis, Alex De Barrie, Al Dahlgren, Al Darrah, the Escalante family, Esperanza Gutierrez, Chief Sky Eagle, Dorothy Sky Eagle, Jimmy Reynolds, Irma Ward and Mabel Mix.—DICK ANDERSON.

Orrin Davenport

This traveling caravan made a one-day stand in Marion, Ind., Tuesday (13), marking up its 16th week. This stand was sponsored by Marion Elks Lodge 195 and the Grant County Cancer Fund and was staged in the city auditorium. It was a great day to be indoors, as old man Jupe Pluvius turned on all his faucets.

This date was a winner for all concerned. Matinee had about 4,500 school children and the night show drew 3,000.

J. Lyman Keyes was producer and director, assisted by Rep. L. Drumm. Frank L. Paul, of the Elks Lodge, gave full co-operation.

Chief excitement was caused by Brownie Gudath, producer and director of the clown gag, the atomic rocket. Brownie set out for Marion, from Wilmington, Ill., about four days ahead of the show. Not being sure which Marion the show was playing, he decided to visit them all. He made Marion, Mich.; Marion, Ill.; Marion, O., and finally Marion, Ind. Needless to say the professor arrived one hour before show time and he has a lot of nuts and bolts to assemble.

Marion was the farewell spot for the Cole personnel. Uncle Zack Terrell needed them in Louisville and they had to depart in a hurry. Until next fall, we say adios to Lucio, Oscar, Belmonte, Daviso, Mogodor, Pete, June, Ortans, Corcita, Louise, Marion, Ruth, Rio and Tina, all of the Cristianis; to Harry Thomas, Freddie Freeman and Otto Griebing. And one can't forget Senor Baghongi, one of the greatest little laugh getters in show business.

Famous last words: "Mr. Manager, we have done four shows today, when does our time and a half begin?"—DICK LEWIS.

Dailey Bros.

The jaunt from Gonzales, Tex., to Paducah, Ky., was made without mishap.

Upon arriving in Paducah Friday (9), Blackie Martine unloaded the train in near-record time, and the wagons and stock followed on schedule.

The new blue top with its striped side walls went into the air Saturday morning, and rehearsals were under way that afternoon, with Leo Snyder handling the whistle. The inside color scheme has aluminum blended with orange and blue.

Milt Carl again is serving his good meals, with Mother Jackson back as chef, and Tommy Tumkins as head waiter.

Milt Robbins has added new acts to the side show, the feature of which is Johnnie Williams and His Minstrels.—HAZEL KING.

UNDER THE MARQUEE

Charles Cuthbert is mail agent for the James M. Cole Circus.

Harbinger of summer—the first fly in a cookhouse.

Mrs. Buck Lucas and Faith King visited the Gene Autry Show at Memorial Hall, Columbus, O.

Billy Fortner visited the opening of Monroe Bros.' Circus at Buffalo, Mo., April 8.

Then there was the kinker who referred to berthcars as "straight jackets."

Don Cavilla, 99-year-old clown, who completes a series of school dates thru Georgia and Mississippi

King Bros.

The show got off to a fast start in its winter-quarters home, Macon, Ga., April 10 by presenting a triple-header—a special kiddies' performance in the morning and the regular matinee and evening presentations.

Matinee officially opened the season for the show and Mayor Wilson of Macon blew the spec whistle. Introduction of Charles Sparks completed the opening ceremonies.

The equestrian acts, under direction of Charles Poplin, presented a snappy program, and the band, responding to the baton of bandmaster Jack Bell, produced lively and entertaining music both before and during the program.

Electrician Tommy Poplin had the big top, midway, dressing rooms and back yard brilliantly illuminated, and Arthur Stahlman presented a group of flashy but neat concessions.

Chester Gregory dolled up the show with his banners and many eye-catching bally attractions.

Manager Floyd King and Doc Hall had their hands full with the customary opening day kinks but ironed them out with their usual dispatch.—BILLIE BURKE.

Polack Bros. Western

The Eastern and Western units met during the latter's stand at the Murat Auditorium in Indianapolis. It was an occasion for renewal of acquaintances and much good-natured ribbing concerning the merits of the respective shows.

Turnaways were not uncommon during this stand, the site of which was ideal. There was a faint semblance of vaudeville, what with the stage settings, three-a-day on several occasions, the lighting and the orchestra.

Visitors included Dick Talley, Blondie LaBlonde; Mr. and Mrs. Herman Wells, formerly of Wells Bros.' Trio, the Joeyes; Leo Francis and Grover Nitchman, the latter just back from Hawaii; Roy and Mary Valentine, Mike Kocuik, Jeep Milan; Gabby, Kitten and Clayton Went; Mr. and Mrs. Jinx Hoagland; Dr. and Mrs. William Huebener, Mr. and Mrs. William Dammarell, and Glen and Mimi Tracy.

The week's activities included a surprise party in the ladies' dressing room for Betty Bell on her birthday. Roland Tiebor Jr. was bitten on the hand by a Tiebor seal.

Francis Hogan and Roland Sr's. (See *Polack Bros.' Western*, page 95)

Polack Bros. Eastern

The spring breezes of Norfolk spurred the trailerites to action. Seen scrubbing and painting their trailers were Bobby Harrison and Irma and Rio.

Conchita was the surprise in the weekly unveiling of the G. A. T. Club's stool pigeon, and she had several members before Judge Emil Pallenberg in kangaroo court.

India, the baby elephant, caused (See *Polack Bros.' Eastern*, page 95)

WANTED AT ONCE

ADVERTISING BANNER PAINTER
Good salary. Longest season.

JOS. SULLIVAN

KING BROS.' CIRCUS

Corbin, Ky., April 21; Somerset, 22; Danville, 23; Frankfort, 24; Hamilton, Ohio, 25-26.
P.S.: Paul Beckley, wire or phone me, collect, one day ahead.

—WANTED—

24-Hour Agent with car, INSIDE TICKET SELLERS FOR BIG SHOW, Ushers. Ed Riley, wire. Lithographers, General Superintendent.

Bailey Bros.' Circus

Reno, Nev., April 22-23; Westwood, 24; Susanville, 25; Alturis, 26; Lakeview, Ore., 27.

SNAKES!

FOR GOOD DEALS
TRY D. A. DALIE,
OF THE DEN

PHONE, WIRE, WRITE CO-6201
BOX 191 WAYCROSS, GA.

WANTED

SEAT MAN, RIGGER, SAILMAKER

We pay the money if you can cut it.

April 21st, Richmond; 22nd, Lexington; 23rd, Maysville; 24th, Ashland — all Kentucky.

DAILEY BROS.' CIRCUS

Educate Your Elephant

HEALTHY PACHYDERM WANTED
2-Day Stand

Oberlin College Mock Convention
May 7 and 8

NAME YOUR PRICE

Wire or write:

WILSON BENT

Goodrich House, Oberlin, Ohio

TIGHTS

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 Punches, \$4.50. Rhinestones and Sets, \$1.85 gross. Free folder. Orders shipped day received.

E. ROWE

P. O. Box 233, Radio City Station
New York 19, N. Y.

PATTERSON BROS.' CIRCUS

WANTS ACTS

Of all descriptions for April 30. State lowest. General Delivery, Battle Creek, Michigan.

WANTED HELP

In all departments. Can place General Agent that can book fraternal orders. Also Phone Men. Apply

L. F. STOLTZ

General Delivery Battle Creek, Mich.

under sponsorship May 1, is in his 75th year of active kinker work.

Cole Bros. will be in Harrisburg, Pa., on the lot at 19th and Greenwood streets June 7.

Kurt Oranto has been discharged from a Detroit hospital and returned to his home in Park Ridge, Ill.

Jack Morris, CFA of Oklahoma City, reports he caught the opening of Stevens Bros. at Boswell, Okla., Friday (9). Morris also reports he worked in clown alley.

Heard among natives on a rainy night: (See *Under the Marquee* on page 97)

WANTED TWO PHONE MEN

Year around work. No drunks. Labor deals. Good working conditions. Wire:

TED WHITE

LABOR TEMPLE
108 1/2 E. Washington Ave., High Point, N. C.
Phone 3901
(Tommy Feerer, get in touch with me.)

PHONE MEN WANTED AT ONCE!

Big Kiwanis deal—Ticket and Program. Held in Chicago Stadium. Must be sober. Come at once.

J. T. WILLIAMS

30 N. Dearborn St. CHICAGO, ILL.
ANDover 3085

AT LIBERTY

24 HOUR MAN OR SCHOOL AGENT

Work school on P.C. or salary.
Write or Wire
P. O. BOX 63, NECHES, TEX.

MELLOS PEANUT COMPANY

637 Towne Ave.
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CHICAGO

POPCORN, PEANUTS & SUPPLIES

Originators

Of RED STRIPED Paper Bags and Popcorn Cartons

POPCORN EQUIPMENT—"ALL KINDS"

We Guarantee Fullest Satisfaction

All orders shipped same day received.
Wire or write today.

WANTED NOTICE WANTED NOTICE WANTED NOTICE WANTED
WORLD'S LARGEST RODEO AND WILD WEST ATTRACTION
COWBOYS COWGIRLS INDIANS ROPE SPINNERS BOOMERANG THROWERS ETC.
TO JOIN AT ONCE

YES, THIS IS

MILT HINKLE'S RODEO COMBINED WITH COL. ZACK T. MILLER'S GREAT 101 RANCH REAL WILD WEST SHOW

COL. MILLER IS WITH IT IN PERSON AND WHAT A SHOW

Will buy anything that will add to this Great Show: Bucking Horses, Bulls, Long Horn Steers, Committee Saddles, Stage Coaches, etc. Thirty weeks booked now. Fair Secretaries, write for open dates. Can use Promoters and Phone Men who are sober. Larry Shaw, contact me or join. Need one more Publicity Man. We show under police and other powerful auspices. All write, wire or phone; pay yours, I pay mine; no collects accepted.

MILT HINKLE, Mgr., Gadsden, Alabama, April 22, 23, 24, 25; Fayetteville, N. C., April 29, 30-May 1, 2; Raleigh, N. C., May 5, 6, 7, 8; Danville, Va., May 14, 15, 16; Greensboro, N. C., May 20, 21, 22, 23; Knoxville, Tenn., May 26, 27, 28, 29, 30; with Huntington, W. Va., Chattanooga, Tenn., and Atlanta, Ga., to follow; then the long jump to the New England dates.

EXPERIENCED PHONE SALESMEN

Begin immediately. Excellent auspices. 3 deals to follow.

E. A. WHITE

Room 606, 49 Westminster St.

Providence, R. I.

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 Direct to

THE BILLBOARD PUBLISHING CO.
2160 PATTERSON ST. CINCINNATI 22, OHIO

City and State Officials See King Bros.' Bow in Macon

MACON, Ga., April 17.—With ceremony never before equaled here, King Bros. launched its 1948 season's tour with bang-up business. Mayor Lewis B. Wilson was principal speaker at formal exercises opening the show, attended by many State, city and county officials, and he blew the whistle for the opening spec. Others participating in the opening ceremonies included Charles Sparks, former circus owner who resides in Macon; Owner Floyd King, and Walter D. Nealand, show's general press representative. Joe Sullivan was emcee. Attendance at the three performances here exceeded 10,000, officials said, and the show hit the road with a good profit from the starting day.

First performance was a special show for children at 11 a.m., which drew about 2,500 customers. The formal exercises were held at 2:30 before an overflow audience for the regular matinee, totaling 5,000 persons.

Rain started in the late afternoon but the night performance went on with 2,600 in the audience.

Despite the bad weather the show

tore down and moved out to Columbus, Ga., 100-mile jump, on schedule.

Charles Poplin, equestrian director, has turned out a performance that runs about 2 hours and 20 minutes. He will cut the running time to flat two hours.

Show has many new acts and plenty of new wardrobe. King has eliminated a practice of stringing out the show by working many acts alone in the middle ring and there's activity in all three rings at all times except when property men are busy on riggings.

Chambertys Score

The Chamberty family, in a casting act, scored heavily, as did the Cristiani Troupe, acrobats and riders, a holdover feature from last year. Other newcomers singled out for praise include Teresa Morales, heel-and-toe catch; the Four Caudillo Sisters, acrobat and wire; Eddie Hendricks, rider; Prof. A. Morales, dogs, and a new Liberty horse act, recently purchased from the Ringling-Barnum show worked by Charles Poplin.

Features of last year, in addition to the Cristiani Troupe, include Sylvia Gregory, who does an iron-jaw number, works elephants, rides menage specialty horses and does a blindfold wire number; Betty Biller, who rides, works web and aerial ladders, and Gladys Fox, who works Suzi Q elephant specialty and the big elephant act.

The Macon Lions' Club sponsored the performances here and club members served on ticket and ushering staffs. Steam calliope was sent uptown on the day of the show. Jack Bell's 11-piece band played a peppy musical score. Macon newspapers (See OFFICIALS OGLE on page 80)

DAILEY BROS.' CIRCUS WANTS

Four Reserved Seat Ticket Sellers. Must be capable of putting up hundred and thirty foot top. Also one capable Boss Canvas Man. Mickey O'Brien, answer; have position for you.

Lebanon, Ky., April 20; Richmond, 21; Lexington, 22; Maysville, 23; Ashland, 24.

PERFORMERS WANTED For Motorized Circus

All kinds of Acts, Acrobats, Trapeze, Clowns, etc. Prefer family doing 2 or more Acts. State salary in first letter.

BOX 298, THE BILLBOARD
1564 Broadway New York, N. Y.

CIRCUSES, PROFESSIONAL WRESTLERS OR ANY KIND OF ENTERTAINERS

Headed this summer for WEST COAST OF SOUTH AMERICA, who desire to play in ECUADOR, contact

FELIX HIDALGO

Artists' Representative

P. O. BOX #3822, GUAYAQUIL, ECUADOR

STEVENS BROS.' CIRCUS WANTS

Join on wire—Clowns, Performers, Family Acts, Concert People with stock.

April 18th, Healdton; 19th, Wilson; 20th, Ringling; 21st, Waurika; 22nd, Temple; 23rd, Walters; 24th, Chattanooga; 25th, Davidson; 26th, Snyder; 27th, Olustee; 28th, Eldorado; all Oklahoma.

DAILEY BROS.' CIRCUS

WANTS
BILLPOSTERS

BEV KELLEY

65 OAK HILL DELAWARE, OHIO

TIGHTS made by KOHAN

formerly of Brooklyn, now at
17 EAST 16 STREET
NEW YORK 3, N. Y.

Want Rodeo Performers

To join Greenwood, S. C., April 27th thru May 1; Huntsville, Ala., May 6-7-8-9; Tarboro, N. C., May 14-15-16. All write, wire or come now.

RODIE EVANS

Mgr. Rodeo Greenwood, S. C.

EXPERIENCED PHONE MEN AND WOMEN

Also Heel and Toe People. Entire State of New York, including New York City. Veterans' deal, couple years' work. Must be sober and reliable. Good percentage.

P. O. B. 12, Station A, Buffalo 6, N. Y.

PHONE MEN

Good Deal—Fast Money

Phone: FINancial 0859
130 N. Wells St. Chicago, Illinois

FOR SALE

250 pairs new 7785 wide wheel Chicago Rink Skates in good assortment of sizes, \$4.00 Per Pair.

Telephone: 691 Michigan City, or write

WILLIAM CARLSON

913 Wabash St. Michigan City, Ind.



ELASTIC NET OPERA HOSE

Black Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other Items. Folder? Yes.

C. GUYETTE

346 W. 45th St., New York 19, N. Y.
Phone: Circle 6-4137

WANTED

Circus Acts of all kinds. Also Clowns for E. N. Williams Hippodrome Thrill Circus, opening Jacksonville, Fla., April 26th week. Contact

JOHN H. BILLSBURY

203 N. Wabash Avenue CHICAGO, ILL.

TELEPHONE MAN

or MAN AND WIFE

Year Round Deal—Good Sponsors. No Drunks.

Box 285

Kansas City, Missouri

BAR PERFORMER

AT LIBERTY

Aerial or Ground Bars. Also can join High Act.

BOX D-291, The Billboard, Cincinnati 22, O.

FOR SALE TRUCK CIRCUS

That can make real money. If interested write

CIRCUS, BOX D-295
Cincinnati 22, O.

WANT TO CONTACT

Small Circus or Dog and Pony Show for
PROPHETSTOWN'S 18TH ANNUAL KIDS' DAY

JUNE 24, 1948.

Last year 2,300 kids in attendance.

JOHN KORESKO, Chairman
Prophetstown, Illinois

OCEAN VIEW GETS GREEN LIGHT

NAAPPB Meet To Be Earlier

1948 convention dates set for Nov. 28-Dec. 1—banquet scheduled Nov. 30

CHICAGO, April 17.—The 1948 convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), normally held the first week in December, will open Sunday, November 28 this year in the Hotel Sherman, and close December 1, Paul H. Huedepohl, NAAPPB executive secretary, has announced.

Opening day will be for registration and inspecting the trade show. The exhibit hall also will be open Monday, Tuesday and Wednesday, November 29-30 and December 1. The org's annual banquet is set Tuesday, November 30.

Program sessions will get under way Monday, November 29, and continue daily thru Wednesday, December 1. Henry G. Bowen is chairman of the program committee, assisted by Don Dazey, vice-chairman; Harold K. Barr and A. M. Brown. The Beach and pool round-table discussions will be headed by Chauncey A. Hyatt, assisted by Vernon D. Platt, Harry A. Ackley, C. A. Bryant, Henry A. Guenther and R. N. Perkins.

The advertising campaign to sell space at the trade show will be in the mail soon, Huedepohl said. "Without a doubt, we will sell out again this year," he added.

White City Opens For Week-End Play

WORCESTER, Mass., April 17.—George A. Hamid's White City Park began week-end operation today. Full operation is scheduled for about the middle of May, depending upon the weather.

In operation today for the first time was a new set of Scooter Boats, recently received from the British Motor Boat Manufacturing Company, and a new Loop-o-Plane and new Rocket Ship cars. The former swimming pool is being used for the Scooter Boat ride.

Considerable renovating has been done under the direction of Arthur Johnson, superintendent. Both the Funhouse and dark ride have been modernized.

Sam Hamid is resident manager and Rita Cohen again has charge of the office. Mr. and Mrs. Gene Hamid are operating the restaurant.

Ocean View Slices Admission in Bid For Family Play

NORFOLK, April 17.—Ocean View Park has lopped admissions for rides and shows 25 to 50 per cent this season in a bid for increased family patronage.

The Merry-Go-Round, which cost 20 cents last year, has been cut to 10 cents. Most of the other rides are down from 20 to 15 cents. Reductions have also been made for kiddieland attractions.

A new miniature train, consisting of an engine, six coaches and a caoose, will go into operation May 22.

100G Flood Headache in Cards For Ed Schott at Cincy Coney

CINCINNATI, April 17.—Edward L. Schott, president and general manager of Coney Island here, at which flood waters from the Ohio River are paying a second visit since the park's close last fall, is hopefully optimistic that the damage bill from the latest call will not exceed \$100,000.

Principal worry of officials is the dance floor of Moonlight Gardens, which is now covered by a couple of feet of water with the river still rising. At this writing the river is around 64 feet and it is expected to crest at 65 feet if no more rain falls.

Officials at the park's local office said water came into the swim pool at 52 feet. However, ample flood warning was given and maintenance superintendent Shirley Watkins and his crew were able to remove motors to high ground.

Overall flood damage in 1945 was \$100,000 and, while no accurate estimate can be made until the water subsides, Schott believes the present damage bill will be no greater than that figure. He bases this belief on the fact that the dance floor, altho covered with water that year, came out of its muddy bath with a minimum of damage because of special

McCullough Elected Coney Island, N. Y., C. of C. President

NEW YORK, April 17.—George C. McCullough, ride concessionaire, was elected president of the Coney Island Chamber of Commerce at the Chamber's annual dinner held Thursday (15) night at the Half Moon Hotel.

McCullough, operator of a group of rides on Surf Avenue, announced a program of projected improvements for this summer, including elimination of the Surf Avenue eyesore of the still rubble-filled site of burned-out Luna Park, which he proposes to clean up and transform into a parking lot.

Other objectives in his program are improvements on the beach, speeding up erection of the long-promised Oceanarium (replacing New York's Aquarium), repairs to Steeplechase pier, rezoning to permit erection of spectacular advertising signs and widening of several street approaches to Coney Island.

Rain Hits J. Cole At Mt. Carmel, Pa.

MOUNT CARMEL, Pa., April 17.—Heavy rains hurt the draw of the James M. Cole Circus here Wednesday (14), both matinee and night shows getting only half-houses.

Rains failed to hurt at Shamokin, Pa., however, and the org played to capacity at both matinee and night shows Tuesday (13).

Winn Lamb, formerly of Sparks Circus, now is front doorman with the James M. Cole org.

Larry Stone's Paragon Park, Nantasket Beach, Mass., will be the scene of the annual summer meeting of the New England Association of Amusement Parks and Beaches. Date has not yet been set.

structural methods used in rebuilding the surface after the devastating inundation of 1937 which buckled the surface badly. Following that flood Watkins constructed the floor of double thickness maple over concrete slabs and piers which allow for expansion.

The earlier flood this year did slight damage, said Rudy Benson, publicity director. A routine clean-up job from a minor flood involves expenditure of about \$25,000 in removing debris and silt, repainting and putting everything in first-class order, he said.

Given a break in weather from now on, Benson said it is possible that the park can be put in shape for special dances which are scheduled to start April 30.

Palisades Opens Golden Jubilee

NEW YORK, April 17.—Jack and Irving Rosenthal are staging a gala golden jubilee opening of their Palisades Park, on the New Jersey side of the Hudson, tonight. Park has been entirely rebuilt on flashy modernistic lines since the disastrous fire of 1944, which leveled most of its rides and buildings.

Special attractions for the opening are the Four Vesses, aerial thrill act, and the bands of George Paxton and Russ Irvin. Acting as judges, tonight, in the selection of a queen of jubilee, are the following radio, film and stage celebs: Maggie McNellis and Herb Sheldon, of WJZ; Joey Adams, night club comedian; Paul Brenner, of Newark's WAAT; Ed Begley, stage and screen actor, and Jack Eigen, Steve Ellis and Bill Berns, disk jockeys. Added attraction will be a troupe of Wally Wanger cuties.

Palisades Park is the first park in the New York area to get into full swing. It will be open daily, beginning this afternoon, on regular summer schedule.

Carolina Beach Set For Earliest Start

RALEIGH, N. C., April 17.—Carolina Beach will stage its formal opening May 1, a month ahead of any previous year. Spurred by last year's record-breaking attendance and prospects of another boom season, a \$250,000 building program, a new boardwalk and other improvements are being rushed toward completion for the opening.

Two complete ride layouts, one on the ocean front boardwalk and the other on the inner boardwalk, are being renovated and supplemented for the coming season.

Bowling alleys, a dance pavilion and an open-air theater also will be in full operation at the opening.

Charter Issued at Hickory

RALEIGH, N. C., April 17.—The secretary of state has issued a charter to the Lake Hickory Amusement Park, Inc., Hickory, N. C., to operate amusement parks. Authorized capital stock is \$100,000 and subscribed stock \$300 by E. W. Hollar, W. E. Horne and T. F. Cummings, all of Hickory.

Lorman Sees June Opening

Legal and building snarls ironed out—5 million \$ to go into completed spot

By Douglas N. Rhodes

VENICE, Calif., April 17.—A \$5,000,000 ultra-modern amusement park and recreation center, to be known as the Ocean View Amusement Park, is being built here. Firm promoting the enterprise is headed by John L. Lorman, well-known park and carnival man.

Lorman said the new funspot will open on a limited basis by the end of June when the Greater Los Angeles Beach improvement project is dedicated.

The Ocean View park enterprise was begun more than a year ago but legal and building difficulties arose to make it impossible to open the park last summer, as originally planned. All organization snags have now been ironed out, according to Lorman, and grading of the tract will be started immediately, with construction to follow as soon as preliminary work is finished, he said.

Near Ocean Front

New funspot is located on an 80-acre tract less than 1,000 feet from the ocean front. According to the promoters, the property will be divided thusly: 20 acres for amusement devices and concessions including a Roller Coaster, permanent rides of all kinds, roller rink, music hall and dance floor 275 feet by 175 feet; 20 acres for parking up to 10,000 cars; a 20-acre salt water lake, the depth of which will be controlled by locks, will be used for boating and aquatic sports, and 20 acres for picnic grounds, ball parks, tennis courts and other sports. The latter will be under the supervision of the Los Angeles Recreation Commission.

Name dance bands will be featured at the dance pavilion.

Good Location

Located in the geographical center of the major \$75,000,000 beach improvement project which stretches for many miles along the Southern California ocean front, the spot is designed to draw from the more than 4,000,000 residents of Los Angeles County. Bus and interurban service is easily accessible and several six-lane highways are adjacent to the tract. Park will have a 2,000-foot frontage on Washington Street. Midway will be 500 feet long with palm trees lining each side.

Motif of the park, which will be heavily landscaped with palm trees, shrubbery and flowers, will be Spanish, Lorman said. A kiddieland will be featured with ride tickets selling for not over 10 cents. Strip tickets will be sold, as well as single rides.

Zoned for all amusements under the Los Angeles master plan, the management is planning to make a heavy pitch for organization activities such as picnics, civic celebrations, etc., which can be staged in the 20-acre recreation portion of the park.

All Fireproofed Bldgs.

All buildings on the tract will be of fireproof construction with cement blocks being utilized wherever practicable. The funspot will be well lighted, electricity being supplied thru a 2,000 kw. transformer. A total of 150 light towers of ultra-modern (See Ocean View on page 62)

WANTED—MANAGER

To help me place and operate a brand new 12-player group game: "nothing like it anywhere." Must have sound experience and ability to promote a new game. Investment not required. Write or wire full details and references. Also salary expected and availability.

BOX 306, The Billboard

1564 Broadway

NEW YORK CITY 19

WANT TO BOOK Rodeo, Circus, Carnival, Hillbilly Artists

Or any legitimate attraction that can work outdoors or under canvas. Have 85 acres of natural park surrounding the second largest caverns in Ohio. Established 56 years and draws tourists from all over the world. Zane Caverns is shown as a point of interest on all Ohio State maps and is located 7 miles east of Bellefontaine, Ohio, on State Route 540. Electricity, water and plenty of parking space available. Picnic tables, playgrounds and modern restaurant in park. Caters to picnics, family reunions and large groups. In dry township and draws plenty of people who spend money for amusement. Over 100,000 visitors last year with no outside attractions. This park has never booked anything before, but is under new owner who is interested in drawing people and publicity more than profit alone, therefore you can write your own terms. Descriptive folders available on request. Write

B. G. NEBEL

ZANE CAVERNS, R.F.D. #2, BELLEFONTAINE, OHIO

OHIO'S TWO-LEVEL CAVE

LAKE HICKORY AMUSEMENT PARK

HICKORY, N. C. — OPENING APRIL 23

This is one of the finest little parks in the Carolinas, and we do not overload. You can make it here.

CONCESSIONS:

Only a few stock open. High Striker, Ball Game, M. B., Photos, Cork Gallery, Fish Pond. We have sold X on Bingo, Grab, Pop Corn, Custard, Lead Gallery and Jewelry.

RIDE HELP:

Good Man to take charge of #5 Eli. Also Man for Ridee-O. No other Ride Help needed. Lush heads, save your time. No tickets.

RIDES: Will buy or book Kiddie Train or Aeroplane only.

NOTICE: Curly Taylor, wire. All replies to

W. EDDIE HORNE

Hickory, N. C.

RIDES NEEDED

READ THIS AND WEEP IF YOU DON'T CONNECT

Several small, prosperous mining and farming towns surround the park. 12-week stand, May 30 to Labor Day. A natural.

Deposit for booking refunded thru percentage. A ten-year play to right people. Write or wire.

HARRISBURG AMUSEMENT CO.

1133 So. 19th St.

Harrisburg, Pa.

FOR SALE

Amusement Park in Georgia for lease due to ill health of owner. All or part, including seventeen year lease, fifty acres; established forty years, privately owned and four miles from center of city, one-half million people with two thousand new apartments now under construction in immediate area.

Concession Rights on Percentage, or yearly basis including Amusement Arcade with seventy-five machines, miniature train site around lake space for 10 or 50 bowling alleys and shuffle board courts between pool and lake. Riding academy pony concessions, boat concessions; large lake, including fifty row and electric boats; drive-in and restaurant concessions overlooking lake. Soda fountain. Large swimming pool with artesian well, 200 gallons per minute, and bath houses. Forty acres picnic grounds, barbecue pits, children's rides, concessions, dancing pavilion, concession space of all kinds.

Write **H. N. ASBURY, 268 Edgewood Ave., N. E. Atlanta, Ga.**

FOR SALE

FOR SALE

MOON ROCKET Will sell with operating privilege for 1948 season or to take away immediately. Now set up ready to operate.

10 WHIRL-O-BALL ALLEYS

10 WHIP CARS, old style

10 AIRSHIPS (Biplanes)

E. E. FOEHL, Gen. Mgr.

WILLOW GROVE PARK, WILLOW GROVE, PA.

Telephone: Willow Grove 0800

WANTED FOR MARYLAND PARK

RIDES AND CONCESSIONS FOR PARK 35 MILES FROM WASHINGTON, D. C.

Free Gate and Free Parking.

Need Rides: Kiddie and Adult; Concessions of all kinds. Can use good Pony Ride. Right man can have permanent spot. Address:

F. J. DONOVAN

Chesapeake Beach Park, Chesapeake Beach, Md.

Det. Eastwood Gets License As Fight Rages

DETROIT, April 17.—Eastwood Park has its license to operate this season, despite protests from various factions, but the battle still rages and things got so hot at a recent meeting of the city council of East Detroit Monday night (12) over the license granting that two of the four council members resigned.

It all started Thursday night (8), when a lame duck city council, which left office Monday night, in a surprise move approved the Eastwood license. At Monday's meeting, Mrs. Betty Hays, who voted "no" on the license question at Thursday's meeting, moved that minutes of the last meeting be corrected to eliminate the action which licensed Eastwood. Her motion, however, was ruled out of order.

Newly elected Councilman Charles W. Yost and Walter Sullivan, who were sworn in at Monday's session, took different roads on the Eastwood question. Sullivan said he would lead a move to purchase the park, while Yost announced he would do all he could to get rid of Eastwood Park.

As of now, Eastwood has its license and has begun operation. Jefferson Beach, under the same ownership as Eastwood, will not open until Decoration Day.

Edgewater Park, boasting a new miniature railroad this year, opened this week-end. The spot again will have its free act policy, the Aerial Snayders being featured.

Record Attendance Seen For Conn. State Parks

BRIDGEPORT, Conn., April 17.—Donald C. Mathews, administrative director for the Connecticut State Park and Forest Commission, stated this week that patronage at the State's parks this summer is expected to exceed last summer's approximately 2,500,000 visitors.

Parking fees last year amounted to \$50,000. Planned improvements include several hundred new picnic tables and a new swimming pool at Wharton Brook Park.

All employees will be attired in uniforms of forest green and khaki. About 75 lifeguards will be employed.

OCEAN VIEW

(Continued from page 61)

design will be spotted thruout the property.

Free acts will be featured on a regular schedule. Admission to the park will be free, Lorman said, with a 25-cent fee for car parking.

Ocean View Amusement Park will be operated by a closed corporation, said Lorman, who reported that he is president and managing director of the firm. A complete staff list will be announced in the near future.

JUST BOUGHT

NIPMUC PARK — MENDON, MASS.

3,000,000 population in 35-mile radius—20-week season—big biz past 40 years and growing. Can book few more Rides, Ferris Wheel, etc., Concessions, Games. Write

BRADFORD ANGIER

Want First Class Zoo

For open county highway 75 into Galveston. Plenty of tourists, five months' work. Contact:

NED RAO

2217 Sealy Ave., Galveston, Texas

Miniature GOLF Courses

designed and built

by

"ARLAND"

America's Outstanding Authority on Design and Construction of Miniature Golf Courses and Golf Driving Ranges.

We build Courses anywhere in the United States.

BLUE PRINTS—"How to Build Your Own Miniature Golf Course," complete Set of Plans, designed to fit your location, \$75.00 per set.

Highest Type References

ARLAND

444 Brooklyn Avenue
New Hyde Park, N. Y.

WANT

RIDE SUPERINTENDENT

Due to disappointment. Must know all Major Rides, operation and maintenance, including Coaster. Year-round job for right man able to stay sober and out of trouble. Tell all first letter, including lowest salary to start. Give phone number.

PLEASURE PIER

PORT ARTHUR, TEXAS

ATTENTION!—ATTENTION!

Atlantic Beach, N. C.

Opening Date May 24th

Can place Merry-Go-Round, Chairplane, Tilt-a-Whirl or any Flat Ride; also a few clean Concessions, must be legitimate. Lots of people, plenty of money. Come and get it. Can use man and wife for Train, also same for Ferris Wheel.

Apply
D. E. WILLIAMS or F. W. WADSWORTH
MOREHEAD CITY, N. C.

FOR SALE

KIDDIE TRAIN

Addison Streamliner, Gas Loco., 3 cars and 275' 12" portable track. New last July, used 3 months in park, repainted. Guaranteed good as new.

Price, \$2,100.00; plus \$100.00 crating. 1/3 cash, balance sight draft when shipping.

F. W. SEARLE

Suburban Park, Manlius, N. Y.

NEW FROZEN CUSTARD MACHINES

GOOD USED RIDES

Or Have You Any To Sell?

BERTHA GREENBURG

Hotel Kimberly, 74th St. & B'way, New York

MUST BOOK NOW

#5 Wheel, Carousel, Kiddie Rides. Ride owner keeps 90%. Permanent city park. Million to draw.

"PLAYLAND"

2762 Jackson

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MINIATURE RAILROADS

Have yours custom-built-to-order at mass production prices. Steam, Diesel or Electric types (all gas driven), any gauge to 24". Up to 150 passenger cap. 21 Pass. Portable Streamliner, \$2,995.00. Order now for guaranteed spring delivery. 8x10 photos and details, \$1.00 bill, no checks.

IRON HORSE LINES

442 Arcadia Ave.

Toledo, Ohio

HEYDEY FOR SALE

In good shape. Bargain for quick sale. Can be seen at Sandy Beach Park, Russells Point, O. Ask for ERNEST SANDERS, or communicate with LOU BRUNO, Trianon Ballroom, Toledo, O.

GIVE TO THE DAMON RUNYON CANCER FUND

**THIS
PARK WILL BE
OPEN AND DEDICATED
BY JULY,
1948**

OCEAN VIEW AMUSEMENT PARK, INC.

VENICE, CALIFORNIA

"Where the Sunshine Meets the Ocean"

LOS ANGELES' OWN AMUSEMENT AND RECREATION CENTER

Located at the Ocean Front of Los Angeles. Adjacent to the \$75,000,000 Los Angeles Beach project. This Park is under the personal supervision of the City of Los Angeles. An estimated 53,000,000 people visited Los Angeles beaches in 1947.

**World's Largest All-Year-Round Park
Operating 52 Weeks a Year**

FREE GATE

80 ACRES OF AMUSEMENT AND RECREATION

- 20 ACRES OF PARKING FOR 10,000 CARS
- 20 ACRES OF LAKE FOR SPEED BOATS AND AQUATIC SPORTS
- 20 ACRES OF RECREATION AND PICNIC GROVES
- 20 ACRES OF RIDES, CONCESSIONS AND ATTRACTIONS

**Catering to the FINEST PEOPLE on Earth
-the AMERICAN FAMILY**

TRANSPORTATION DE LUXE

8-LANE HIGHWAYS

ELECTRIC TRANSIT LINES
BUSSES

FREE ACTS ● NAME BANDS

**A Golden Opportunity for the Best
in Outdoor Amusements**

SIX MILLION PEOPLE WITHIN A RADIUS OF 75 MILES

CAN PLACE WITH 5 YEAR LEASES

Outstanding Rides ● Shows and Clean Legitimate Concessions ● Interested in Anything New ● Nothing too large ● WANT people who are financially responsible to take over Lake, Speed Boats and Aquatic Sports.

CAN PLACE IN KIDDIELAND

WITH FRONT LOCATION

All Outstanding Major Kiddie Rides
Must Be High Class

Auto Scooter, same as now operating in Dallas, Texas. Plastic Boats for Children's Lagoon. Large Children's Roller Coaster.

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MANAGING DIRECTOR

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Exhibitors Who Set Up Own Fair, Show Miss Bet---Ammon

ST. PAUL, April 17.—“The railroads of the nation probably will spend as much as \$1,000,000 this year on the Chicago Railroad Fair. I say they are missing a bet. I maintain these railroads could do a more effective job by exhibiting at the major fairs of the nation,” Ralph Ammon declared here Monday (5) at the Lowry Hotel in opening the short course on fair management sponsored by the Minnesota Federation of County Fairs. The veteran manager of the Wisconsin State Fair and manager of this year's Wisconsin Centennial Exposition, Milwaukee, cited the ready-made crowds available at the country's leading fairs for railroads and other possible exhibitors.

He also pointed to the huge, costly show staged last year by a large farm implement manufacturing company (International Harvester) in Chicago. The company spent large sums of money to bring in their dealers and distributors, Ammon related.

“These distributors and dealers didn't have to be sold on the company's products. But the folks back home did. Think what that money could have done at fairs for farmers,” he urged.

Cites Impresario Urge

Potential exhibitors all want to be impresarios instead of availing themselves of the opportunities offered by established fairs, Ammon contended.

Speaking on *The Economic Importance of State and County Fairs*, he declared that fairs present the best opportunity for “seeing and feeling” merchandising.

“It is much better to see a silo filler fill a silo better and quicker than any other filler,” he said. “Such demonstrations are common generally only at fairs where the benefit of comparison is available.

“Today the farm market is tremendous, and fairs enable merchandisers to have important, personal contact with potential customers. It is because of this that old-line companies have tents, if nothing else, at which to greet their patrons.”

Best for New Products

Fairs are the greatest advertising medium for a new product, Ammon maintained, adding that he spoke not only as a fair man but as a publisher and, as a former owner of a bill-posting company.

Dwelling on other values of fairs, he called them “a valuable social force, which each year becomes more important.”

“A State fair is the greatest single co-operative effort in a State,” Ammon said. Culturally, they provide the greatest common meeting grounds for urban and rural folks. It is there that city and farm folk come together, think together, work together and play together.”

Make for Understanding

“There was a time when the city man asked farmers for their support. That's changing. Now the percentage of people living on farms is lower. Now it is important that the city man understand rural life. If fairs make no other contribution than serving as a common ground of understanding, they have paid their costs many times over,” he insisted.

“Society as a whole benefits from lower prices as a result of fairs; lower prices have been made possible thru the knowledge disseminated at fairs.”

He maintained that fairs “have done more to spread information on the production of pure-bred cattle than any other force.

Lists Contributions

Emphasizing the agricultural nature of most fairs, he said, “originally they were practically entirely devoted to agriculture. And even today they are largely agricultural. Fairs were the first point of displaying agricultural materials. The early fairs offered premiums for the best plow, cultivator, etc. As a matter of fact, the first State fair in Wisconsin paid more for farm machinery

Continue Search For Calif. Site

Dean says 5 tracts considered for new location of annual—runs 11 days

SACRAMENTO, Calif., April 17.—State Finance Director James S. Dean has announced that five tracts in this vicinity are being given “detailed consideration” and a sixth has been inspected in the search for a new California State Fair site.

Dean said two or three months of study will be required before a decision can be reached. The survey factors include water supplies, traffic problems and accessibility. Future development possibilities also will be a large factor. Dean declined to give the specific location of each piece of property under consideration.

The Legislature has appropriated some \$5,000,000 for the acquisition of a new fair site and initial construction projects. Salvage value of the present plant at Stockton Boulevard and Fifth Avenue is estimated at \$2,500,000.

Seek 600 to 800 Acres

A tract comprising from 600 to 800 acres has been proposed to allow for expansion of the exposition on a scale impossible at the existing site.

This year's 11-day annual event, scheduled for September, will be held on the old site, but many more displays and millions of dollars' worth of additional exhibits will be featured, it is said.

Theme will be of the Gold Rush period, with the early California atmosphere being stressed and actual scenes being recreated in colorful settings.

Gold Panning Contest Set

Covered wagons, prairie schooners and other vehicles, which brought thousands to the West in search of gold, will be among the exhibits.

Tentative plans include a gold panning contest; a fire-fighting competition, using hand pumps, and a display of early California newspapers.

Competitions will include selection of the persons with the closest likeness to General Vallejo, Capt. John Sutter and other pioneers.

Pa. Farm Show Dates

HARRISBURG, Pa., April 17.—Pennsylvania's Farm Show, which annually attracts more than a half million persons in a five-day run, has been scheduled for January 10-14, 1949, the farm show commission announced this week.

than it did for livestock. That equipment then was made by farmers or by blacksmiths.”

Improvements in grains and in fruits have been popularized at fairs, Ammon recounted.

“It is axiomatic that only that which is vital lives. Farmers, like churches and schools, have made valuable contributions or they would not have lived. And, like churches and schools, fairs continue to serve in a growing world,” he concluded.

Napa, Calif., Okays \$82,000 Building Plan

NAPA, Calif., April 17.—County supervisors have approved plans and specifications of a proposed \$82,000 exhibit building for the Calistoga fairgrounds and have authorized a call for bids on the project.

The bid call is subject to the approval of County Engineer E. P. Ball, with the date set for April 27.

Sam Kellett, Calistoga County Fair manager, stated that the building, 122x192 feet, will house exhibits previously shown under canvas. Project funds are furnished by the State.

Kellett said the building will be ready for this year's event in July. He said the main shelter will be completed by that time and interior details can be completed after the fair.

Also presented for approval of the supervisors was a preliminary premium list calling for distribution of \$23,000.

Sked 48 Fairs For New York

All but two plan night grandstand shows—Owego has earliest opening

ALBANY, N. Y., April 17.—Fifty societies will conduct 48 agricultural fairs in New York State this year, it was announced this week by the Department of Agriculture and Markets.

Opening July 25 with the Owego annual, the fair season will run until September 24, closing date for both the Dundee and Cobleskill fairs. New York City's fair will be staged indoors at Madison Square Garden from December 6 to 12.

All but two of the fairs will include night shows in their programs, the exceptions being Kingston and Avon.

Following the usual custom, two fairs in each of two counties will be conducted jointly. The Rensselaer County Agricultural and Horticultural and Liberal Arts Society of Rensselaer County will combine in a fair at Schaghticoke early in September while the Gouverneur fair will be operated jointly by the St. Lawrence County Agricultural Society and the Gouverneur Agricultural and Mechanical Society in August.

Commissioner C. Chester DuMond commented favorably on the added emphasis of youth activities at virtually all fairs and the increasing tendency to create more consumer interest in the State's agricultural products.

Waco Expo Set For Oct. 25-31

WACO, Tex., April 17.—Heart o' Texas Free Fair and Exposition will be held here October 25-31, according to an announcement this week by Tommy Stevens, secretary. Plans to again hold the fair, Stevens said, are an effort to keep the spark kindled towards the future great fair that is being planned for Waco.

A tent has been purchased to house exhibits and work to put the plant in shape is slated to start soon. Stress will be given this year toward school participation in exhibits, Stevens stated, and a number of entertainment features will be contracted.

The American Knitting Institute plans to send to the exposition top

2 Million Pull Aim of R. R.'s For Chi Fair

Admish Price 25 Cents

(Continued from page 52)

proval or rejection of those handled by the park concessionaires.

A box-lunch set-up will be provided for mass feeding. These lunches and soft drinks will be sold on the grounds, and picnic-type tables and benches will be installed.

The big thing, apart from the spec, figures to be the exhibit of railroad equipment. All of the latest will be on display. In some instances, crack trains will be in for only two or three days, the limit they can be spared from service. In the main, however, the same units will be on the sidings thruout the fair's run.

These units will range from complete trains to single cars, and will include glass-domed coaches, all-aluminum freight cars, refrigerator cars, postal cars, army hospital cars, and, if it can be completed in time, a new-style coach, with kitchen, from which hot meals are served in paper containers.

Equipment of another era, such as the first locomotive, also will be displayed, pointing out the advances in railroading.

Apart from equipment on the sidings, each railroad—or in some cases a group of railroads—will have its own exhibits. It is at these that the railroads, many of whom are guarding their plans closely, are expected to break out with showmanship. One line serving the West is known to be flirting with the idea of having a boarding car, such as used by construction gangs, to serve family-style meals from the traditional long table. Another is thinking in terms of a chuck wagon to convey the dude ranch appeal of the area it serves. One is regarded as certain to present trick and fancy roping as a special feature.

Various States will put on their own exhibits, and indications are that these will be highly animated.

Veterans at fair management are in charge of arrangements. Lenox R. Lord, president of the Museum of Science and Industry here, who was general manager of the Century of Progress, is general manager. Massmann is in charge of exhibits, as well as overseeing concession arrangements, with C. B. (Chris) Watrous as his aid. Watrous also served as Massmann's assistant in the Century of Progress.

In the advance build-up, the fair's publicity department, headed by Fred E. Ashley, will rely on cuffo newspaper, radio and television plugs and the powerful advertising schedules expected to be flashed by participating railroads.

The fair may well prove a boon to the first Cook County Fair, which is slated to run concurrently the last 10 days. The county fair is to be held at Soldier Field and the area immediately adjacent. Unlike the railroad fair, the county fair will have a midway, with the Johnny J. Jones Exposition slated to play the date.

While it may help the Cook County Fair, the railroad show may take some of the edge off the Wisconsin Centennial Exposition, scheduled to run 23 days, starting August 7, at Milwaukee, an hour and a half rail run from Chicago, and from some of the smaller annuals held not far from this city.

craftsmen in the art of needlework who will conduct a free school during the fair.

Around the Grounds:

Strieder Aids in Planning Chi Event, Sees Growth Possibility

Veteran P. T. (Pa) Strieder, general manager of the Florida State Fair, Tampa, in Chicago for two weeks as a consultant on plans for the first Cook County Fair to be staged at Soldier Field this summer, waxed enthusiastic over the plans for the event as he neared the end of his two-week stay. Strieder devoted himself to laying the plans for the agricultural and educational exhibits of the fair. He expressed satisfaction over the interest and enthusiasm shown by agricultural and allied groups of the county and said he believes the Chicago event has the possibilities of growing into a big annual event.

Ladies, Be Seated, ABC audience-

participation show, will be aired from the Illinois State Fair, Springfield. The fair's old floriculture building is being given a thoro going over in preparation. It will be set up to seat 1,800. In recent years radio shows at the Springfield Fair have been presented in the poultry building, which was available because the poultry shows those years were canceled due to the Newcastle disease.

Rube Liebman, sales representative of Barnes-Carruthers Theatrical Enterprises, was a recent Chicago visitor, coming in from his headquarters in Des Moines.

John W. Leahy, general manager, and C. Irving Jarvis, assistant manager, have a crew of men already at work on the Danbury (Conn.) fairgrounds in preparation for the annual's 75th diamond jubilee showing. This year 60 free attractions, in addition to the Sportsman's Show, will be offered patrons. The fair will operate for nine days beginning October 2. No night shows are scheduled.

Supervisors of Placer County have awarded the contract for construction of the main exhibit building at the county fairgrounds in Roseville, Calif., to the Younger Construction Company, San Francisco, for \$87,987.

Jim Muldowney, manager of the Rhode Island State Fair, Kingston, was in New York recently making tentative arrangements for the biggest entertainment program in the history of the annual. Year-round activity is also planned.

Gaylord R. Lewis, one-time manager of Ohio State Fair, Columbus, who now serves as consultant to fairs, is recovering at his Findlay, O., home from a gall bladder operation. He writes that he will be back in circulation by the end of the month.

Jimmie Lynch Shows Establish Central Offices in Chicago

CHICAGO, April 17.—Central offices of the Jimmie Lynch Death Dodgers have been transferred to 203 North Wabash here. The Jacksonville, Fla., office will continue in operation, but all publicity and operational business will be handled from Chicago, Earl Newberry stated. The company also has a garage in Youngstown, O., where most of the mechanical work is done.

Jimmie Van Cise will continue to handle all operations of the shows, with Earl Newberry heading the publicity and booking activities. Leo Overland again is Midwest unit manager.

Newberry reports the heaviest booking since the inception of the Lynch show. First date of the season is set May 14 at Norfolk. Final date of the season, as in the past, will be at the Louisiana State Fair, Shreveport, October 30. Early still dates will include engagements in Richmond, Va.; Akron, Dayton, O., Cincinnati, Louisville, Detroit, Milwaukee and Saginaw, Mich.

Both Jimmie Lynch Jr. and Sr. will participate in this year's shows, heading the driving department. Percy Rademacher will top the clown department. At some engagements Helen Howe, billed as the Dynamite Girl, and Capt. F. F. Frakes and Harry Pollak will offer special features.

Two-Day Project To Level Ground For Peoria Spot

(Continued from page 51)

Leading the drive for funds and in arrangements for the earth-moving is A. N. Ekstrand, executive secretary of the gardens, who has been here for two years. Prior to coming here, Ekstrand was a Boy Scout executive in Wisconsin, where he served as a member of the Wisconsin Junior State Fair Board.

No attempt will be made this year to hold a fair, but a steel and concrete grandstand seating 10,200 will be erected, which execs hope will be completed by late summer. Half-mile and quarter-mile tracks also will be installed, and it is expected that auto races and other track events will be held in the late summer or early fall.

Union Backs Project

The campaign leading up to the actual construction of the plant has been intensive and has drawn widespread support, as evidenced by the interest in the earth-moving project. The equipment for this will come from three States.

Some of the leading manufacturers of this equipment have huge plants here and they are lending staunch support. Private operators and county agencies also will participate heavily with equipment.

National Interest Created

Lieut. Gen. Raymond A. Wheeler, chief of engineers, United States Army, a native Peorian, heads the committee in charge, and he will direct the gigantic operation. It is estimated that 250,000 cubic yards of dirt will be moved in two days. A huge battery of floodlights, also furnished free, will provide illumination for night operation.

In addition to saving the exposition \$125,000, speeding up the actual earth-moving, and building local good will, the project is expected to focus attention upon Peoria and its co-operative effort to create facilities for year-round amusements.

Advance reservations have been made by national magazines, wire services, newsreels, radio stations and by one television station, WBKB, Chicago, for coverage.

action thrills

Selden

THE STRATOSPHERE MAN



Performing his daring action on a high swaying pole—
The World's Highest Aerial Act. Feats that bring gasps to the fans who pack the grandstand to see this "Wonder of the Amusement World."
c/o The Billboard Cincinnati 22, Ohio

SOME OPEN TIME FOR FAIRS AND STILL DATES

STEELE'S CAVALCADE OF STARS

25 SOCK SOLID JAM PACKED ACTS

America's Finest Trained Horses AND NOVELTY CIRCUS ACTS

HAMMOND ELECTRIC ORGAN COMPLETE GRANDSTAND SHOW FOR ONE OR MORE DAYS

contact GUS SUN BOOKING AGENCY SPRINGFIELD, OHIO

ATTENTION FAIR SECRETARIES

CONTACT ERNIE YOUNG

For Your Grand Stand Show
155 N. Clark St.
CHICAGO 1, ILLINOIS

THE WHITE COUNTY FAIR ASSOCIATION

Now booking Free Acts direct for Fair, September 2, 3, 4, 1948. Prefer Flying-Return Act, Taster Board and Comedy Act. Contact:

T. STANTON HALE, Sec.
SPARTA, TENNESSEE

NATIONAL SHOWMEN'S ASSOCIATION

GREETS YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

Write For Information.
Initiation \$10.00
Dues \$10.00 Yearly

FAIR SECRETARIES CELEBRATION COMMITTEES

ARRANGE FOR FIREWORKS NOW

- WRITE FOR SPECIAL DISPLAY PROGRAMS
- JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS
- WRITE FOR DISCOUNTS

RICH BROS. FIREWORKS CO.
Write Dept. B, Box 514, Sioux Falls, S. D.

AFTON FAIR

Aug. 10-14

UNDER NEW MANAGEMENT

Rides, Corn, Candy, Cookhouses sold. Booking other Concessions.

FREDERICK CRANE, Secy., Afton, N. Y.
Association will operate events Memorial Day Week-end, May 28, 29, 30, 31.
Rides, Cookhouses sold. Others get in touch.

Swing & Sway the "Orton Way"

GUARANTEE SUCCESS

for your event!

THE Sensational ORTONS

CRISS-CROSS SWAYING POLE THRILLERS

With Their Own Original Creation—

"A FLIRTATION IN THE SKY"

Featuring

The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish

Represented by AL MARTIN AGENCY, Hotel Bradford, Boston.

75TH DIAMOND JUBILEE YEAR

THE GREAT DANBURY FAIR

9-BIG DAYS-9 (NO NIGHT FAIR) 9-BIG DAYS-9

OCTOBER 2-3-4-5-6-7-8-9-10, 1948

• NOW BOOKING CONCESSION SPACE •

Write for rates and information.
130 WHITE STREET, DANBURY, CONN.

John W. Leahy, Gen'l Manager C. Irving Jarvis, Rentals

Rail Shows Keep Fingers Crossed as Ban Is Lifted

WASHINGTON, April 17.—Lifting of Order 69 by the Office of Defense Transportation this week has provided outdoor showfolk with a suddenly brightened picture which still is lined, however, with a few clouds. A. G. Cass, chief of ODT's railroad division, told *The Billboard* that "fairs and circuses have a green light to proceed at normalcy on coal-burning railroads," but the ODT acknowledged that some time may be involved in restoring normal movement as the result of diminished coal stockpiles. ODT expects, tho, that the situation will improve vastly in time for the shows to make their normal summer runs. ODT's lifting of the ban on circus movements on coal-burner lines came this week (14) shortly after John L. Lewis, head of United Mine Workers, issued his back-to-work instruction to miners. The Lewis order had come none too soon for it is known that the ODT, which had already cut back freight usages to 50 per cent of normalcy, had been contemplating a deeper cut that might have shrunk freight movement to 25 per cent of normalcy.

ODT issued a reminder that Order 69 could be "restored fast and without prior notice" if Lewis's miners fail to return to work rapidly enough or if another walkout develops in the event of an adverse Lewis ruling in Federal Court here Monday.

The speed with which freight movement can return to normalcy for carnivals and circuses will depend largely on how fast the miners get back to the pits and start replenishing the stockpiles. At the week-end, about two thirds of the miners had returned. Virtually assured by the lifting of the ban is the normal scheduling for Ringling Brothers and Barnum & Bailey and other shows which had faced a serious problem of midsummer appearances at communities on coal-burner lines. Railroads are expected to share with other large industries a priority on existing coal stockpiles, it was pointed out here.

Joyland Plays Det. Date for Joey Moss Post

DETROIT, April 17.—A new site was opened to carnivals here Friday (16) when the Roscoe T. Wade Joyland Midway Attractions debuted their presentations under auspices of Joey Moss Michigan's Showmen's Post No. 442 at Petersburg and Cass avenues. This location, a few doors from the Michigan Showmen's Clubrooms, never before has been played by a carnival.

The Legion post will receive the first \$500 of the gross for a clear benefit, with a split on the remainder of the proceeds. Five rides will feature the attraction.

The site is unusual in that it is located directly across from a school, contrary to a city ordinance prohibiting a show within 500 feet of an educational institution. School authorities, however, granted full approval because of the work done by the Legion post during the past year in sponsoring child welfare activities throuth the neighborhood. Proceeds from the carnival will go to the child welfare and veterans' rehabilitation funds of the post.

Amer. Midway Gets Charro Fiesta Pact

WEATHERFORD, Tex., April 17.—Don Brashear, owner and general manager of the American Midway Shows, reports he has received the contract for the 1949 Charro Days Fiesta at Brownsville, Tex.

He also reported obtaining a five-year contract for the International

Strates Tabs Record Biz In D. C. Bow

Sothorn Tops Midway

WASHINGTON, April 17.—Heavy patronage that kept four ticket sellers busy on the main pay-gate and the two side gates of the James E. Strates Shows during their 10-day stand here, ended last Saturday (10), set a new attendance record that far surpassed the 1946-'47 figures. This was the show's first date of the season.

All show attractions grossed big money in keeping with the heavy attendance. The rides earned considerably more money than in former years. Georgia Sothorn's *Night on Broadway*, featured unit, topped the midway. Nate Eagle's midgets scored, having built repeat business here in former appearances.

George Murray's Lion Drome, featuring Don Easdale, legless rider, registered heavily. The unit has been rebuilt to handle more patrons. Claude Bentley, side show operator, reported good business.

Weather during the engagement included rain, sunshine and near-freezing temperature.

James Strepelis received a Lucas Boat Ride here. It topped all other units in his Kiddieland. The Hi-Ball did good business during the few days it operated.

Show personnel was grieved by the death Tuesday (6) of John (Tony) Gordon, for 12 years penny-pitch concessionaire. Services were held here and burial was in the National Showmen's Association plot in Ferncliffe Cemetery, N. Y.

Prell Garners Par Biz at Durham, N. C.

DURHAM, N. C., April 17.—Business here was up to par for Prell's Broadway Shows which ended a week's engagement Saturday (10). Aiding attendance greatly was the scheduling of special busses to the showgrounds by the Duke Power Company.

The Motordrome operated by the Barro Brothers, Jake Ottman's 10-in-1 and Bob White's *Scandals* garnered the top show grosses. Top ride money was earned by Bill Sylvester's Kiddieland, the new Hi-Ball, the Merry-Go-Round managed by Al Reisinger and the Tilt-a-Whirl, handled by Morgan.

Refurbishing is still continuing under the direction of Don Crown and Tony Caruso. Cash Miller has ordered new animals for his Wild Life Show. Rachell Lillie and Pat Burd have taken over the mitt camp.

Visitors included Mr. and Mrs. Tom Hasson, Frank Caravella, Benny Herman, Brownie Smith and Bill Page.

Fiesta at Eagle Pass, Tex., and a pact for the July 4th Celebration at Rock Rapids, Ia.

Wilmington Cops Slough Sothorn

WILMINGTON, Del., April 17.—Georgia Sothorn, recruited from the ranks of burlesque strippers by James E. Strates, owner of the shows bearing his name, for her first appearance under canvas, ran into a snag Wednesday (14), the second week of the season, when she was fined \$125 and costs by Judge Thomas Herlihy Jr., on a lewdness charge. The pinch was made Monday night (12) following the second show.

Attorney David B. Cox Jr., representing Georgia, argued that the performance was merely for amusement and entertainment. Assistant City Solicitor Charles L. Paruszewski answered that the act incited desires. Judge Herlihy decided that Georgia should have checked with authorities before giving her show. She did not appeal the fine.

W.C. Kaus Opens Big at New Bern

NEW BERN, N. C., April 17.—The W. C. Kaus Shows, which winter here, opened the 1948 season here April 2-10, and when the final tabulation was in it showed all hands made money. Slim Barry, who has a ball game on the show and who is known for being conservative when it comes to telling about grosses, reported "a very big week." He was just one of many who reported getting plenty of folding money.

Last June a city ordinance was passed here "restricting" carnivals. General Manager Russ Owens, Graves Perry, general agent, and George Whitehead, business manager, served notice on the city council this winter that if the Kaus org couldn't exhibit in the town it would move its winter quarters elsewhere. The mayor, it was reported, called a special meeting of the council, which also was attended by various local business men, to discuss the situation. The outcome was that the Kaus org was granted the permit.

Marie Kaus, owner-operator, and daughter, Cathy, were on hand for the opening. Mrs. Kaus presented her sister and brother-in-law, Helen and Russ Owens, with a bouquet of roses as a good luck token. Mrs. Kaus will not travel with the shows this year.

At the opening here the shows had eight major rides, three kiddie rides and eight shows. The light plants and six light towers are all office-owned. The 42 concessions are independents.

Walter (Dust Ball) Lewis and Lloyd Thomas purchased a new 32-passenger bus to convey the personnel of their *Swingland Minstrel Revue*, which has a cast of 17 performers and 10 musicians.

Karl Alzara has 14 acts in the 160-foot side show. Sid Alcido's Sky Rockets are the free act.

Hilda Lamb Takes Own Life; Was Ex-Mrs. Harry Hennies

AMBOY, Ind., April 17.—Hilda Lamb, 30, former wife of Harry Hennies, owner of Hennies Bros.' Shows, ended her life Wednesday (14) by shooting herself with a 22-caliber rifle while in her car at a Rochester, Ind., service station. Interment will be held today at the Amboy Odd Fellows' Cemetery here.

Relatives said she had been in a highly nervous condition for several days before she took her life. She was divorced from Hennies in 1947.

She is survived by her parents, Dr. and Mrs. Henry Lamb, and a brother, Donald, all of whom reside here.

NSA Seeks 100G for Own Home

Decker Drive Chairman

NEW YORK, April 17.—A drive was launched this week by the National Showmen's Association and its sister organization, the Ladies' Auxiliary, to raise \$100,000 for purchase of its own building in the Times Square area. Ralph Decker, co-owner of the Joseph J. Kirkwood Shows and chairman of the ways and means committee, will head the drive, assisted by Lydia Nall, chairlady of the auxiliary ways and means committee.

Bulk of the revenue is expected to be secured thru a ducat-selling campaign featuring large prizes. In addition, it is expected that some of the money raised thru the annual jamborees staged by nearly all member shows will be available for the building fund.

50G Jamboree Goal

George A. Hamid, president emeritus and chairman of the jamboree committee, presided at the regular meeting Wednesday (14). He said that the jamboree goal has been placed at \$50,000 for the season.

Elaborating, Hamid said that the 42 show-owner members of the association might average \$1,000 contributions since the World of Mirth has contributed as much as \$5,000 in the past and the James E. Strates and the Cetlin & Wilson Shows also turn in hefty contributions.

Sam Rothstein, Jack McCormick and Max Hoffman, association counselors, were appointed to survey possible sites. Hamid pointed out that buying a suitable building here, particularly in the midtown section, would be costly undertaking, but that \$100,000 could swing the deal.

Walter K. Sibley, executive secretary, was formulating tentative plans for a bond issue, designed to finance a club-owned building, until interrupted by illness. He was operated on Thursday (15) at Lenox Hill Hospital and, altho reports on his condition are good, it will be several weeks before he can take an active part in the campaign.

Clawson Resigns Cavalcade Post

MOBILE, Ala., April 17.—Ralph Clawson has resigned as manager of Al Wagner's Cavalcade of Amusements. The resignation was effective Saturday (10) during the org's first stand of the season, Al Wagner said.

Clawson remained here following his resignation and did not comment on his future plans.

Johnny Jones Opens At Jacksonville, Fla.

JACKSONVILLE, Fla., April 17.—The Johnny J. Jones Exposition bowed for the season here Saturday (10), drawing a satisfactory opening turnout. Kids' matinee had a fair turnout, and the night play was good. Given good weather thru the early days of the stand, org's business held up well.

Feature of the exploitation was several radio shows which carried interviews of Honey Lee Walker, talker on *Follies of 1948*.

Shows' next stand is in Washington, which looms as a big date.

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

"THIS IS IT"

Alexandria, Va., 12 Days, April 26 to May 8
St. Mary's Boys' Club 4th Annual Spring Festival

CAN PLACE Penny Arcade.
CAN PLACE One More Good Novel Show.

Concessions that will and can work for Merchandise. Can place Novelties. This is your natural. WANT GRIND STORES OF ALL KINDS.

Ride Men, Foremen, Second Men and Third Men who can drive semis.
Ridee-O Foreman wanted. Best proposition on the road.

Paul Prell wants Good Man to take head of Cat Rack Store. Good proposition. Geo. Hamilton, wire.

Write, wire or phone

SAM E. PRELL, Hotel Virginian, Lynchburg, Va.

John R. Ward Shows

WANT

WANT

Ride Foremen for Rocket, new Fly-o-Plane, new Tilt-a-Whirl, new Miniature Train. Also Second Men. Train Help, Cat and Rubber Mule Drivers, contact Jess Warren, Train Master, or Fred Nash, Tractor Foreman. Boss Canvasman and Help for Faith Bacon Revue. Banner Man that can handle Special Agent duties. Want Wagon Builder, Blacksmith and Carpenter. Want Monkey Show or will finance reliable operator. Can place Fat Show and Glass House. Will buy Unborn Specimens.

Blackie Litchfield, Glen Ford, wire J. Bill Carneer.

Address: Texarkana, Ark., this week; Pine Bluff, Ark., week April 26.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

WANT NOW FOR HAGERSTOWN, MD.—CUMBERLAND, MD., NEXT WEEK

Concession and Attraction Men Know These Dates

Motordrome—Low percentage arrangement if you have own equipment. Life Show—We have top and front, operator must have banners and specimens. This is good territory for JUNGLE LAND or WILD LIFE SHOWS. Will book for SEASON Kiddie Auto Ride and Train. For Sale—Two 100 Kw. TRANSFORMERS and TRANSFORMER WAGON, best that money can buy. CONCESSIONS all open except COOK HOUSE, POP CORN and BINGO. Especially want FROZEN CUSTARD and ARCADE. RIDE HELP—All Rides. Must be able to drive semis.

Replies to HAGERSTOWN, MARYLAND, now.

PIEDMONT EXPOSITION SHOWS

—WANT—

NATIONAL STRAWBERRY JAMBOREE

Wallace, North Carolina, Week of April 26

All kinds of Hanky Panks. Exclusive on Photos, Popcorn, Candy Apples, Floss. American Palmist. Jimmie Brown wants P.C. Agents; Jimmy Ross, contact. All my friends, come on, money here.

No Gypsies, no Flats. Want Arcade and Wildlife. Any Grind Show. This week Bladenboro, N. C., then the big one, Wallace.

Wire, no time to write.

WANTED

RIDES—Will book for season Merry-Go-Round, low percentage. CONCESSIONS—Photo, Fish Pond, Diggers, Arcade, Ball Games, Bumper, all kinds of Hanky Panks. SHOWS—Animal, Mechanical, any Show of merit; no Girl Shows. RIDE HELP—Foremen for Wheel, Octopus, Swings, must drive semis. Top salary to good men. Also capable Electrician. This show playing only Celebrations and Fairs from June 4th to Oct. 15th through Missouri, Iowa, Wisconsin; then south. For Sale—One new Marquee; two new 75 Kw. Transformers mounted on an inclosed 1940 International Truck, good condition; also 4 Light Towers. Replies:

JOE O'BRIEN

1302 BUCHANAN

TEXARKANA, TEXAS

JOHN FRANCIS SHOWS

WANT

WANT

Ride Help who can drive Semi Trailers. Can place a few more legitimate Concessions. E. St. Louis, Illinois, until May 1, on State Street, in Heart of City. Address:

JOHN FRANCIS, Mgr.

4570 N. SECOND STREET

ST. LOUIS, MO.

B&C'S EXPO SHOWS

PLAYLAND ON PARADE

OPENING APRIL 24, DANVILLE, N. Y.

10 OLD HOME WEEK CELEBRATIONS—9 FAIRS

WANT HIGH ACT

Can place one major ride—Tilt, Rolloplane, Caterpillar or Spitfire. SHOWS—Fun or Glass House, Five or Ten-in-One, Unborn, Lung and Working World. Wilson, wire.

CONCESSIONS—Photo, Novelties, Bumper, Jewelry, Cork Gallery, Coke Bottle, Hoop-La and String Game. Zingo, wire. All people contracted come on.

RIDE HELP on all rides; Drivers given preference. Foreman for Whip and Chairplane.

Bowman wants Count Store Agents; Peyo, come on. Jeffery wants Bing Man.

HAVE FOR SALE—Streamline Whip on 2 30-ft. Trailers. Will book same for season; One 28x100 Side Show Top, fair condition; also Two 10x14 Tops and Frames, One Fordson Motor—will handle any rides. All answer, Hemlock, N. Y.

WANTED FOR CARAVELLA AMUSEMENTS

★ AMERICA'S FASTEST GROWING AMUSEMENT ORGANIZATION ★

— SEASON 1948 — 32 WEEKS —

Ride Help—Several good openings for Foremen and Second Men.

WILL BOOK GOOD FREE ACT FOR SEASON

Roll-o-Plane, Cowboy, Wally Aker, Joe Adams, Ted Carter, wire. Will book or buy Whip or any good Flat Ride. Can use a good Fun House Operator and Talkers for shows, also Girl Show Operators and Girls. Will book Motordrome or any new Novel Show.

Concessions—Novelties, French Fries, Photo, Penny Arcade, String Game, Darts or any legitimate concessions.

Agents on all stores—office owned.

Wire or write Mechanicsburg, Pa., this week.

FRANK CARAVELLA
Gen. Manager

ROY DeLANO
Secy.-Treas.

BENNIE HERMAN
Bus. Manager

JOHN WATKINS
Lot Supt.

WRIGHTSMAN AMUSEMENT CO.

WANTS

Capable, reliable Ride Men all rides. Foremen, #5 Eli Wheel,

Seven Car Tilt and Rolloplane. Top salary. Place few Stock

Concessions for nice route fairs and celebrations. Advise what

you have, might be able to place you.

Solano County Fair, Dixon, Calif., April 26 to May 1.

CALEDONIA SHOWS

Opening Thursday, April 22 to May 1, Clifton Heights, East Greenbush, N. Y., on Route #20

WANT Candy Floss, Scales, Photo Gallery and other Grind Stores. No rackets. CAN USE Rides and Shows. Also want Wrestler and People for Side Show. Have complete outfit.

Wire or Write FRED B. PERKINS, Caledonia Shows
CLIFTON HEIGHTS, EAST GREENBUSH, N. Y.

ROYAL CROWN SHOWS

CAN PLACE

CONCESSIONS—Penny Arcade, Custard, Ball Games, Basketball, Short Range Gallery, Balloon Darts or any Merchandise Concession.

SHOWS—Will book Monkey, Wild Life, Snake or any neatly framed Grind Show not conflicting. Must have own equipment and transportation. Good route, long season.

All Replies to

E. L. YOUNG
ATTALLA, ALA., THIS WEEK.

PEPPERS *all States* SHOWS

AMERICA'S FINEST

40 TRUCKS

20,000 FEET OF NEON - LIGHT TOWERS - LIGHT PLANTS

40 TRUCKS

WANT RIDE HELP: We pay every week, rain or shine. Roll-o-Plane Foreman, Foremen and Second Men on all Rides. Wives to sell tickets. Ride Men must have Drivers' Licenses and must drive semis. Drunks and fly-by-nights, stay where you are.

CONCESSIONS: Agents for Hanky Panks, Bingo Counter Men. Will sell "Ex" on following Concessions: Photo Gallery, French Fries, Jewelry, High Striker, Novelties, Guess Your Age, American Fortune Teller, String Game and Huckley Buck. Girls who can handle 24-Ft. Milk Bottle Ball Games.

SHOWS: Manager for Monkey Show. (Will furnish complete Monkeyland Show with trained animals. Have brand new 1948 Blue Top for same.) Jack Orr, B. D. Russell, J. M. Sean, get in touch with me at once. Manager for Girl Show. Curley McCann, if you have 3 or more Girls, join on wire. Art Wheeler, can place your Show and Pony Ride. Ormi Carver, we can place you!

WANT NIGHT WATCHMAN WHO KNOWS HIS BUSINESS AND WILL STAY UP

All wires and mail to:
FRANK W. PEPPERS, Mgr.
GREENVILLE, S. C., this week.

JACK J. PERRY SHOWS

CONCESSIONS: Sell exclusive on Photo, French Fries, Novelties, Penny Arcade, Floss.

RIDES: Book Caterpillar or Tilt. Furnish transportation if necessary. Foreman for Merry-Go-Round.

SHOWS: Want manager and acts for newly framed Side Show, or will book with own transportation. Wild Life, Monkey Show, Snake Show, Fun House. Opening for Drome in real Drome territory. Arizona Mack, contact immediately.

WILL BOOK SENSATIONAL ACT FOR THE SEASON RICARDO, WIRE

Opening for Electrician. Man to handle searchlights and Towers.

All communications to

JACK PERRY, Manager

Asheboro, N. C., this week. Followed by:

Week April 26—Veterans' Annual Spring Festival—Statesville, N. C.

Week May 3—Legion Third Annual Outing—Kannapolis, N. C.

Week May 10—All Veterans' Spring Fair—Albemarle, N. C.

WANTED FOR BEST CELEBRATIONS IN THE EAST

Any Flat Ride on low percentage, man and wife for Snake Show, Girl Show Operator that will work, man to operate Fun House (will place wife on P.C. Outfit, Sound Truck. Any Show of merit will get money in these spots. Can place man and wife on Pan Game, also other office owned P.C. open. Come on, Working Men in all departments, top pay and good treatment with long season. Show Builder and Painter to build Show Fronts. Good opening for Kiddie Rides. Fun House Blackie, wire. No Flats, all others open. Will give Ex on American Camp. Will buy flat one-truck Ride. Complete route to interested persons.

Wire this week, DEVON, PA., first Show to play in 6 years.

ROX GATTO—EXPOSITION AT HOME SHOWS

THE JOLLY SHOWS

WANT

WANT

Agents for office owned Stores, 6 Cat, Duck Pond, Bear Hoop-La, Ball Game, Photos. Will give good proposition to man with Sound Car. No drunks or agitators wanted. 30 more Red Weeks to go. SUITLAND, MD., this week.

THE JOLLY SHOWS, 2235 First St. N. W., Washington 1, D. C.
BILL ENFANTE **JACK ROBINSON**

GULF COAST SHOWS

WANT FROZEN CUSTARD, STOCK STORES AND BALL RACKS. WILL FURNISH TENT AND FRONTS FOR GIRL SHOW, SNAKE SHOW OR SMALL ANIMAL SHOW. WILL BOOK INDEPENDENT SHOWS, WITH OR WITHOUT OWN EQUIPMENT, VERY REASONABLE. CAN PLACE 1 or 2 MAJOR RIDES, ROLL-O-PLANE, TILT-A-WHIRL, OCTOPUS, FUN HOUSE OR SPITFIRE.

This Show stays in Missouri and Arkansas. Have very good route of Fairs and Celebrations.

All Address:

FRANK M. SUTTON SR., Mgr.
PORTAGEVILLE, MO., this week.

BOONE VALLEY SHOWS, INC.

6 RIDES 30 CONCESSIONS 3 SHOWS

20 WEEKS FAIRS AND CELEBRATIONS

OPENING BOONE, IA., MAY 12TH

WANT CONCESSIONS—Country Store, Hoop-La, Basket Ball, String Game, Airplane or Auto Bumper, Pitch-Till-You-Win. SHOWS—Fun House, or Mechanical Show. RIDE HELP WANTED—Foremen for Merry-Go-Round, Ferris Wheel, Chairplane; must be Semi Drivers. Agitators, drunks, chasers, stay where you are. No gyps. All people report at Boone by May 10th for the opening.

BOONE VALLEY SHOWS (INC.), BOONE, IOWA

R. E. Scott wants Wrestlers and Boxers for Athletic Show.

WATCH GARDEN STATE '48

LAST CALL LAST CALL LAST CALL

All persons holding contracts, please acknowledge. Show fleet leaves here for the initial engagement APRIL 26TH, CLOPAY, PA.

WANT—Account of disappointment, can place Mechanic; Charles Guttermouth, contact. Concessions: Can place French Fry, Custard, Milk Bottles, Cat Racks, Grind Stores of all kinds, Tea Pool open. Chester Klineop, your wire misplaced, please contact. Shows: Will furnish outfit for Side Show, place Grind Shows of all kinds. Good proposition for Arcade, Fun House, Motordrome. Show opens Saturday, May 1, with a route of proven dates under strong auspices, Celebrations and Fairs, including the GREAT KIMBERTON FAIR. All address: R. H. MINER, New Holland, Pa., until April 26th.

BISTANY & MARTIN SHOWS

WANT

For Newark, N. J., district. Opening April 22 for nine days and the rest of the season. RIDES—One more Major Ride, such as Spit Fire or Tilt-a-Whirl, one or two Kiddie Rides. SHOWS—Snake Show, Side Show, Wild Life, a good Girl Show; Jack, wire me. CONCESSIONS—Can use Cook House, Scales, Fortune Teller, Fried Potatoes, Penny Pitch, Fish Pond, Ball Games, one or two Stock Wheels, or any kind of Legitimate Concessions. Have for sale: 25-Kw. Light Plant in very good shape; will sell cheap for cash. Time is short, come on or wire:

LEO M. BISTANY, Mgr.
SHERATON HOTEL, NEWARK, N. J.

JOHNNY DENTON SHOWS

CAN PLACE

CAN PLACE

FOR DOWNTOWN BRISTOL, VA., THIS WEEK

CONCESSIONS: Sell ex. on Custard, Jewelry, Snow Balls. Good opening for Cigarette Shooting Gallery, String Game, Coke Bottles and Country Store.

SHOWS: Office can place Sideshow people. Give good proposition to Motordrome and Monkey Show.

RIDES: Foreman for Rolloplane.

AGENTS: Count Store agents, outside help wire. H. J. Wilson and J. A. Sparks.

JOHNNY DENTON

WIRE

BRISTOL, VA.

TRIANGLE SHOWS

WANT SIDE SHOW OPERATOR with Acts. We have all equipment and Banners. WANT GIRL SHOW OPERATOR with at least 3 Girls and wardrobes. Good proposition to capable Showmen.

NEED SIDE SHOW ACTS of all kinds, also Dancing Girls and Strippers, Canvasman and Ticket Sellers. Office pays salaries. Wire TED GRACE, stating lowest salary.

FERRIS WHEEL AND ROLL-O-PLANE FOREMEN WANTED.

Will book all kinds of Slum Concessions—Scale and Age, Penny Arcade, Snake Show, Ball Games, Fish Pond, Pitch-Till-You-Win, etc.

Willie Lewis wants Grind Store Agents, Percentage Dealers. Will book Swinging Ball, Bowling and Six Cats. All Concessions wire

WILLIE LEWIS,

This week, 1400 Chamberlaine Ave., Richmond, Va.; week April 26, Charlottesville, Va.

PEERLESS CELEBRATION Amusements

GREENWOOD, S. C., APRIL 19-24

HELP WANTED—Good Second Men for Merry-Go-Round, Wheel, Chairplane; drivers preferred. Book, buy or lease Two-Abreast Merry-Go-Round, Roll-o-Plane, Octopus or late Ride. Good opening for Shows and Show People; have new Tops, Banners and transportation. Want good Percentage and Grind Store Agents. Account disappointment, want Ball Games, Cook House, French Fries, Custard, Ice Cream, High Striker, Guess Your Age, or what have you? Write or wire:

WM. J. MESPELT, Fairgrounds

WOLFE amusement co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

— ARE HEADED NORTH —

Caffney, S. C., April 19-24; Lions' Club Spring Festival, Mayodan, N. C., April 26-May 1; Rocky Mount, Va., May 3-8, followed by the BIG ONE—Firemen's Convention, Franklin, W. Va., where the miners were working steady and still are, during the soft coal strike.

WILL PLACE

ANY CONCESSION that works for stock, also Diggers. SHOWS—If you have a Show with transportation and want a real season's work, get in touch with us at once. Will book only 3, one of each. Good opening for Penny Arcade. FOR SALE—Complete Bingo, 15x30, with stock; will book it with Show or will lease to reliable party 50-50. FOR SALE—Have Chair-plane, ready to set up and run, with gas motor. First fair offer gets it. Need room. Replies to:

WOLFE AMUSEMENT, as per route.

P.S.: Have enough Rides, all office owned.

HANKY PANKS—29 Items—Cats or Punks. Doz. \$27.00

IMMEDIATE DELIVERY

Bottles, Wood or Alum. Ea. \$ 1.75
 Penny Pitch Boards, 21 60.00
 Bottle Stands, 3 legged 15.00
 Huckleby Buck Sets 25.00
 Hoop-La Boxes, Set of 30 50.00
 Big 6 Cats, 23", Ea. 7.50
 Add-'Em-Up Dice Game or Razzle, Ea. 20.00
 Complete with Dice, Dice Box and Charts
 Add-A-Ball Game, sold in pairs, Ea. 30.00
 Pr. 60.00
 Pitch-Till-U-Win Blocks, 3", Ea. 3.50
 Bear Blocks for Bear Games, 4", Ea. 2.00
 The above Blocks are made of Hard White Maple.
 Heart-shaped Blocks for 6" Ring in sets of 3. Per Set 4.50
 19" Chuck Cage with 1" Dice Bell attached 35.00
 Over and Under Charts or Beat the Dealer Charts, sizes 52x72, on the finest annealed cloth, Ea. 20.00
 and 57 other miscellaneous items.

RAY OAKES & SONS
 BOX 106 BROOKFIELD, ILL.
 Phone: Brookfield 7624

exhibition games played by the Philadelphia National League baseball team. Ike, as usual, will catch most of the show openings in his sector.

Clyde Green, of the Grand Valley Amusement Company, with quarters in Pueblo, Colo., infiles that Johnny Bishop has everything in shape for the shows' opening in Southern Colorado April 26. The Grand Valley org will play Eastern Colorado, Kansas and Nebraska this season, Green says.

Seen at the Wilmington, Del., opening of the Joseph J. Kirkwood Shows were Raymond (Shep) Blumberg, Joe Baker, Matthew J. (Squire) Riley, Charley (Palm Beach) Nebuchadnezzar, George and Ann Ingram, Claude Sechrest, Edward K. Johnson, Dave Bachman, Sol (Kane) Knopman, Ben Allen, Simon Krause, Mike Ziegler and Herbert E. Dixon.

Manager Rocco Masucci, of the Virginia Greater Shows, played host at a spaghetti dinner April 11 in Suffolk, Va., following the shows' opening engagement there. Guests included Dr. Karland Frischkorn, Norfolk; W. C. (Bill) Murray, general agent; Mr. and Mrs. Eddie Curtin and Joe Ingrassia, brother of Mrs. Masucci.

Nothing pleases show and ride operators more than to blame concessionaires' cars, parked in front of a pay gate.

NOTICE - NOTICE - NOTICE

OPEN FOR BOOKING

I have large, new, beautiful, streamline Popcorn Trailer. Floss, Ice, Root Beer, etc., on side if needed. Trailer's first season. I want to be booked with a good summer or year-round Amusement Park, or a good first-class Carnival. I'm not a drunkard. Write:

RAY G. HAYEN
 BOX 226, MONEE, ILLINOIS

WANTED

FOUR TO SIX CARNIVAL RIDES

Such as Whip, Ferris Wheel, Merry-Go-Round, etc. For V. F. W. Annual 4th Celebration, drawing a crowd of over 4,000.

Location—POESTENKILL, N. Y.
 Date—MONDAY, JULY 5TH

WILLIAM M. ROCHE
 Commander

Apt. 15C, Park View Ct. Troy, N. Y.

SCALE AGENT WANTED

To join Port Huron, Mich., April 29. We play the best route of still dates, celebrations and fairs in Michigan. Exceptional scale territory. Good proposition to sober, capable man.

PAUL D. SPRAGUE

Happyland Shows, Ford Road and Wyoming Ave., Dearborn, Mich., until April 27; then Port Huron.

**PRICED FOR IMMEDIATE SALE
 NEW ZOO-GO-ROUND**

16-Ft. dia. Kiddie Merry-Go-Round
 12 Arch Spring Mounted Animals
 \$2,450.00

McKEE MFG.

335 Mistletoe Ave., Youngstown, Ohio

WANTED TO BUY

Used Merry-Go-Round or Kiddie Rides. Give us descriptions and quote prices.

SURING ADVANCEMENT ASSOCIATION

K. M. PAULSON, Pres. Suring, Wis.

WANTED MANAGER

With Performers for complete Jig Show, built new last season, 60-40 basis. Starting May 1. Georgetown, Texas, Celebration, 3 Big Days and Nights. Contact

Don Franklin Shows

Luling, Texas, until April 27

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.
 Pittsburgh 1, Pa.

JOE MOSS
 1261 E. Sixth St.
 Los Angeles 21, Cal.

New ELECTRIC CORN POPPER

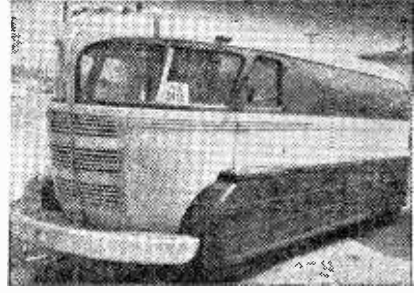


**TAVERNS
 SCHOOLS
 DRUG STORES
 BUS STOPS,
 ETC.**

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.



**LARGE
 Van-Type
 EXPOSITION
 TRUCK**

Can be used for Power Generator with Sleeping Quarters, or for POPCORN, REFRESHMENT or other CONCESSION Stand. Excellent mechanical condition. GMC Motor. Cab over engine. Inside dimensions, 20'x7'x67" high. New 10.00x20 tires. Entrance from both cab and rear.

FROST-AVIS, Inc.
 12625 GRAND RIVER AVENUE

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Buy your floss machines from the largest manufacturer of money-making floss machines in the world. Make more money with Super Model #111 at only \$227.50— with double spinnerhead \$245.00. Also single bands and ribbons, \$5.00 each. Double bands, \$15.00 each. New floss Model 120 at \$275.00. Order shipped on 25% with order, bal. on delivery. Our motto: Better merchandise at lower cost!

CONCESSION SUPPLY CO. 3916 Secor Rd. Toledo 6, Ohio

ACCIDENT INSURANCE



One of the biggest risks in the Amusement Field is accidents. Accidents cost the Amusement Field thousands of dollars every year. This may mean profit or complete loss to you if you do not have the proper kind of insurance. 28 Years of selling and servicing the Amusement Field has given me the experience to advise the right kind of insurance for individual needs. Contact:

CHAS. A. LENZ THE SHOWMAN'S INSURANCE MAN
 A1338 Insurance Exchange 1728 First St., N. Chicago, Illinois St. Petersburg, Florida Phone 5914



ROASTED PEANUTS

THEY ARE ALWAYS

"JUST-RITE"

FOR PROMPT SHIPMENT OF ANY AMOUNT, WRITE, WIRE OR CALL

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 324 N. FARISH ST.
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BABCOCK UNITED SHOWS

NEED Concessions and Attractions

for

HELLDORADO DAYS — LAS VEGAS, NEV.
 May 12-16 inclusive

CALICO DAYS — YERMO, CALIF.
 May 20-23 inclusive

AND THEY BETTER BE GOOD
 Contact: BABCOCK UNITED SHOWS
 Chandler Hotel, 834 S. Main St. Los Angeles 14, Calif.

SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY AT LOWEST PRICES" WRITE FOR PRICES

KIRBY'S PRODUCTS
 15 Fike Avenue
 UNION, SOUTH CAROLINA

CARNIVAL FOR SALE

Complete \$8,950.00

With transportation, or will sell separately as follows: Herschell-Spillman Merry-Go-Round, ready to go, with transportation, \$4750.00. Single Loop-o-Plane, in excellent condition, \$750.00; transportation for Loop, Ford Truck and 26 Ft. Trailer, good rubber and good mechanically, both for \$1350.00. 10 Car Kiddie Auto Ride, all cars new last season, ready to go, and Chair-o-Plane, both load on 1937 Ford Truck, all this equipment in good condition, \$2175.00. Call or see

JACK KLAUSEN
 2838 N. 18TH STREET, KANSAS CITY, KAN. PHONE: FAIRFAX 2449.

PENNY PITCH
 LOOKING FOR LOCATION
 Anyone interested write
ARNOLD THOMPSON
 28 Railroad Ave. Garnerville, N. Y.

WANT HELP FOR ALL RIDES

Foremen and Second Men for Rides; winter quarters open, come in and go to work. Like, Bob White, Strawberry, Chet, Slim, come on. WANT legitimate Concessions not conflicting. SHOWS—Have complete Side Show with transportation. What have you for inside? Manager with Girls for Girl Show. Animal, Mechanical, Snake or any Show with own outfit.

GREATER RAINBOW SHOWS
 CLAY CENTER, NEB.

Seazo

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!

Simonin of Philadelphia

as the reason why no patrons arrived because of the lack of parking space.

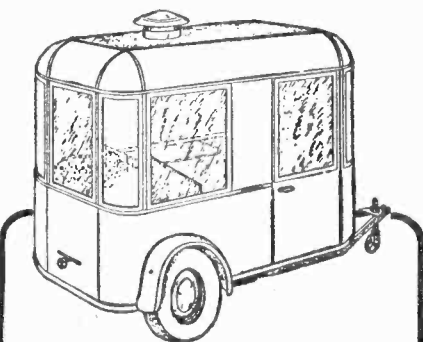
Robert Sorensen has booked his lunch stand with Palmetto Exposition Shows, according to L. W. Peoples.

Earl Webber has booked his Five-in-One and Dwarf Horse Show with Barker & Ernie's Midway Attractions.

Minnie Meyers recently closed at the My, Oh, My Club, New Orleans, to rejoin Joe Lemke's attractions for the second season.

After 20 weeks at the Wonder Club, New Orleans, Sandra Lee, annex attraction, joined Sailor Katzy's Side Show for the fifth year.

Wilma and Clarence Stratton recently received their new Alma house trailer and are getting ready to hit the road.



The Crystal Coach Jr.

1948 MODEL

12 SENIOR MODELS
AVAILABLE FOR
PROMPT 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.

PRODUCTION NOW RUNNING ON
THE ROLL-O-MART

Delivery on Junior Models
Scheduled for May 5

Available Through Our Distributors
or Write Dept. B

The Calumet Coach Co.
11575 S. WABASH AVE., CHICAGO 28

WILL BOOK

Small Bingo, \$20.00; Hi Striker, \$12.50; Candy Floss, \$12.50; Mug Outfit, \$15.00; Mitt Camp, American, \$25.00; for Ex. Pan Game, 50-50. Also Dealer for Pill Game, Hanky Panks, \$15.00. Also want Shows, Snake and Fat; Dad Dawley, wire. No flats, no gate, no gypsies. Doc Wheeler, contact.

Georgia Amusement Co.

Buford, Ga., April 19-24; Dahlonega, April 26-May 1.

FLOYD O. KILE SHOWS

Can place at once—Small Bingo, Sit Down Grab, Custard and few others. All exclusive, privilege right. One more Major Ride, Eli preferred. No P.C. first week, 25% thereafter. Want to hear from Free Act with Concession. Also Sound Car. Mrs. Robinson & Daughters, contact H. Jordan here. Shorty & Louise Cooper, write or come on. Mrs. Latip, with Eli, contact us. Jimmy Rieherdson, contact at once. Agents for Office Stores. Sober and reliable people, can place you. Merry-Go-Round Second Man who can drive semi. NO LUSH. We play small spots, free gate, no grift, and doing O. K. Write or wire FLOYD O. KILE, Springfield, La., till Apr. 25.

BLEVINS' SPECIAL GET-STARTED OFFER NO. 4

(Watch for Others!)

CARAMEL CORN AND CANDY KETTLES

AT NEW, LOW PRICES!

Only at BLEVINS will you find bargains like these! . . . 18 Gauge Copper Kettle for Caramel Corn. Double Bottom for Strength, Better Heat Distribution (also helps prevent crystallization), 3/8-inch Rolled Rim. Two Wooden Handles. 16" deep, 19" in diameter. ONLY \$40.00. Copper Kettle for Candy Apples. 8" deep, 18 3/4" in diameter. 3/8-inch Rolled Rim. 18 Gauge Copper. ONLY \$22.50.

These Kettles are comparable in quality to any advertised Kettles at higher prices.

Write for an Extra Copy of Blevins' Big Two-Color Ad in the Outdoor Equipment Review of the Spring Special

BLEVINS POPCORN CO., INC.

IN POPCORN VILLAGE • 3098 CHARLOTTE AVE. • NASHVILLE, TENN.
IN SOUTHEASTERN INDUSTRIAL DISTRICT • 650 MURPHY AVE., S.W. •
BLDG. E, UNIT B • ATLANTA, GA.

Have You Tried Blevins' No. 1 Virginia Fancy PEANUTS?

Raw, 18¢—Roasted, 21¢
F. O. B. Nashville Only

Also Complete Line of STAR and PREDIT Peanut Roasters—
Write for Particulars.

Frostees

MALTO-MILK SOLIDS FOR FROSTY MALTED MILKS

FULLY PREPARED

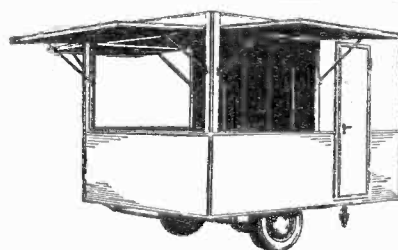
• DELICIOUS • CONVENIENT • PROFITABLE

Can Be Used in Any Custard Machine
For Sample, Details and Price Write to

THE DAYTON FOOD PRODUCTS CO.

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DAYTON 10, OHIO



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.

KING AMUSEMENT CO.

82 Orchard St.
Mt. Clemens, Mich.

POPCORN CARTONS

SOCIAL HOUR No. 2
(10¢) 10M or more
\$7.40
Per M

(Less than 10M \$7.50M)

OHIO SUPER YELLOW AND DWARF WHITE HULLESS
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

One Color
4 3/8x1 15/16x7

Two Colors
4 3/8x1 15/16x7

IN NEW ENGLAND

IN PITTSBURGH

FOR YOUR POPCORN REQUIREMENTS

TOP QUALITY AT MOST COMPETITIVE PRICES.
CORN — SEASONING — BOXES — SALT — MACHINES.

THEATRE CANDY CO., INC.

215-219 STUART STREET
BOSTON, MASS.

415 VAN BRAAM STREET
PITTSBURGH 19, PA.

FOR SALE—PRETZEL RIDE

7 Cars, Track, all in tip-top condition, complete with stunts. Price, \$6,500.00.

CELORON REALTY CORP., Jamestown, N. Y.

WHEELS

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.

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, \$9.50; 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, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$8 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. 10¢ 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. For set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .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 4x5 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 .75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00
Thin 7 Rings, Plastic Markers, Bwn. 1/2 M 1.00
Red or Green Plastic Markers, 1/2 Square, Round or Scalloped, \$2.50 M; 3/4 the Size \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Illnols

LAST CALL

LAST CALL



Opening Saturday, April 24th, Petersburg, Va.

All Minstrel Show Performers address J. F. Judy.
WANT: Talker for Singers Famous Midgets. RAY DEAN, answer this call.
Freaks and Side Show Attractions address Al. Tomiani.
WANT: Monkey Show and Animal Men that can sell tickets. All address Earl Chambers.
WANT: Two Caterpillar and four Rubber Mule Drivers. All new equipment. Address McDonald.
CAN PLACE TRAINMASTER.
Can place all legitimate merchandise games.
WANT SPITFIRE FOREMAN IMMEDIATELY.

All Address:

P. O. BOX 787

PETERSBURG, VA.

CONCESSION SUPPLIES

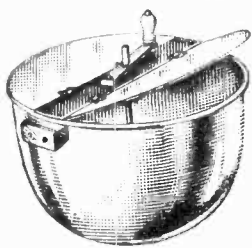
- Daisy Cork Guns. Ea. \$ 4.95
- Cork Gun Corks. 1,000 2.75
- Aluminum Milk Bottles. Ea. 1.10
- Wood Milk Bottles. Ea. .50
- Worth Baseballs. Doz. 2.15
- Case of 15 Doz. 30.00
- Weighted Feather Darts. Doz. 1.20
- Dart Balloons (10 Gr. for \$9.00). Gr. 1.00
- Knife Rack Rings. 100 3.50
- Cane Rack Rings. 100 3.50

25% Deposit With Orders

KIPP BROS.

117-19 SOUTH MERIDIAN
INDIANAPOLIS, INDIANA

SUPER KETTLE POPPER



Best buy for large volume business with 35-quart capacity. Gearless agitator... sturdy... makes big money for you! 19 1/2" diameter, 15" deep, of 3/32" aluminum, at only \$37.50. Also 12-quart Saratoga, \$20.00; 8-quart Kettle, \$12.00.

Write for details. Terms: 25% with order, balance on delivery.
CONCESSION SUPPLY COMPANY
3916 SECOR RD. TOLEDO 6, OHIO

FOR SALE

1947 King Popcorn Trailer

Positively like new, fully equipped with Cretors popper, gas tanks, carmel corn kettle, burner, etc. Enough stock to do \$300.00 business. Cost over \$2,500.00, will sacrifice at \$1,950.00. Address:

V. R. FERGUSON

Gen. Del., Mishawaka, Indiana.

BASKET BALL FOR SALE

NEW LAST FALL
Agents for Slum Stores. Bill Smith, formerly with Fats Martin, come on.

G. R. GARD

c/o INTERNATIONAL SHOWS
Arkansas City, this week; then Ponca City, Okla.

ELECTRIC WIRE and CABLE

OFFERED SUBJECT TO PRIOR SALE
RUBBER COVERED POWER CABLE

- 15,000 feet, 2 cond., No. 8, 100-ft. coils. Per coil \$25.00
- 20,000 feet, 2 cond., No. 6, 100-ft. coils. Per coil 35.00
- 5,000 feet, 2 cond., No. 4, 100-ft. coils. Per coil 45.00
- 25,000 feet, 3 con., No. 6, 150-ft. coils. Per coil 37.50
- 17,500 feet, 3 cond., No. 10, 225-ft. coils. Per coil 29.50

SPECIAL
16-2 Extra Flexible Weather-Proof Power Cable — 2200 Ft. Reels \$40.00 Per Reel

WE CARRY A COMPLETE STOCK OF EVERY CONCEIVABLE WIRE. MAY WE HAVE YOUR REQUIREMENTS?
TERMS: 1/3 With Order, Balance C. O. D.
F. O. B. CHICAGO, ILL.

KINGSDOWN CABLE & WIRE CO.

4540 WEST ADDISON ST. Phone: Spring 2604 CHICAGO 41, ILL.

NESSLER'S SHOWS

LAST CALL

LAST CALL

SHOW OPENS APRIL 30TH, RANTOUL, ILL.

ALL SHOWS AND CONCESSIONS CONTRACTED. REPORT ON LOT APRIL 27TH.
CONCESSIONS—All kinds (Hanky Fanks), good opening for Photos, Pop Corn, Floss, American Palmistry and Grab.
SHOWS—Can place any Grind Shows. C. E. Kelly, did you get my letter?
RIDES—Will book one Major Ride such as Tilt, Octopus or Spit Fire, also one Kiddie Ride except Autos.

FAIR SECRETARIES: We have some open dates in August and September. We carry no racket and a free gate. Write or wire:

B. NESSLER

SHELDON, ILL., until April 27th; then per route.

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 Cold 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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PLASTER NOVELTIES — SLUM — OAK BALLOONS — BEACON BLANKETS — LAMPS — BINGO MDSE — SNOW CONE SUPPLIES

ALL ORDERS SHIPPED SAME DAY RECEIVED. WRITE FOR LIST.

M. G. NOVELTY CO.

19 S. WALKER ST. OKLAHOMA CITY 4, OKLA.

WANTED

Merry-Go-Round Foreman and Second Man to join at once. Foreman must know the ride, be sober and reliable. No hop-scotchers. If you misrepresent you will not last. Ride as good as new, Allan Herschell 2 abreast, loads on trailers. Play Philadelphia lots till October and then fairs. Will pay the highest salary to the right man. Give full details. Showing this week and next week, B and Tioga Sts., Philadelphia, Pa. Wire

MAX GRUBERG SHOWS

P. O. BOX 101

PHILADELPHIA 5, PA.



ONLY
popsit plus!

LIQUID
POPCORN
SEASONING

gives
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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

Carload Buyers, Write for Quotations or Call HARRISON 0997

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT

Official Opening Owensboro, Ky., Thursday, April 22 for 10 days

CAN PLACE NOW AND FOR ALL SEASON

CONCESSIONS: Hoop-La, High Striker, Devil's Bowling Alley, Cane Rack, Basket Ball, Coke Bottles, Country Store. Six Cats that work for stock, Grocery Wheel or any Merchandise or Stock Concessions.

HELP: Can place sober and reliable First and Second Men on all Rides. Top salaries paid every week and bonus.

SHOWS: Good proposition for Fun House and Side Show or any worth while Bally or Grind Shows with own equipment and transportation.

Eighteen Fairs and Celebrations book commencing third week in June.

If you want a season's bankroll, get on the band wagon now. All wire:

C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS
OWENSBORO, KY., until May 1.

PIEDMONT EXPOSITION SHOWS

WANT WANT WANT

Exclusive on Popcorn, Candy Apples, Floss and Photos.

Also want Fish Pond, String Game, Ball Games or any Legitimate Concession. Exclusive on French Fries. No Flats or Cypsies. This is a four-Ride, three-Show outfit, making short jumps and featuring the Three Sky High Millers, Free Act. Sound Truck. Jimmie Brown is business manager and wants to hear from his friends; he can place them. Frank Wagner wants Bingo Counter Men. Use American Palmistry. Use Arcade or Wild Life, any Grind Show.

This week, Bladenboro, N. C.; April 26th to May 1st, Elizabethtown, N. C.

WIRE OR COME ON

WANT—INTERNATIONAL SHOWS—WANT

PLAYING A PROVEN SPRING ROUTE OF STILL DATES

WILL BOOK SLUM CONCESSIONS OF ALL KINDS, also Lead Gallery, Frozen Custard, Candy Apples and High Striker. Agents for Slum Stores.

WANT TO BOOK FUN HOUSE, GLASS HOUSE AND ROLL-O-PLANE.

RIDE HELP: Second Men on all Rides. Must drive Semis.

Little George's Midget Show, contact me at once. L. A. Russell, Lead Gallery, wire me.

Charles H. Sutton wants Grind Store Agents. All address:

COLEMAN LEE, Mgr.

Arkansas City, Kan., this week; Ponca City, Okla., April 26-May 1; then per route.

WANTED FOR DATES NASHVILLE, TENN.

MAY 20-21-22

CIRCUS Acts, all kinds, Horses, Dogs, Ponies, etc. Aerial, with Outdoor Rigging. THRILL—Automobile Crashes, Bus Jumps, etc. Jimmie Martin, Capt. Putt Mossman, contact.

STAGE—Production Acts.

All Attractions who worked on Eddie Polo's Thrill Show, Memphis, contact. The same square treatment. Showing under auspices The Veterans of Foreign Wars.

Hqs.: 1529 Broadway, Nashville, Tenn. Telephone: 6-2345. T. R. DANIELS, Bus. Mgr.

Can always place good 'Phone Men. More winning Southern Cities ahead.

WANTED FERRIS WHEEL AND CHAIRPLANE FOREMAN

Open April 28th, Upland, Penn., near Chester.

All former employees report April 23d.

VAN BILLIARD SHOWS

Winter Quarters, North Wales, Penn. Phone 589.

LIBERAL REWARD

For information leading to arrest and conviction of person writing defamatory, scurrilous, libelous and illegal letters concerning

E. L. YOUNG and ROYAL CROWN SHOWS

to officials of Albany and Rome, Ga., and to certain other persons, signing names of well known Carnival Showmen. Offender to be prosecuted under Federal Postal Laws and Georgia Criminal Libel Act. Reward posted by E. L. YOUNG and PERSONNEL ROYAL CROWN SHOWS. Communicate with:

E. L. YOUNG, ROYAL CROWN SHOWS
PAUL M. CONAWAY, Attorney
6 WASHINGTON BLOCK, MACON, GA.

L.B. "JUST A GOOD CLEAN SHOW" FAIRS CELEBRATIONS Lamb SHOWS

WANT SHOWS WITH OWN EQUIPMENT

Side Show Acts and Freak to Feature. Want Dope Show People. Bill Fuller, Claude Allan, answer. Snake Show. RIDES—Pretzel or Dark Ride, Fun House. Ride Help that drive Semis. CONCESSIONS—Long Range Gallery; Mr. Green, come on; Hoop-La, Basket Ball, Fish Pond, Cigarette Shooting Gallery, or any Concession that works for stock. Can use American Mitt Camp.

We hold contracts for 18 Fairs and 4 Celebrations. Wire or come on. MILAN, TENN., this week; then over the Ohio River to the smoke stacks.

BRIGHT LIGHTS EXPOSITION SHOWS
World's Brightest Midway

Bedford, Va., week April 26th. V. F. W. Celebration in Heart of Town.

Place Shows of all kinds. Have complete outfit for Snake Show, also Half and Half. Good opening for Motor Drome, Girls for Girl Show, Working Acts for Side Show; also Man to make openings. Place Minstrel Show People, Musicians, etc. Place Concessions of all kinds, must be legitimate. Will give exclusive on Water Outfits. Will give P.G. Concessions to parties that book Hanky Panks. Place Devil's Bowling Alley, Huckley Buck, Balloon Darts, Cigarette Shooting Gallery, Novelty Gallery, Coke Bottle, Basket Ball, Jewelry, Snow Ball, Darts, Bumper, String and Concessions not conflicting. Want Ride Help, Foreman for Ferris Wheel and General Ride Help on all Rides.

Write or Wire LYNCHBURG, VA., THIS WEEK.

BOB MEYERS WANTS

FOR MAGIC EMPIRE SHOWS

Agents for Count Stores, Pin Skillo, Wheel, Little Gilly. Bob Moore, Tommy Coleman, Monroe Saundor and others who have worked for me, wire. Want Girls for complete Girl Show; Frankie Lazonie, wire. Will book 3 or 4 Hanky Panks, only one of a kind wanted. Good proposition to Side Show with own equipment and transportation. Mrs. Helen Golden, Joe Hilton, wire. Want Fun House, Monkey Show, Motor Drome. Want Musicians for Minstrel, also Chorus Girls, Trumpet, Trombone, Sax, Bass, Moon Mullins, Slim Duncan and all minstrel people, wire or write George W. Johnson. All others address:

BOB MEYERS, Magic Empire Shows, Winona, Miss., this week; Oxford, Miss., next.

... RIDE MEN ...

Can place Tilt Foreman and Second Men for other Rides; must drive semi truck and have driver's license. No drunks tolerated. You get your full salary every week on this show. Reply

E. L. YOUNG, Mgr. ROYAL CROWN SHOWS

ATTALLA, ALA.

J. L. (JIMMIE) HENSON SHOWS

CAN PLACE

Foremen for Ferris Wheel and Chairplane. Must be capable. Will book Grab, Diggers, Ball Games, Floss, Pitch Tilt Win and any legitimate stock concession. Cedar Grove, Shreveport, La., this week, Hope, Ark., next week.

WONDER CITY SHOWS

CAN PLACE

Hanky-Panks, all kinds, \$15.50. Sell exclusive Pop Corn, Diggers, Custard, Candy Floss. Place Agents—Roll-downs, Wheels. Can use Octopus, Roll-o-Plane or Tilt. Have complete outfits for 10-in-1, Girl Show. Address:

JOE KARR, DOVER, TENN.

USED TOPS

40x120-0 Khaki \$400.00 | 46x66-0 White \$300.00

TOP ONLY OTHER USED TENTS ON HAND

MARTIN N. Y. TENT & DUCK CO.

54 Howard St.

New York, N. Y.

LAST CALL!

LAST CALL!

For people booked with Cetlin & Wilson Shows' big Circus Side Show. We open April 24 in Petersburg, Va. Still have opening for a Human Pin Cushion, Fire Eater, small Bally Girls, Clown Runt, Snake Charmer, and other useful Side Show People. Captain Ringman Mach, Tex Willis, contact me at once. There is no time to dicker. Those wanting a good season write or wire, stating full details to

AL TOMAINI, Side Show Mgr.

c/o CETLIN & WILSON SHOWS

PETERSBURG, VA.

BABE SCOTT WANTS

Agents for Fish Pond, Pitch-Till-You-Win, Grocery Store, Six Cat, Swinging Ball, Dick Gardner, communicate.

Address:

C/O CARAVELLA AMUSEMENT CO.

MECHANICSBURG, PA., this week.

JACK SHELLEY WANTS

CAPABLE COUNT STORE AGENT for only Count Store on Gem City Shows, flashed with Bears. This show carries 12 Rides, 8 Shows and features Emanuel Zacchini Cannon Act. Bill Snyder in charge of midway. Wire or Phone

JACK SHELLEY

Ouichita Hotel, Camden, Ark., this week; Pines Hotel, Pine Bluff, Ark., next week.

CAN PLACE

CAPABLE PIANO PLAYER FOR MRS. ROSE MIDGET SHOW. ADDRESS:

CAVALCADE OF AMUSEMENTS

Mobile, Ala., until April 22; then Gadsden, Ala.

WANT AGENTS SIX CAT AND COKE BOTTLES

No lusher.

GULF COAST SHOWS, F. M. SUTTON SR.

Portageville, Mo., this week.

SAM LIEBERWITZ WANTS

COUNTER MEN FOR CORN GAME. Must be experienced. \$40.00, Still Dates. \$60.00 for Fairs. Wire

c/o World of Today Shows

Joplin, Mo., this week; Jefferson City, Mo., next week.

FLORIDA AMUSEMENT CO. WANTS

Ball Games, Slum Concessions, Pond, Coke, Glass Pitch, Cigarette Gallery, etc. Want Shows own transportation—Girls, Snakes, Monkeys, etc. Want Merry-Go-Round Foreman, must drive.

Carthage, Tenn., this week; Scottsburg, Indiana, follows.

BABE EMSWILER WANTS

COUNT STORE AGENTS

Come to:

UNITED EXPOSITION SHOWS

Longview, Texas

BUTCH GOFF WANTS

General Help for small Cookhouse. Agents for Stock Concessions, Age and Weight and P. C. Dealer. Address:

c/o **SUNFLOWER STATE SHOWS**

Goodland, Kan., this week.

FOR SALE

Thirty-Six Ft. Parker Two-Abreast Merry-Go-Round, new paint, good mechanical condition. Ideal ride for park. Price, \$3000.00. Can be seen in operation at Battle of Flowers, San Antonio, Tex., Apr. 19-24.

A. B. VOGT
SOUTHERN AM. CO.

CONCESSION AGENTS

For Fish Pond, Bottle Ball Games, Coke Bottles, Cigarette Store, P. C., come on. Have complete Athletic Show. Want capable Manager with talent, Drunks, stay away. Our route "Best on Earth." Contact

Dyer's Greater Shows

Marlanna, Ark., this week; Charleston, Mo., next.

Penn Amuse. To Open April 29 At New Oxford

SUNBURY, Pa., April 17.—Penn Amusement Company, under the management of Mel Sober, local theatrical agent, will open its season of sponsored celebrations at New Oxford, Pa., Thursday (29) for the New Oxford Social and Athletic Club.

Dates signed in Pennsylvania include the VFW Night Fair at Milton; Firemen's Carnival and Home-Coming, Beaver Springs; Union Fire Company Celebration, Shamokin; annual July 4 celebration of the Herndon Fire Company, and other firemen celebrations at Wormleysburg, Watsonstown and West Berwick. After Labor Day the org heads south.

Among concessionaires contracted are Mr. and Mrs. Hugh Gross, French fries; Mr. and Mrs. Shoemaker, ice cream; Mr. and Mrs. I. Mendelson, blanket wheel; Charlie Simmons, cookhouse, big six, p. c., cat rack, ball game, balloon dart and toy and blanket wheel; Mr. and Mrs. Bill Zeigler, candy apples; Fred Budd, fish and duck ponds, and Bill Nonweiler, popcorn, hoop-la, penny pitch and cane rack.

Bill Nonweiler has added a new Merry-Go-Round to his ride line-up, which includes a Chairplane, Caterpillar and two kiddie rides. Nonweiler will also have his two girl shows and side and grind shows.

A new entrance arch is under construction, and rolling stock has been readied for the season. Plenty of new canvas will be used this year.

Hennies Readies for Hot Springs Bow

HOT SPRINGS, April 17. — With the season's opening set for a week from today, winter quarters of Hennies Bros. bristled with action as final make-ready was stepped up. All of the major work has been done, leaving next week for the finishing touches.

Shows which will bow at the opening stand are Skeeter Lorow's Side Show, Clifford Karns' Fat Family Show, William's Midget Village, Moe Eberstein's Life Show, Buttons Grantham's Monkey Show and Snake Show, Duke Pilgrim's Minstrel Show, Ray Miller's Funhouse and Charlie Goss's Glass House.

WANT

Medium Sized Bingo

For Wallace Strawberry Festival next week and all season.

Room for some Hanky Panks.

PIEDMONT EXPOSITION SHOWS

Bladenboro, N. Car., this week.

FOR SALE

ZOMBIE CASTLE FUN HOUSE

Any reasonable offer accepted. Now stored in Yazoo City, Miss.

JOHN PLANO

c/o Billboard, 390 Arcade Bldg., St. Louis 7, Mo.

WANT

EXPERIENCED BINGO HELP

Countermen and Relief Caller. Wire

RAY JOHNSON

c/o Pike Amusement Shows Sallisaw, Okla.

PEARLENE SHOWS

WANT

Rides, Shows and Concessions. Will book Girl Show, also Mitt Camp. Ride Help, come on. Agents for Grind Store. Will book all Concessions. We work every week.

Coweta, Okla., April 19 till 25.

ROYAL AMERICAN SHOWS

WORLD'S LARGEST AND MOST BRILLIANTLY ILLUMINATED MIDWAY

Can Book for Memphis Cotton Carnival, Starting May 8 Thru May 15.

Wire Jewelry Workers; Jewelry, Candy, Hot Dog and Novelty Catering Stands of all descriptions. Also Games that can pass censorship of Memphis city officials.

Can also book for balance of season for United States and Canada: Concession Help of every description, such as "Over 12" Pan Game Agents, Agents for Ball Games, Shooting Galleries, Fish Pond, Dart Store, Straight Stock Wheel Agents and anyone capable of getting money with slum stores. Starting at Grand & Laclede, St. Louis, Mo., May 17.

Address all Inquiries to:

SAM GORDON

c/o Cotton Carnival Headquarters, Memphis, Tenn.

MARKS SHOWS

MILE LONG PLEASURE TRAIL WANT

SHOWS, WILD LIFE, MOTORDROME

Will furnish transportation for same.

OPENING for Penny Arcade

EXPERIENCED Ride Help

FOREMAN for Moon Rocket, also Foreman for Flying Scooter, and help on all rides.

ADDRESS:

JOHN H. MARKS

Richmond, Va., this week; then as per route.

BULLOCK AMUSEMENT CO.

lean entertainment for the whole family

WANTS FOR THE CREAM OF THE CAROLINAS

One or two Grind Shows and a few more Legitimate Concessions. Will book Miniature Train. Tex Eaves wants Agents and Cook House Help. No gate. No racket.

TROY, N. C., this week; MT. HOLLY, N. C., April 26 to May 1.

MEEKER'S SHOWS WANT

Billposter and Biller; Must Drive. Union Scale. Free Act. Must be Outstanding.

Address 830 Rush Bldg., Tacoma, Wash.

KEN PENN AMUSEMENT CO.

WANTED — AGENTS — WANTED

Want Agents for legitimate Concessions: Balloon Dart, Short Range Gallery, Cigarette Gallery, Punk and Bottle Ball Games, Pitch-Till-You-Win. We play Street Fairs in the Pittsburgh territory. Mammoth Parades Thursday Nights—Free Acts—No Gate. We carry six Rides, no two alike Concessions. Will need Second Men for Ferris Wheel, Merry-Go-Round, Octopus and Kiddie Rides. WRITE FOR OPENING DATE AND PARTICULARS

CONCESSIONS
MICHAEL COLE

129 E. BEECH ST., HAZLETON, PA.

RIDES

RALPH D. SANDER

619 EARL AVE., NEW KENSINGTON, PA.

WANT—LEE BECHT SHOWS—WANT

CONCESSIONS—Fish Pond, String Game, High Striker, Hoop-La, Penny Pitch, Jewelry, Box Ball, Cork Gallery, or any other Stock Game not conflicting with what we have; only one of a kind booked. RIDES—We need a MERRY-GO-ROUND; will BOOK, BUY OR LEASE, must be good, no junk. HELP—Need Wheel Foreman, only one that knows his stuff, no drunks. G. "Queenie" Carangio, Floyd Miller, get in touch at once. Address all replies to:

LEE BECHT SHOWS, Colerain and Spring Grove Aves., Cincinnati, Ohio, Vine and Compton Rds., Hartwell, Cincinnati, Ohio, April 26 thru May 1.

FOR SALE
FERRIS WHEEL
WITH TRANSPORTATION
 Equipment is in first class condition. Wheel is only 3 years old. 1938 Ford Truck Tractor with new 1941 engine. Good tires. Two speed rear axle. Price \$6,000. Hi-Striker for sale, 27 ft. high. Price \$50.
T. B. COLVIN
 3136 East Washington
 Phoenix, Ariz.

LAST CALL LAST CALL
ANTHRACITE SHOWS
 Opening April 29th at Wilkes-Barre, Pa. Will book or lease Kiddie Rides or any Rides not conflicting.
 CONCESSIONS—Any not conflicting with what we have; we only carry one of each kind.
 SHOWS—Any Shows with their own outfits. We have 25 weeks of Celebrations and Fairs with live and let live prices. Meyer Levenson wants P.C. Agents. Answer:
C. W. DAVIS **MEYER LEVENSON**
 63 Eley St. Kingston, Pa. Bus. Mgr.

FREE GATE FREE GATE
W. E. ATTRACTIONS
 (CARNESVILLE, GA., THIS WEEK)
 Can place Slum Concessions of all kinds, Ball Games, Darts, Water, String, Cork, Popcorn, Grab, Also Shows with own equipment. Also Rides not conflicting, with or without transportation. Capable Help welcome. Must drive trucks. Also Penny Pitch Agent wanted. (Remember, I own it and not a promotion. We play the best spots down town only.)
W. E. WEST, Owner
 CARNESVILLE, GA.
 P.S.: Carl Stevens, come on.

CENTRAL STATES SHOWS
WANT
 Man with Girls to handle completely framed Girl Show. Want Concessions: High Striker, Basket Ball, Slum Spindle, Bowling Alley, or others that don't conflict. Wire
 Great Bend, Kan., this week;
 Salina, Kan., next week.
W. W. MOSER, Mgr.

SNAKE SHOW LECTURER
WANTED
 Entirely new frame-up. Salary or percentage.
ZEKE SHUMWAY
 c/o IMPERIAL EXPOSITION
 Caruthersville, Mo.

BOOK, BUY OR LEASE
KID AND MAJOR RIDES
 GOOD INDIANA PARK
 Might consider partnership. Will buy Airplanes for Kiddie Airplane Ride. For Sale: 4 Circuits 16mm. Merchant Movies.
 BOX D-288, c/o Billboard, Cincinnati 22, O.

WANT
 Merchandise Concessions, Lead Gallery, Striker, Bingo. Concession Agents, Ball Game Agents. Foremen for new Chairplane and Kiddie Auto Ride, Second Men on other Rides. Will book Shows or Rides not conflicting. For Sale: New 5-H.P. Electric Motor, one 5-H.P. Air-Cooled Motor. Will book Pony and Airplane Rides, any Fun House.
ADMIRATION SHOWS
H. B. DICKSON Crebs, Okla., April 19-24

COASTAL PLAIN SHOWS
WANT BINGO
 To join on wire.
MEBANE, N. C., this week.

FOR SALE OR TRADE
 About 500 pieces for Walk Through or Crime Show. No junk. Also Buell Viewing Show.
SIMON WARNER
 Shelbyville, Tenn.

THOMAS LOWE
and
JIMMY NOLAN
 Contact me immediately.
EDDIE RILEY, c/o FIDLER UNITED SHOWS
 Granite City, Ill., this week;
 Jacksonville, Ill., next week.

ROYAL AMERICAN SHOWS
 WORLD'S LARGEST
 (AND MOST BRILLIANTLY
 ILLUMINATED MIDWAY)
OPENING AT COTTON CARNIVAL, MEMPHIS, TENNESSEE,
SATURDAY, MAY 8
 Show Trains Leaving Tampa Sunday, May 2, Arriving Memphis May 5
 Want Tractor Drivers, Tower Men, Polers and Chalkers for train crew; Working Men on rides and canvas.
 Address
CARL J. SEDLMAYR, Mgr.
 Tampa, Fla., until May 2; Memphis, Tenn., May 5 thru 15; then St. Louis (Grand and Laclede), Mo.

CALL—IMPERIAL EXPOSITION—CALL
OPENING FRIDAY, APRIL 30
GRAND AND CHOUTEAU, ST. LOUIS, MO.
 (4 Blocks from Grand and Laclede Lot)
 All people contracted please acknowledge this call. Train leaves Caruthersville, Mo., Monday, April 26. Can place for this engagement only—A few legitimate Concessions. All people contact:
Martin E. Arthur (Phone 640) Caruthersville, Mo.

OPENING NEXT WEEK,
APRIL 30-MAY 8
A.M.P. SHOWS
Juggy
8 BIG DAYS
2 FRIDAYS AND
2 SATURDAYS
PHOENIXVILLE CENTENNIAL FUND DRIVE
 Want Foremen for Wheel, Kiddie Autos, Kiddie Whip and Kiddie Acroplane. Second and Third Men on Wheel, Tilt, Roll-o-Plane and Chairplane. Charles Cochran and Jig Shorty, contact. Want Mug Outfit, String Games, Part Store, Penny Pitch, Age and Scales, Ball Games, Hoop-La, Devil's Bowling Alley or any other Slum Store not conflicting. Want Monkey Shows, Animal, Unborn, Wild Life, Fun House or any other Show not conflicting with what we have. Eddie Exline, contact Doc Anderson here. Mac McCray, contact me at once. All replies:
A. M. PODSOBINSKI, 514 High Street, Phoenixville, Pa.

Harry Craig
HEART OF TEXAS
Shows
WANT CARNIVAL SECRETARY
MAN TO HANDLE SOUND CAR
 Address Pecos, Texas, this week

APPLE BLOSSOM FESTIVAL
WINCHESTER, VA. — APRIL 29 AND 30
BIGGER THAN EVER THIS YEAR
 All straight sales—Grab and Juice, Scales and Age on main street.
SOL NUGER, Winchester, Virginia

WANTED FOR BARKOOT BROS.' SHOWS
FOR 1948 SEASON
 Tilt-a-Whirl and Octopus or Roll-o-Plane. Will book two good Kiddie Rides. Want Ride Foremen for Merry-Go-Round, Ferris Wheel, Chair Plane, Kiddie Auto Ride and Second men; must drive semis; also want Help for same. Top salary and bonus. Can use two or three Shows and two Platform Shows; you must have your own outfit and transportation. Opening date week of May 3rd. Want legitimate Merchandise Concessions of all kinds, all open except Bingo. Address all to
K. G. BARKOOT, Gen. Mgr.
 Gen. Del., Fowlerville, Mich. Permanent Address: P. O. Box 297, Toledo, Ohio.

LAST CALL—IMPERIAL SHOWS—LAST CALL
 Want Ride Men—Foremen on all Rides, also Second Men on all Rides. Ride Foreman for Little Beauty Merry-Go-Round, excellent condition, loads in one Van Semi. Good treatment and highest salaries paid. Foreman and Second Man for new Super Roll-o-Plane. This show carries Twin Wheels, ten late Rides. Concessions wanted—Bowling Alley, String Game, Milk Bottles, Custard, Glass Pitch. Good proposition for Penny Arcade. All people contracted: Official opening Virden, Ill., April 26-May 1. We play ten of Illinois' best proven Fairs and six proven Celebrations.
IMPERIAL SHOWS
BILL GULLETTE, Mgr. Ashland, Illinois

GOLDEN RULE SHOWS
East Riverton, N. J., April 26 to May 1—Firemen's Celebration
 Want Hi-Striker, Darts, Coke Bottles, Hoop-La, Photo, Glass Pitch, Basket Ball, Guess Your Age and Weight. Can use small Bingo, any Show with own equipment, Sound Truck, Ride Help for all Rides.
SEAFORD, DELAWARE, THIS WEEK.

2 G. E. SEARCHLIGHTS
 Mounted on 4 tires, 600x16; 60-inch diameter Light, perfect shape, \$350.00 ea. Red Nylon Finished Signal Panel. Banners, 12 feet by 30 inches, \$2.25 ea. Batter Up Base Ball Machine with Canvas, \$450.00. Mustard Gas Protective Covers, \$10.00 per 100.
CHARLIE WHITE
 BOX 1512 CHATTANOOGA, TENN.

George W. Nelson Shows
 3 New Rides. Will book nice Merry-Go-Round. Missouri and Iowa territory.
 WANT—Bumper, Clothes Pin Pitch, Blower, Bowling Alley, all kinds of Stock Concessions not conflicting. Shows of all kinds with own equipment.
 Appleton City, Mo., April 19-24, on streets; Eldorado Springs, Mo., April 26-May 1; on streets.

WANTED
 Skillo and Grind Store Agents, get in touch with
MRS. DOLLIE BAILEY
 c/o Harrison Greater Shows
 Lenoir, North Car., week of April 19; then per route.

WANT
6 CAT OPERATORS
 Must be sober. Playing new territory.
HARRY SCHWARTZ
 c/o O. C. BUCK SHOWS
 65 Point View Drive, Troy, N. Y.

RIDE HELP
 Foremen for Octopus and Rollo-plane. General Help on all rides.
 Report now.
World of Pleasure Shows
 Wyandotte, Mich.

OMAR'S GREATER AMUSEMENTS
 Want Pony Ride, Train, Tilt, Octopus, Ten-in-One, Mechanical, Girl, Monkey Shows, Diggers (Joe Parrish, answer), Photos (Joe Stanley, contact), Candy Floss, Stock Stores, Glass Pitch, Ball Game Agents, No Flatties or P.C. Agents. Want Ride Men. Doniphan, Mo.
 P.S.: Show Tops for sale.

MECHANIC AVAILABLE
 10 years' experience on One Balls, Five Balls, Consoles and Music Equipment. Family man, sober and reliable. Want permanent position. Have own car and tools. Replies:
BOX D-289, Care Billboard, Cincinnati 22, O.

WANT RIDE FOREMEN
 For Roller Coaster and Airplane Swings.
CHAIN OF ROCKS AMUSEMENT PARK
 10783 Lookaway Drive, St. Louis, Mo.
 Phone: Mulberry 5434

FOR SALE
 Merry-Go-Round, Ferris Wheel, Spitfire, Whip, Airplane Ride, Chairplane Ride, Steam and Gas Train, Kiddie Rides. Want Rides of all kinds.
R. R. JONES
 215 W. Olive, Redlands, Calif.

MERRY-GO-ROUND
 For Sale—A 30 Ft. Two-Abreast. New Tent, Hoop-La, Organ, Motor; also an extra Band Organ. See in operation.
A. D. SHARPE
 Cooper Arms Apt. Long Beach, Calif.

FOR SALE—USED BUSES
 Several, Rebuilt, Guaranteed
UNIVERSAL AUTO BODY CO.
 900 N. 64th St. St. Louis 6, Mo.
 (Phone: Cabany 2531)

GOLD BOND SHOWS
NOW CONTRACTING FOR 1948 SEASON
 RIDES — SHOWS — CONCESSIONS
MICKEY STARK, Mgr.
 Box 229, Mt. Sterling, Ill.

Morris Hannum Shows

A tradition at Veterans' Conventions

CARLISLE, PENNA., APRIL 26-MAY 1

Tremendous Civic Celebration

WANT RIDES—Will book any late ride, Fly-o-Plane, Comet, Caterpillar, Looper.

WANT SHOWS—Have special proposition for Motordrome, Speedy Babbs, wire. Want Penny Arcade, Wild Life, Snake, Illusion, Mechanical City, Iron Lung, Fun House, Captain Thompson, wire. Can place both Shows. Want capable people for office Side Show, Annex Attraction, Working Acts. Girls for Illusion and Bally.

WANT CONCESSIONS—Custard, Novelties, Photos, String Game, Long-Range Gallery, High Striker, Hoop-la, Coca-Cola, Rotaries, Bowling Alley, Country Store, Jewelry.

WANT HELP—Foreman for Octopus, Experienced Man for brand new Allan Herschell Kiddy Auto Ride, good Chairplane Second Man. Wires and calls to

MORRIS HANNUM

FORT CUMBERLAND HOTEL, CUMBERLAND, MD.

BEAMS Attractions

28 Weeks of Community Celebrations and FAIRS
OPEN JOHNSTOWN MAY 1

WANT—Lady and Male Riders for Motordrome, good salary, share of collections. Talker for Drome. Manager and Talker for SNAKE SHOW—50% of net receipts. Manager for FUNHOUSE—50% of net receipts. Agents for office owned concessions—50-50 after the nut. SOBER WHEEL FOREMAN, \$60 with bonus close of season. Second Men for all rides.

BOOK—Age and Scales, Shooting Gallery, Cork Gallery, Photos, American Palmistry, Arcade. GIRL REVIEW. RIDES—Miniature Train or Pony Ride.

Write or Wire M. A. BEAM

Windber, Pa.

CARNIVAL PLASTER

For plaster that is second to none get Florentine's. Highly lacquered and tinsed, minimum breakage, reasonable prices.

Write today for price and descriptive list.

FLORENTINE ART STATUARY CO.

906 E. 12th, Kansas City, Mo. (new address)

Phone Harrison 0996

PIONEER SHOWS

high class midway attractions

WILL BOOK

Rolloplane, Shows of all kinds, Arcade, Fun House.

Want Help on all rides.

CONCESSIONS not conflicting. Bingo Caller, Everett Peterson, Frank Turner, answer.

MICKEY PERCELL, Waverly, N. Y.

WANT

C. A. STEPHENS SHOWS

Rides—Any Flat Ride. Will book Merry-Co-Round, good proposition or buy. Shows—Monkey Show or Wild Life. F. S. Lamb can place Mental Act, Half and Half, Girl for Sword Box and General Side Show Help. Come on. Concessions—Weight, Age, Mitt Camp, Novelties, Swinger Agents, any Stores that work for stock only. Book a limited amount. Clinton, Tenn., this week. Good concession spot to follow.

WANTED

SHOWS AND CONCESSIONS

FOR SPRING FAIRS

CRAFTS EXPOSITION SHOWS

7283 Bellaire Avenue

North Hollywood, Calif.

W.G. WADE

Shows

OPENING CALL

All persons holding contracts with the No. 1 Unit please report in plenty of time for operation at
PONTIAC, MICHIGAN

Opening date: Tuesday, April 27th, Franklin Road Showgrounds

CAN PLACE

FUN HOUSE or GLASS HOUSE, LOOPER or FLYING SCOOTER

ALL CONCESSION PRIVILEGES OPEN with the exception of Corngame, Cookhouse, Percentage Games and Pop Corn. Privilege rates reasonable considering caliber of Route and Show.

W. G. WADE SHOWS

G.P.O. BOX 1488

DETROIT 31, MICH.

NOTICE!

NOTICE!

WANT IMMEDIATELY

TO OPEN AT

PALISADES PARK, N. J.

At Once: The best in Side Show Acts—Sword Swallower, Fire Act, Iron Tongue, Midgets, Fat Girl, Alligator Boy or Girl, Aloha or Christine; Azora, Turtle Girl; Grace McDaniels, Bear Girl; Elephant Girl, Blue and Mona, good Magician strong on Pitch, Walter Delenz, A-1 Mindreader, Bally Girls, Runts, etc. Good Musical Act, Scotch Piper Band, McLeods, Strong Feature for Annex, high-powered Talker, Geo. Hailey, Glass Blower, Illusions with Blade Box. Can place Bob Garrison, Waldo, Seal, etc.

ALL WIRE — NO TIME TO DICER — STATE SALARY

RAY E. THOMAS

Windsor-Wilson Hotel, Apt. 414

915 W. WILSON AVE.

CHICAGO, ILLINOIS

PENN AMUSEMENT COMPANY

LAST CALL—Opening April 29—LAST CALL
NEW OXFORD, Pa., Ball Field

WANTED—Talkers for Girl, Freak and Grind Shows. Worth-while Side Show Attractions, Girls for Girl Shows. George Meeker and Charlie Fretz, contact me. **RIDE HELP** for new Merry-Co-Round, Chairplane, Caterpillar, Kiddie Auto and Airplane Ride. All contact Bill Nonweiler, 502 Ridge Ave., Allentown. **RIDES WANTED**—Ferris Wheel and any other not conflicting. **SHOWS WANTED**—Monkey, Snake, Mechanical, Midget, Fat, Fun House. **CONCESSIONS WANTED**—American Palmistry, Arcade, Custard, Ball Games, Long and Short Range Gallery, Floss, Cork Gallery. Contact MEL SOBER, 343 Market St., Sumbury, Pa. **CHARLIE SIMMONS** WANTS Agents for Pea Pool, Orer and Under, Cat Rack, Dart Balloon and Toy and Blanket Wheel. We move on lot April 26th. Come on, will place you. **COMMITTEES**—Fairs and Celebrations in Maryland, Virginia and West Virginia, have few open dates after Labor Day. Contact MEL SOBER, Mgr.

PLAYTIME SHOWS

WANT

Merry-Co-Round, Stock Stores of all kinds. Some Percentage open to show folks with Stock Stores. Can use two or three Shows with own transportation; must be neatly framed. We carry four Rides now. Fairs, celebrations and good route of spring dates already booked. Fair and celebration committees, look us over. Want good Man with Concessions to handle office. All replies to

PLAYTIME SHOWS

RT. #3, BOX 84

MURPHYSBORO, ILLINOIS

Two
Saturdays,
April 24
to May 1

I. K. WALLACE ATTRACTIONS
AMELIA, VA., BASE BALL CLUB CARNIVAL
GRETN, VA., FIREMEN'S CARNIVAL, WEEK OF MAY 3

Two
Saturdays,
April 24
to May 1

Want Grind Shows with own equipment, Wild Life, Monkey, Snake, Fun House, 5-in-1. Long season, low percentage, good spots. Want Man and Wife for Illusion Show, nice frame-up for two people. Want Custard, Duck and Fish Ponds, Bowling Alley, Pitch-Tilt-Win, Glass Store, Cork Gallery, String Game, Balloon Darts or any Concession not conflicting. Billie Kimble, Red Gurber, H. C. Murphy, Blackie Gidden, write Dick Palmateer. (Can place Wheel Foreman, \$50.00 a week; Chairplane Foreman, \$45.00. Wire.)

I. K. WALLACE, Amelia, Virginia

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Olney, Ill., Legion Cele Inks Attractions

OLNEY, Ill., April 17.—Attractions have been signed for the July 3-5 celebration here under the sponsorship of the American Legion, Phil H. Heyde, committee chairman, announced. He said Turner Bros. Shows have been signed for the midway.

Honeyboy Minstrels will be presented both afternoon and night, July 3. Buddy Wagner's Hell Drivers will give afternoon and night shows July 3. Horse racing and high aerial acts will be offered July 5 afternoon, with Buck Owens's Circus plus fireworks offered at night.

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.

RIDES AND CONCESSIONS WANTED CENTENNIAL CELEBRATION

July 15, 16, 17, 18. Contact

DUANE S. McCALL

Oconto, Wisconsin Phone 43 or 367-W

WANTED SHOWS OF ALL KINDS FOR ANNUAL LEGION CELEBRATION

JUNE 6-12, both dates inclusive.

American Legion Park, New Bethlehem, Pa. Contact

B. T. HARRISON, Chairman
MAYPORT, PA.

HARVEST JUBILEE

Ft. Recovery, Ohio

Wants for July 19-24

Legitimate Concessions, String Game, Scales, Age, Jewelry. Can place good Cook House, Penny Arcade. Can place good clean Show (good percentage). Also other Concessions not conflicting. Have booked Gooding Rides. All inquiries to

Box 175
B. B. BURKE Ft. Recovery, Ohio

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

WANTED

Ridemen, Concessioners, Showmen

Established beach and park has large open area for expansion. No other park within 30 miles. Need all types of RIDES, CONCESSIONS and ATTRACTIONS. An excellent opportunity for anyone who wishes to locate in a permanent park. City law restricts carnivals. Season opens in May. Write—let me know what you have.

CHARLES SAFRANEK

W. LANDIS AVE. Phone 3850-J-1 VINELAND, NEW JERSEY

THOMAS AMUSEMENT ENTERPRISES

CLIFF THOMAS, Own.-Mgr.

Opening May 1st, 10 Days, Morris & Penn., Indianapolis.

Want Ride Help for Merry-Co-Round, #12 Wheel, Roll-o-Plane, Octopus, Chair-o-Plane, 3 Kid Rides. Few Concessions open. Will book several good Shows. No Mitt Camps or Flat Stores. All Rides being painted and being put in first-class condition at Winter Quarters.

Write 2447 E. WASHINGTON ST., INDIANAPOLIS 1, IND.

D. & B. SHOWS

Want for our long route of Celebrations and Fairs starting April 26 and ending December 18 in Florida. Bowling Alley, Duck Pond, Hoop-La, Dart Game, String Game, Popcorn, small Bingo and Grab or any Slum Store. Place one more Ride. Will furnish complete outfit for Geek or Snake Show or any Grind Show. We have beautiful front for these Shows. If you have been playing blanks come to the Show that is now clicking. Come on or wire for route. Address: JEFFERSON, S. C., THIS WEEK.

FRANK DICKERSON EVERETTE BRYANT

Cele Set for Phoenix

PHOENIX, Ariz., April 17.—Sponsored jointly by two local posts of the American Legion, the La Fiesta de las Americas will be held here April 24-26. The city commission has approved requests by the fiesta's sponsors to convert the small city park on the northwest corner of the intersection of Monroe Street and First Avenue into a full-scale typical Mexican market place and to stage a replica of the floating gardens of Xochomilco in the lagoon of Encanto Park.

Tri-State Org Inked

BRANDT, S. D., April 17.—Tri-State Shows have been booked for the Brandt Commercial Club's annual celebration June 4. Carnival attractions, including free acts, will be presented afternoon and evening.

WANT

FOR INDEPENDENT MIDWAY
WEST TENNESSEE STRAWBERRY FESTIVAL
HUMBOLDT, TENN., WEEK MAY 3

Eating Concessions of all kinds, Demonstrators, Pitchmen. 63,000 people last year came through the gate. Write to:

DAN SCOTT
HUMBOLDT, TENN.

WANTED

High Class High Acts and Free Act

24th Annual Homecomers

JACKSON, MISSOURI

Date: August 31 and September 1, 2, 3 and 4.

BURTON SHORT, Chairman
c/o Court House, Jackson, Missouri

AMERICAN LEGION POST, NO. 176

WANTS

SHOWS AND ATTRACTIONS

For 2nd Annual 4th of July Celebration

Chairman, Frank Robertson
Fairfield, Illinois

NATION'S OUTSTANDING

AIR SHOW

Sky Devils, Thrills, Novelties, Comedy.
Raise Money.

ELMER BROWN

390 Arcade Bldg. St. Louis 1, Mo.

THIS SUMMER'S BIGGEST BIRTHDAY PARTY INDIANA LIMESTONE CENTENNIAL

BEDFORD, INDIANA

6 BIG DAYS

JUNE 14-15-16-17-18-19

A Full Week of Parades—Stage and Radio Shows—
Industrial and Merchants' Exhibits—Home, Auto
and Implement Shows—Races—Contests and a
Host of Other Attractions

We are preparing to handle the biggest crowds
of any event in the Central States this year.

INQUIRIES INVITED FROM ANY LEGITIMATE
SHOWS AND CONCESSIONS—EXCEPT
GAMES OF CHANCE.

Especially wanted: Food — Drink — and Novelty
Concessions — Rides and Feature Acts.

WRITE

JOHN A. MCGEE, General Manager

Limestone Centennial, Bedford, Indiana

WANTED



WANTED

JULY 2-3-5-6

LESLIE KREPS - POST 62 - AMERICAN LEGION

RIDES

SHOWS

FOR ANNUAL CELEBRATION

Will buy outright or percentage for these dates

Largest celebration in Central Kansas

Population 40,000

Fire Display

Ball Game

Free Ford and many other attractions

Park Location

Post has 1500 membership

Stock stores, shows and no grift

We assure you the right treatment and consideration

Write or wire at once: First come, first served!

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AOW Competition Sets New Records With Twin City's Club Nudging Mount Vernon

250 Skaters Compete; Charlotte Ludwig Wins 5 Medals

ELIZABETH, N. J., April 17.—In competition so close that the outcome could not be determined until the final event was held, Twin City Skating Club of this city nosed out the Mount Vernon (N. Y.) Skating Club by four-tenths of a point in the eighth annual America on Wheels Championship held March 31-April 3 in Twin City Arena here.

Sanctioned by the United States Amateur Roller Skating Association and officiated by that body, the contests which resulted in the hand-capped Twin City club regaining possession from Mount Vernon of the coveted AOW challenge trophy, was by all standards the best yet held, said William Schmitz, AOW general manager. Twin City will hold the trophy for one year and should the club succeed in winning it in 1949 the trophy will become a permanent Twin City possession.

Daily attendance of spectators was high and the approximate 250 skaters in competition set an AOW record. The contests drew competitors from

clubs at the local arena, the Mount Vernon rink; National Arena, Washington, and New Jersey rinks at Bayonne, Hackensack, Perth Amboy, Trenton, Asbury Park and Passaic, all AOW spots. In all, skaters from five States and Washington competed.

Steady Growth

Since inauguration in 1941 when a few skaters met in skate-dance competition in an AOW rink during the course of one evening, the championships have grown to proportions corresponding to growth of the AOW organization which is scheduled to add two links in its chain this fall at Bladensburg, Md., and Alexandria, Va. This year's contests, AOW's first four-day competitions, covered every class and event of competitive amateur roller skating.

Although the Twin City and Mount Vernon clubs led the field by comfortable margins, officials were enthusiastic in lauding the efforts of other competing clubs. This was especially true of the club from National Arena, which has been in existence but a short time.

The most outstanding feat in the contests, or any other AOW meet, officials said, was the remarkable skating of Charlotte Ludwig, of Twin City, who broke all precedent by winning five first places, and thus copping five gold medals, in ladies' pairs, fours, junior dance and senior ladies' singles.

Judging was done by George Applegate, president of the USARSA; Ozzie Nelson, association secretary; Donald Decker, Al McCullagh, Barbara Kilip Gallagher and Joseph Gibson.

Climax of the competitions, as in the past, was a large dinner-dance the night of April 3, following the contests, at the local Elks Club. The affair was given by AOW for contestants and officials. A high spot of the affair was the awarding of trophies to winning contestants.

Contests

Results: Juvenile girls' figures, Constance Sahlin, Boulevard; Patricia Johnson, Twin City, and Marion Eckwerth, Mount Vernon. Juvenile boys' figures, George Cummings, Twin City; Albert Eckwerth, Mount Vernon, and William Shepherd, Twin City. Juvenile dance, George Cummings and Patricia Johnson, Twin City; Albert Eckwerth and Norma Gullen, Mount Vernon, and William Shepherd and Bernice Mulhearn, Twin City. Juvenile mixed pairs, Albert Eckwerth and Norma Gullen, Mount Vernon, and George Cummings and Patricia Johnson, Twin City. Novice ladies' figures, Ann Dickerman, Twin City; Lorraine Erling, Mount Vernon, and Alma Garaffa, Perth Amboy. Novice men's figures, Phil Pinto, Passaic; John L. Frank, Twin City, and George Chambers, Twin City. Novice dance, Jimmie Autieri and Joan Mayer, Mount Vernon; Leo Weber and Anne Raso, Mount Vernon, and George (See AOW Competition, opp. page)



FRED H. FREEMAN, operator of Bal-A-Roue Rollerway, Medford, Mass., and an executive of Dance-Tone Record Company and the Roller Skating Rink Operators' Association of the United States, is shown here with the seven-foot eight-inch sailfish he caught recently in the Gulf Stream off the coast of Miami Beach, Fla. where he has been vacationing. It took nearly an hour to bring the 51-pound fish into the boat.

Roller Happy Kids of Caracas A Fertile Field for Promotion

CARACAS, Venezuela, April 17.—Caracas, city of 500,000 people, is roller skating mad but is without a rink. The big splurge got under way while the Skating Earls, U. S. act, played here at Coney Island and Luna Park, owned by Samuel Bakerman.

The Earls were a big hit, and at an outdoor show at the baseball park in which the only other attraction was

Johnny Price, baseball comedian, attracted 10,000 admissions.

So many kids are now roller skating that the city has roped off some streets in Los Caobos and other parks hoping to get them off the streets.

The last rink in Caracas was built in 1941 by Cesar Ruiz, former U. S. vaudeville actor, but he sold out after a few weeks, and it folded a few weeks afterward, because of the heavy damage to the rink and equipment. But maybe seven years has made a difference in the temperament of the people. At least three persons are said to be looking for spots to put in a rink.

Redondo Dance Party a Click; Tests Get Hypo

REDONDO, Wash., April 17.—Drawing skaters from eight rinks, success of a recent skate dance party sponsored by Redondo Dance and Figure Club at Redondo Skating Arena brought much favorable comment from patrons who expressed hope that another would be held soon, reported W. J. Betts, Arena operator.

Organized last November 30 to replace Redondo Roller Club, the new organization got under way December 7 with a schedule of instructions set up by C. W. R. (Pat) Pattison, Redondo pro. Three months later 14 skaters had passed 20 tests. Those passing the bronze dance test were Vicky and Earl Peterson, Shirley Mullen, Gene Goodwin, Joan Matthews and Dick Leavenworth. Helen Berg has passed her second test figures, and the Petersons and Leavenworth have passed their first test figures. Junior bar figure tests have been passed by Margie Williams, the Petersons, Jack and Bill Churchill, James Dossett, Virginia Throop, Phyllis Ralston, Margie Mack and Leavenworth.

Interest in the proficiency tests of the Roller Skating Rink Operators' Association of the United States has increased since the skating of these tests, said Betts. Twenty-four skaters in the club now have passed 49 tests. Amateurs of Portland, Ore., judged the tests, including Will Whitcombe, chairman, Panel 75; Majorie Settle, Panel 75, Roller-drome, and A. Stenovec, Panel 43, Imperial Roller Rink.

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What Next?

MONTGOMERY, Ala., April 17.—Pleas Looney, operator of Looney's Skating Rink, now has a "sports shirt night" once a week. On that night all boys wearing sports shirts can skate for 31 cents. Earlier, Looney had established the same rate for all girls wearing blue jeans on a certain night each week.

AOW Competish Sets New Records

(Continued from opposite page)

Chambers and Shirlee Ludwig, Twin City.

Junior ladies' figures, Diane Lanzotti, Twin City; Shirlee Ludwig, Twin City, and Helen Hayes, Mount Vernon. Junior ladies' pairs, Pat Johnston and Diane Lanzotti, Twin City, and Marion Eckwerth and Barbara Allen, Mount Vernon. Junior men's figures, Kurt Hoernlein, Twin City; Rodwell Hackett, Twin City, and James Murray, Mount Vernon. Junior dance, Rodwell Hackett and Charlotte Ludwig, Mount Vernon; George Schmitt and Gladys Horn, Boulevard, and Kurt Hoernlein and Violet Gargano, Twin City. Novice mixed pairs, Henry Balschnider and Alma Garaffa, Perth Amboy; John Callahan and Diane Lanzotti, Twin City, and Arthur Moore and Marie Illik, Twin City. Junior mixed pairs, James Murray and Helen Hays, Mount Vernon; Fred Ramson and Lorraine Erling, Mount Vernon, and Hugh Devore and Ann Dickerman, Twin City. Senior ladies' pairs, Charlotte Ludwig and Shirlee Ludwig, Twin City; Violet Gargano and Mary Leahey, Twin City, and Helen Hayes and Pat Allen, Mount Vernon.

Senior ladies' figures, Charlotte Ludwig, Mary Leahey and Violet Gargano, Twin City. Senior men's figures, Jude Cull and William Reed, Twin City. Senior dance, Walter Clancy and Charlotte Perkins, Mount Vernon; Ray Tiedemann and Jeanne Tiedemann, Mount Vernon and William Reed and Patricia McIlwain, Boulevard. Senior mixed pairs, Jude Cull and Charlotte Ludwig, Kurt Hoernlein and Violet Gargano, and Rodwell Hackett and Mary Leahey, Twin City. Fours, Jude Cull, Charlotte Ludwig, Shirlee Ludwig and John Callahan, Twin City; Kurt Hoernlein, Violet Gargano, Rodwell Hackett and Mary Leahey, Twin City, and Joseph Horvath, Helen Hayes, James J. Murray and Pat Allen, Mount Vernon.

Oregon RSROA Meet Draws Big Turnout

PORTLAND, Ore., April 17.—More than 140 entrants, ranging in age from 5 to 43 years, participated in the successful Oregon championships of the Roller Skating Rink Operators' Association of the United States here in Imperial Roller Rink, March 30-April 1, said William T. Brown, operator.

Brown reported that spectator enthusiasm was at a high pitch during the contests, especially in the figure-skating division, and newspapers cooperated in publicizing with news stories and pictures the competitions in dance, figure, pairs, fours and speed skating. Brown also said the contests were marked by excellent sportsmanship on the part of contestants.

Judging the events were Katherine C. Talia, San Francisco; Shirley Kramer, Chicago, and Roy Barnet, Culver City, Calif.

The meet was self-supporting, said Brown.

Milford Rollery Blaze Loss 55G

MILFORD, Del., April 17.—Damage estimated at \$55,000 resulted from the destruction by fire early Tuesday (13) of the new Milford Roller Rink and restaurant on the highway to Lincoln south of here.

Flames swept rapidly thru the frame structure, built last year, and firemen from five volunteer companies could save only an adjacent store and an apartment above, and a food freezer locker nearby.

Cause of the blaze, discovered at 2:30, was undetermined. All properties, including the rink and restaurant, the store and apartment, and the food locker, were owned by Charles Ingram, who lived in the apartment above the store. Some water damage was caused to furniture in the residence and to the store, firemen said.

The single-floor rink and restaurant, 100 feet long and 60 feet wide, was left a pile of blackened embers. Loss was partially covered by insurance.

Of modern design, the combination rink and restaurant was so constructed that a large glass wall separating the two sections enabled diners to have a constant view of skaters.

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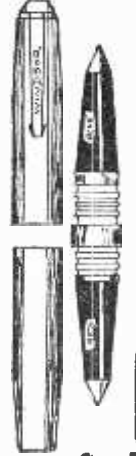
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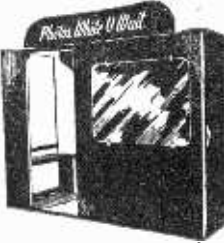
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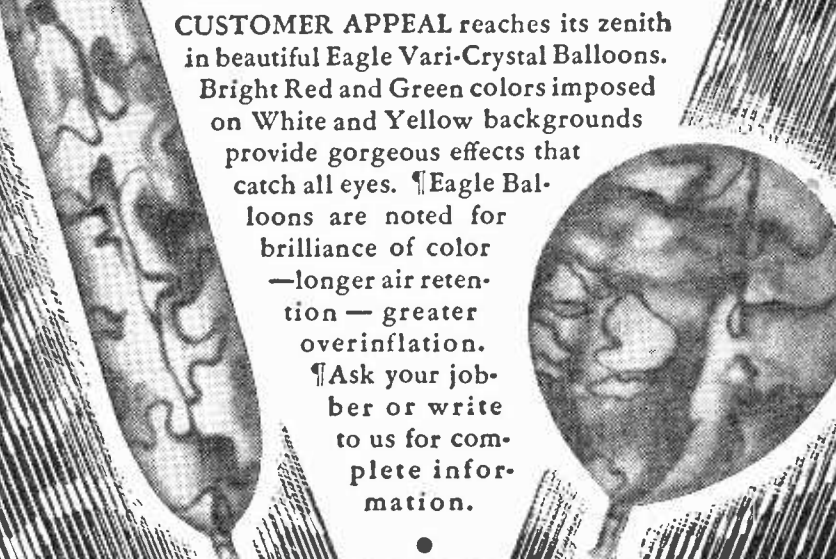
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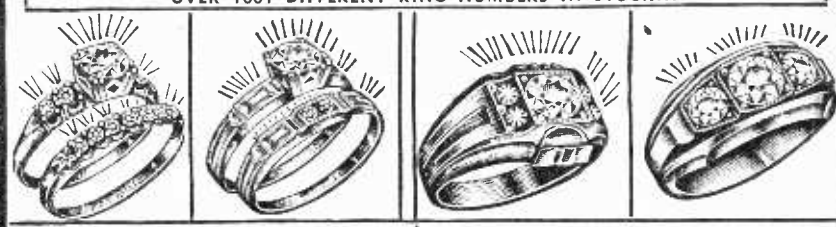
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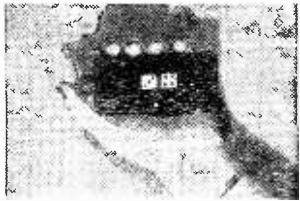


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De Fari, Villariz
Dely, W. J. "Bill"
Dempsey, Harry
Downey, Charles
Duke de Keno
Panadio, Louis
Franks, Jessie
Goley, Larry
Goude, Murry
Greene, Cissie
Haber, John
Hibbert, Bud & Alvin
Doree
Kelly, (Shipwreck)
King, Don
King, Ethel
King, Fred & Nell
Kroll, Herman

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Lorraine, Blanch
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Clare, Jack
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At Tremendous Savings!
WE SHIP SAME DAY ORDER IS RECEIVED!

9-oz. Crystal Tumblers } \$3 Per Gross
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7 inches in diameter.

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KILROY WAS HERE!!
NOW AVAILABLE AT GREATLY REDUCED PRICES

This popular, laugh-provoking 3" Plastic Statue still in demand. Now available to Pocket Novelty Workers, Wagon Jobbers and Concessionaires at lower prices. RUSH YOUR ORDERS IN.

DOZEN LOTS ... \$ 1.20
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No. 114 \$22.50 Per Doz.
Newest in men's double baguette gold filled rings. Pat. pending. Has a beautiful white-stone center with two baguettes on each side. Available in any combination of white, ruby or blue baguette sidestones.



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Men's gold filled massive whitestone solitaire. Smooth, modern sides—clear open-back sensation.



MEN'S GENUINE Gold-Filled ZIRCON

Modern design—a sensational value! Approx. 1 carat size.

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Send for free catalog—Be Supreme with Sterling—many styles, \$1.00 per doz. and up. Sample assortment sent for \$10.

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JOBBER—PITCHMEN
NOVELTY STORES—MERCHANDISE
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Members Michigan Showmen's Assn.

THROUGH ERROR
Our ad last week priced Electric Bow Ties incorrectly. The correct price:

\$7.75 per doz.

Pic Tease \$5.00 Doz.; \$57.60 Gr.
Horse Race Cards ... 5.00 Doz.; \$7.60 Gr.
Kilroy \$ 8.00 Per 100
Barrel Novelty 18.00 Per 100

25% With Order, Balance C. O. D.

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PATRIOTIC BALLOONS

Hit the Decoration Day Opening with these Timely, Fast Sellers

PATRIOTIC ASSORTMENT
Available in No. 9 and No. 11.

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Available in No. 11.

See your jobber at once.

Be sure you get OAK-HYTEX in the Blue Box with Yellow Diamond label.

The OAK RUBBER CO.
RAVENNA, OHIO.

Attractive Emblem of Genuine Marcasites on Sterling Silver Rhodium Finish.

ELEPHANT & DONKEY Pins and Lapel Pins. \$12.00 Doz. Sample, \$1.50.

Tie Chains, \$19.50 a Doz. Sample, \$2.00.

Ear Rings, \$23.00 a Doz. Sample Set, \$2.75.

Religious Items and 200 Others.

AVAILABLE soon, Elephant & Donkey Spinners.

NOVELTY CRAFT CO.
2927 N. 6th St. Phila. 33, Pa.

Pipes for Pitchmen

By Bill Baker

HAROLD MYERS . . . is working Charlie Lyon's cleaner at the Goldman store, Milwaukee, and reported good results.

If you can't live without your income you most assuredly must live within it.

FRENCH LABOE . . . laments the fact that balloons are out in St. Louis, and then goes on to tell the reason why. "To start with," pencils Frenchy, "the big target balloon was a hot number at 50 cents; then it went to 35, 25, 15 and now 10 cents, with very few sales. The heat is on in downtown St. Louis, and street workers can't work east of Eighth Street. Blind men are taboo also. So, if rubber workers want to save a trip and money, stay off of rubber in St. Louis, as the big firms have loaded the 5-and-10's."

HUBERT GOLDEN . . . pipes from Burnips, Mich., that he's still on the search for some word on Herbert Hull. "I don't know how one fellow could disappear so completely," says Golden.

WORD FROM LOUISVILLE . . . has it that the recent Home Show there was a red one, with Tubby (Doughboy) McDonald grabbing off top money with the plastic cookie presses. Among others on deck for the event, all of whom came away with a substantial boodle, were Glenn and Garcia Hosborg, June Coffey, the Bud Jacks, Mr. and Mrs. Marsh, Bob Tuzy, Jack Barnhart, Mabel Sackett, Solly and Marjorie Fields, George Haney and Bud Gillyplant.

HARRY MAIERS . . . postals from London, Ky., under date of April 12 that Gil Brooks, the Bible man, and wife were killed in auto accident on Highway 31, near there. No further details were available at press time.

MAX FRIED . . . is reported to be doing a bang-up job in Detroit as district manager for Mike Devine.

A. N. DEMPSEY . . . intensifier worker, reports that among the pitchies in Charlotte, N. C., these days are Jerry Grigg, intensifiers; Laura Foster, hooked rugs at the Kress store, and William M. Swanson and brother, gold-wire jewelry. "No one setting the world on fire," scrib-

bles Dempsey, "but making a good living, thanks to good, Ole Sol who keeps shining almost every day.

BEA LOUIS . . . has returned to pitching Mike Devine's soap and hair beautifier at her old stand, the F. W. Grand store, Milwaukee, after a brief vacation jaunt to Detroit. Working hair is new for Bea but she hopes to get into the swing soon. She is a vet at pitching yuke oil and foot.

LESTER KANE . . . is working shampoo at Sam's in Detroit, where Bill Pierce, Bill Goldein and Doc Bovine are going well with foot.

BEN NATHANSON . . . is turning in some neat scores as head of his own novelty business in the Motor City.

LOIS PETERSON . . . is reportedly doing well with the cake decorator in the F. W. Grand basement, Milwaukee.

OTTO LICHTENSTEIN . . . Bert Moore and Zan Overall, who recently moved into Milwaukee after a seven-week stand in Green Bay, Wis., are making their recreation headquarters in the Wisconsin Hotel's Blackamoor Room.

The Lord is the only one who doesn't push us like our creditors.

CURTIS LITTLE . . . retired pitchman and showman, comes thru with the following from Los Angeles: "I retired and settled down to be a peaceful, home-loving Los Angeles gentleman. The other evening I took a stroll downtown with a friend who suggested dropping into the Arcade Bar and Grill Emporium on Spring Street to see some of the boys. Everything seemed peaceful until we saw some life at the main booth where a show was going full blast. As I said before, being a settled, peaceful citizen, I just kept going, but to my utter amazement I heard these words that I remembered hearing about 30 years ago: 'Well, soaks, I mean folks, what's your prerogative at this psychological moment?' Then, I says, this sounds real familiar, and I pushed my way in and there is none other than my old pal and friend, Sam Ginsberg, of New York, showing those pretty girls how to make a pitch. He is just the baby that can show the best of them how to do it with his magic and original jokes, etc. He is the original one-man show, and when I feasted my eyes on him he looked just as spry, chipper, gay and full of pep as when I last saw him over 30 years ago. When he spied me, it was all over. Finally, I told Sam that next week was my 51st wedding anniversary. That started things going. Sammy says, 'Say, Curtis Little, why wait until next week? Get Mrs. Little and we will start to celebrate now.' And all the barmaids got busy and it got started fast and furious. We finally had the establishment all to ourselves. Boys, it sure is a great feeling to meet a pal in your line 3,500 miles from home, and Sam Ginsberg will travel many miles to see a fellow pitchman, just to shoot a few pipes. Sam is president of the Atomic Ball Point Pen Company, New York and Los Angeles, but is a retired pitchman. He said, 'I like pitching and I am just as good a pitchman now as ever.' Someone then spoke up, 'I'd like to hear at least part of his pitch. I am a showman and, from what I overheard, I'll buy the best in the house if Sam Ginsberg will make a pitch right here.' Up jumps my pal Sam. He calls Barney, the boss, and says, 'You

YANKEE CLIPPER CLOCK

Hand-rubbed Walnut or Swedish Modern, with chrome-plated sails and metal trimmings. Height 18 1/4", width 18 3/4".

\$11.75 ea.
WRITE — equality LOTS AVAILABLE.

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SALLY HOT SPOT SILENT FLAME DESK LIGHTER

Pull lighter from base, rest on rail, touch other end to figure and Presto! a Silent Flame.

Height 5", 3" Square. **\$18.00** Per Doz. . . \$52.50 in Case Lots. 3 Doz. to Case.

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\$12.00 Doz. style #101 Carded, Cellophane Wrapped.

Single Sample, \$2.00. Gift Boxed, \$2.00 Dz. Extra.

Now contains over 100 hand-set imported rhinestones with safety catch.

*We do not sell consumer trade. Order this sure-fire moneymaker today! 25% Deposit, Balance C. O. D.

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#4 2,500	#5 2,500
#22 5,000	#8 5,000
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#14 Cat 2,000	Zep Forms 2,000

For further information write
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\$5.00 per 100

25% deposit with orders.

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Route Men, Credit Men, Debit Workers! Here's the package with everything. ZEST-O-LAX. It's Big — full pint capacity. It's Good — this formula has been giving satisfactory results for more than a quarter century. It Sells — the package and label see to this. It's Profitable — sells for \$2.50 and costs you as little as 25c.

Write for full information on ZEST-O-LAX as well as hundreds of other money makers.

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Here's the hottest "Pipe" you've ever handled. Get the dope now so you'll be ready for Carnival time. It's new — it's different — it sells fast — AND MAKES MONEY!

FEDAY COMPANY
1967 Glenview Road, Glenview, Illinois

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 PHARMACEUTICALS established 1934.

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2 in 1 — COMBINATION BOTTLE CAP AND OPENER
HOT COUNTER CARD ITEM
YOU MAKE 100% PROFIT ON EACH ORDER

Here's one of those little necessities every housewife buys the first time she sees it: every drug, grocery, variety, tobacco, liquor and hardware store as well as restaurant, cafeteria, tavern, night club and dairy orders several after only one look. TITE-FIT quickly opens any crown seal bottle, then just as speedily vacuum seals it again. That's all there is to it — simplicity itself. Comes mounted 24 on attractive counter card. Costs you only \$1.00 plus postage; sells for \$2.40. Also individually carded. You make unbelievably **BIG PROFITS — FAST.** Helps to sell your slow-moving lines. Be first in your territory to reap a harvest of dollars with TITE-FIT. Write today sure for unusual profit set-up and other amazing profit-makers.

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"SOMETHING REALLY NEW"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. We Guarantee the Sale. Doz. \$1.50. Gro. \$16.50.

"Kilroy Was Here," Plastic Statuette. Doz. \$1.20. Hundred \$9.00.

"Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.

"Rubber Shimmie Dancers," Old Reliable. Dozen 70¢. Hundred \$5.00. Half Cash With All Orders.

WRITE FOR OUR LATE CIRCULAR NO. 248
New Low Prices

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

are going to get the biggest tip this joint ever had. (Open the doors! Clear the floor! Shills to the front!) Get me a deck of cards and some water.' His magic was about to begin. It was about midnight by this time, and he had the place jammed. He was not only as good as ever but, in my opinion, much better. And when he turned the joint he could have easily sold a gross or more of Atomic Ball Point pens if he had had them with him. He blamed it all on me, as his manager, for not having pens to sell. So an agent approached me and asked if Sam Ginsberg would consider public appearances in night clubs, movies, radio, etc., as pitchman. But as Sam is writing a book, he declined all offers. Here is the finale, original, and never before heard even by me: 'Ladies and gentlemen, I just got a wire from home, it says here: "Sonny boy, come back home in Arizona. The hills are now on the level. You won't have to climb them any more."' So with tears in his eyes, he bids the knights of the tribes, the pitch keister and the audience a sad good-bye. He will go back where the hills are on the level, including the natives and himself. That's the blow-off. Watch for his book; it's going to be a honey.'

HENRY SHAPIRO . . .
Louis Lobarsky and son, Joe, and Larry Simes are pitching balloons along Milwaukee's Wisconsin Avenue, and Harold (Buzz) Wagner is reported clicking it off with the new candy business he recently launched in the Cream City.

BEN AND MAY SCHWARTZ'S . . .
sandwich shop is still a popular meeting place for pitchfolk and show people in downtown Milwaukee, with most of Ben's conversation being woven around his pride and joy, daughter Judy.

JACK TATNER . . .
Joe DeMercedes and John Venckus are back in the Windy City in pursuit of any bucks that may be bobbing around.

JOE SEDLER . . .
is still working the same corner, Third and Wisconsin Avenue, in Milwaukee.

HARVEY BRUSS . . .
ex-pitchie, is now on the Milwaukee police force.

GEORGE TRUCHAN JR. . . .
who gave up pitching some time ago to take a job in the Milwaukee post office, has just been handed a promotion calling for more do-re-mi.

HENRY H. VARNER . . .
inks from Akron that he recently bumped into Aungus Hanley, formerly featured hoover with *Hit the Deck* and now a big shot with the Pittsburgh Steel Company's foundry at Glassport, Pa. Varner opines that spring must be here. As the weather is warmer, he has discarded his benny, and he netted a pat on the back from the Chicago sales manager the other day.

R-B OPENING NOTES

(Continued from page 48)

National Showmen's Association, was noted in the lobby before and after the show.

Mr. and Mrs. Jack Lichter, active NSA members (he is the sparkplug of the Veterans' Fund), stayed right thru the end of the lengthy three-hour and 20-minute show.

Aerialist Al Powell, whose experience parallels the recent history of the circus, spent most of his time watching the imported Mandes Sisters, when he reached his rigging and found it not to his liking.

Melvin D. Hildreth, Washington attorney for the Big One and CFA member, caught the opening and did not appear worried about the continuing coal strike which made it necessary for the show train to move here as freight. The show is not faced with another rail move until it closes here Sunday night, May 9.

The circus program, again published by Harry S. Dube, has an attractive clown-head cover with a black background. The book appears to be the most successful ever, since it is loaded with ads, mostly in color. Paramount Pictures has scheduled the shooting of circus scenes in the Garden for one of its Pacemaker short subjects.

Notables attending included Mike Todd and Joan Blondell, Peter Arno and Rube Goldberg.

POLACK BROS. WESTERN

(Continued from page 59)

second act reported in from Orrin Davenport dates. Frieda Wiswell modeled the new wardrobe for the Wiswells' contemplated "bar" act.

Gus Bell exhibited the building apparatus for the Ward-Bell new act which debuts in Sacramento. Parents of Betty Bell, Harry Dann, and Jo Madison visited during the engagement. Show received some unexpected publicity when the most widely read columnist in these parts featured Dwight Moore and His Dogs by comparing dog training with child psychology. The story was prompted by Dwight's broadcast.

Don Dorsey and Josephine Berosini also made a night life column, not from their performances in the ring but from their torrid version of the rumba at a local nightery. A wire recording of the performance, with necessary dialog by Announcer Jack Klein was made. Mrs. Heinzman joined her husband, Francisco, for the California trek. A new Pullman-like trailer was purchased by Mr. and Mrs. Walter Majeyski. Walter's mother-in-law, Vona Reed, is again taking candy floss on fairs this season. The dressing room card sharks were taken by "off again, on again" Chester Stanley, of the other unit. —HAROLD BARNES.

POLACK BROS. EASTERN

(Continued from page 59)

excitement when she chose to make her own exit rather than use the narrow ramp provided. Several rows of patrons lost little time in leaving the scene of meanderings.

Marsha Lewis, who planed to San Francisco to attend the funeral of her aunt, has returned. Likewise, Mr. Randow, looking chipper following his critical illness.

Nita Borza had her long tresses cut, much to the surprise of everyone.

Del-Ray, sway pole, joined the show in Norfolk. Ray Wilbert is back after an eye operation. Also returned is the Great Barton. He took a plane trip to Sweden.

Latest rumor has it that Nate Lewis and Kinko are planning a sensational double trapeze.

Visitors in Norfolk included Doc Holland, circus fan who clowned one show; Ruby Larkin, balancer; Gilbert and Lillian Wilson, and the writer's mother and family.—BILLY BAR-TON.

Spring Catalog Specials

BINGO ITEMS

#500 Smoker Hands . . . \$.85 (Minimum Order 6)	
54" Metal Bridge Lamp & Shade (Doz. Lots Only) . . . Ea. 2.50	
4 Pc. Canister Sets . . . Doz. 7.25	
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WATCH YOUR STEP

COMIC HAT BANDS
\$1.25 \$10 1000
100 Gross \$1.35

6" Combs	3.60
2-Tone Plastic Whistle	3.00
Chinese Blowouts	3.00
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White Ashtray Coasters. Gr. \$3.60
Colored Beer Mugs. Gr. 4.80
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CORRUGATED AND ½" THICK. WEIGHT: 2¼ LBS. PER SQUARE FOOT!

SIZE	PRICE PER DOZEN	SAMPLE
13"x22"	\$36.00	\$3.50
15"x24"	45.00	4.25
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18"x30"	66.00	6.00

25% Deposit With Order — Balance C. O. D.

Inquire about our custom made mats in any size, design, or color—with names, initials or trade-mark woven into the mat.

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3 FAST-SELLING GAMES

\$3.50 BARGAIN FOR ONLY \$1.00

A 16x16 non-skid Checker Board, \$1.25 size, with Checkers.

A Pocket Size Regular \$1.00 non-skid Checker and Chess Board with Checkers and Men in mailing envelope.

A 10½x15¼ new thrilling Football Game, \$1.25 size.

Send \$1.00, plus 10¢ postage, for these samples and you'll re-order. Three red hot selling games. Get in on these profits now. Address:

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JUGGLE-HEAD

GAY! ZANY! NUTTY! For Kids From 3 To 93!
Packs a Barrel Full of Laughs and Good Times!

Don't be a "jugglehead". Don't pass up this sensational item. Display JUGGLEHEAD and create a laugh-sales riot.

Composition—plastic, flesh-tone face, with 2 pairs eyes, 5 pairs ears, 5 noses, 5 mouths, mustache and real hair, gaily colored in red, yellow, blue and green. Each part magnetized to stick until removed by hand. Complete with stand, attractively boxed.

PRICE—\$15.00 per dozen. \$144.40 in 3 dozen lots. SAMPLE—\$2.00 each.

If not rated, 25% deposit, balance C. O. D.

Write for new catalog sheets.

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HOME OF DIPPY DILLY—"THE ORIGINAL YES BIRD"

GIVE TO THE DAMON RUNYON CANCER FUND

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

SALESBOARD SIDELIGHTS

Reuben Berkowitz, Bee-Jay Products, Inc., Chicago, general manager, reports that the firm will shortly release a brand-new idea in salesboards. All four floors of Bee-Jay are perking busily on this and other board numbers. . . . Gopher Distributing Company, St. Paul, will present its salesboards and novelties at the combined North and South Dakota and Wisconsin Music Operators' Association and Minnesota Amusement Games Association meet at the Radisson Hotel, Minneapolis, April 26-27.

Harold Boex, Pioneer Manufacturing Company (Chicago) vice-president, and William Wolpert, sales manager, were kept on their toes last week greeting visitors and signing the old dotted line at firm's exhibit at the NATD meet. Display, on the Palmer House eighth floor, presented a new line of girl boards, of the six tickets in a hole and three-in-a-hole type, among other types.

Harlich Manufacturing Company, Chicago, reports thru Sales Manager Sam Feldman an unusually heavy pick-up in orders the past week. Kenny Anderson, one of the firm's artists, after becoming a father last week, introduced the new addition to his home Friday afternoon (16), Sam says. . . . Consolidated Manufacturing Company (Chicago) officials put in a busy week at firm's display at the NATD meet in Chi's Palmer House last week. The 76 new boards introduced were well received, according to the Sax boys, Chester, Arnold and Irving, who were present at the showing.

Charles Leedy, Gardner & Company (Chicago) sales manager, leaves the city on a two-week Western trip Monday (19). First stop, Denver, with Cheyenne, Wyo., second. He will cover California, Oregon, Washington and Idaho. Firm's assistant sales

manager, Maury Kaye, recently received a plaque from a large airline announcing his completion of 300,000 miles on their planes. John Rife, Gardner's popular assistant sales manager for the Mountain States, was in Chicago last week paying the home office a visit. Gardner's private bar justified its existence last week, Charles Leedy states. During the NATD meet here it proved to be a central meeting place for many visitors from the Midwest and more distant areas. Among those dropping in for a look-see at the plant were J. P. O'Brien, Dallas; brothers Frank and William Hagerty, New Orleans; John (Slim) Rose, Wichita, Kan.; Frank Petrie, Jackson, Miss.; Clyde Dowd, Norfolk; Miss Bessie Falk, Boise, Idaho; Mr. and Mrs. Jack Newman, Butte, Mont.; Mr. and Mrs. Robert Gilmer, San Francisco; I. Shapiro, Denver; Henry A. Green, Miami; Fred Barger, Bridgeport, Conn.; William A. Hunt, New York; M. Epstein, Barrie, Vt.; Tony Vitali, Springfield, Mass.; Mr. and Mrs. J. Wilmes, Portland, Ore.; Mr. and Mrs. Don Whitehead, Salt Lake City, and Mr. and Mrs. Rudolph Springer, Seattle. Mrs. Springer won the \$65 John Fredericks original hat award at the NATD women's luncheon Wednesday (14).

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USE JAR-O'-DO

DO NOT BE MISLED BY INFERIOR MDSE.
USE JAR-O'-DO ORIGINAL RED, WHITE, BLUE TICKETS
It Costs No More for Quality

**USE JAR-O'-DO EXCLUSIVELY
IT SELLS! IT REPEATS!**

Watch this magazine for another "Jar-o'-Do" original — it's a new play on bingo tickets, originated for closed territory. Excellent for wagon men, etc.

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CALENDAR GIRL
BOARDS
IN BEAUTIFUL COLORS**



10¢ TICKETS IN A HOLE
TEACHER'S PET
PET ROWS PAY \$50 OR \$5
JACKPOT PAYS \$15 \$10 \$5 \$4 \$3 OR 2 Advantages to get now
NO. 100 100 300 400 500
200 AND LAST SALE ON EACH OF LARGE COLUMN PANELS
ONE PUNCH IN JACKPOT
FREE 5¢ TICKET IN EACH JEROME ROLE

ORDER AS
800 TEACHER'S PET
3 TICKETS IN A HOLE
10¢ PER HOLE
AVERAGE PROFIT \$37.70

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— NEW —
**CALENDAR GIRL BOARDS
NOW READY**
IN 6 TICKET GIANT HOLES
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MORE COMING SOON

SIMPLY BEAUTIFUL!
VERY PROFITABLE!

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

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"GRIN and WIN"
DEFINITE PLAY . . . ALL SEALS GO

1056 R. M. HOLES
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Takes In \$52.80
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DOUBLE SAW BUCKS 130 Multi-Giant Holes, Str. Numbers, 25¢ Per Hole (6 Tickets) Takes in \$32.50 Average Profit 17.00 Maximum Profit 20.50	WHAM 130 Multi-Giant Holes, Tip Numbers, 25¢ Per Hole (6 Tickets) Takes in \$32.50 Average Profit 16.00 Maximum Profit 20.50	JUMBO JACK 130 Multi-Giant Holes, Slot Symbols, 25¢ Per Hole (6 Tickets) Takes in \$32.50 Average Profit 16.30 Maximum Profit 19.00
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1023-25-27 Race St., Philadelphia 7, Pa.

UNDER THE MARQUEE

(Continued from page 59)

"The show is protected thru rain insurance."

L. T. (Pete) Christian, Richmond, Va., caught the Big Show at Madison Square Garden April 11 while in New York on a business trip.

Jack (Corrigan the Cop) Disch worked the Chamber of Commerce Home Show at Monroe, Wis., April 5-7.

For some time we've had the freight rates of tomorrow—show trains may follow later.

T. Dwight Pepple, Polack Bros. general agent, visited at the home of Harry and Marge Chipman, Yakima, Wash.

Charles (Jonesy) Jones, stagehand in Cleveland, will be boss prop man for Orrin Davenport in Washington this week.

A circus cook always has friends in the kitchen even if there are only a few of them at tables.

Eddie McFadden, Lowell, Mass., in the Canal Zone for the past eight years, writes that he recently visited the Grand American Circus.

Bill Green, press agent for Polack Bros.' Eastern Unit, has been joined by his mother for the three months tour of the circus in Texas.

A beginner is one who clings to the old-fashioned idea that he can hold his two-week holdback as safe as an office can.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., visited Eddie Jackson in New York recently. Jackson is serving his fourth consecutive season as steward of Ringling-Barnum.

Bobby Donovan, with Cole Bros., rated a two-column action picture recently, in *The Louisville Courier-Journal*, showing her riding her horse, Duke.

Workingmen who during the war abused their bosses are barred off some shows, which should teach them to not do it again until there is another man shortage.

Frank Austen, the past six seasons with Cole Bros.' Circus, will be on the advance of the Al G. Kelly-Miller Bros.' Circus this season, reports Bob Rever.

Both the Ringling and Clyde Beatty circuses will have branch clubs of the Sara-Circo Club this season. Mrs. Mary Jane Miller will head the Big Show group, while Mrs. Gladys Staley will head the Beatty club.

Yesteryear circusman was a rugged individualist in the day when no rugged individualist could be scared by a bad spring.

Bill Kinley, recently released from the hospital at Sandusky, O., visited the Chicago office of *The Billboard* Thursday (15). Formerly with the

side show on Cole Bros., Kinley says he may be back with that org shortly.

Donald Marcks cards that his miniature circus walked off with top honors at the Fresno, Calif., Exchange Show, and that he saw Bailey Bros.' Circus in Redwood City and San Mateo, Calif.

One question never answered is whether a side show oddity, at the age of 60, likes to be depicted on a banner as a boy.

Earl Annon, who with his brother, Karl, have Annon Bros.' movie theater in the South, was recently in Reading, Pa., buying equipment for a No. 2 outfit. Ray Brison sold them 200 folding chairs.

Bill Bailey, clown, reports that he worked the Veterans of Foreign Wars indoor circus in Memphis April 1-3 along with Bill Bentley, producing clown, and his wife; Happy Maxwell, Jack Darling and Henry Mason.

Disorganizers who deliberately break rules of circuses should be shown what showmen do in such cases, also deliberately.

Milt Herriott, horse and pony trainer formerly with the Cole, Mills Bros. and Kelly-Miller shows, has opened a circus stock training barn in St. Peter, Minn. His son, John, is associated with him.

Conrad H. Jespersen, former band leader, who recently underwent a major operation, is recuperating at his home, 300 Middle Street, Fremont, O., and would like to hear from friends.

Reason the early-day Wild West Show Indians had to be sent back to reservations was because some showmen threatened to give their shows back to them.

Henry W. Mason, after playing indoor dates and appearing in theaters and movie houses, is with Dales Bros.' Circus, which opened at Union, S. C., April 10. He is clowning and working the come-in.

George Hubler and Eddie Clark had a week of dates with Patterson Bros. in Ohio and Michigan, following which they caught the opening of the Grotto Circus in Columbus, O., and opened the outdoor season with Dales Bros. in Union, S. C.

The thought of owning his own circus some day is what enables an old-timer to still hang around a stake-an-chain wagon when he's 75 years old.

Capt. Louis Roth, who recently purchased a ranch outside Yakima, Wash., has made extensive improvements and his wild animal farm will open about the middle of April. Permanent cages have been built adjacent to the outdoor steel arena.

Arthur and Gunther Wallenda escaped injury when the semi-truck in which they were traveling from Denver to Sarasota, Fla., went into the ditch in South Georgia. The truck was smashed and their riggings only slightly damaged.

Teaching a cookhouse clown how to put on a good make-up is one thing, but educating him to take it off after the show is another.

Vernon L. McReavy, promotional director of the Hamid-Morton Circus, cards that the date for Harrisburg, Pa., week of April 12, has been changed to May 24-29. Org will show in the State Farm Show Arena there under auspices of Zembo Shrine Temple.

Thomas M. Gregory, Cleveland, past president of the Circus Fans'

Association, accompanied by his wife and daughter, en route to catch the opening of Cole Bros.' Circus in Louisville April 15, stopped off in Cincinnati April 12 and visited *The Billboard's* new plant.

An epidemic of midnight moves indicates that the order, "Clean around your house trailer before leaving," wasn't read by the right people.

Mr. and Mrs. Harry Humphries, of Canada, were the guests of Mr. and Mrs. Bob Morton during the Buffalo engagement of the Hamid-Morton Circus. Humphries is a former English circus advance agent. His son, Len, is manager of the Hamid-Morton unit.

Johnny Jones, columnist on *The Columbus (O.) Dispatch* and *The Billboard* correspondent in that city, joined clown alley for a night during the Shrine Circus there. Next day Jones devoted his entire column to his experiences. In addition, the paper ran a two-column picture showing Jones in his make-up.

Education in the school of hard knocks may not be all it's cracked up to be but you can't beat circus dormitories as places to live.

Robert D. Good, Allentown, Pa., writes that he recently learned that the one-half inch to one-foot scale model of the old Barnum & Bailey "Two Hemispheres" bandwagon that he made for the late Jacob A. Wagner, of Des Moines, about 10 years ago is now on permanent display in the Iowa State Historical Building in Des Moines.

Floyd Arnold, billed as the Musical Rube, reports that he is doing double duty on Rogers Bros. "Not only am I doing my musical act in the side show but also clowning in the big top," Arnold writes. He says that he

is adding a set of Deagan aluminum chimes to his act, which also consists of musical glasses, musical saw and whisky bottle xylophone.

After a brief argument with a boss canvasser, a big-top hand walked in the spec carrying a spear and smiling just as sweetly as tho a black eye didn't hurt.

Chet Brigham, Waterford, Conn., chief of police and show fan, recently acquired some old circus posters and is attempting to ascertain the year in which they were used. Included are bills announcing the fifth annual tour of the Great Inter-Ocean, Two-Ring Circus, containing 32 lithographed pictures, and a Bugle-Forepaugh Wild West Show herald.

Hartford, Conn., papers last week carried stories quoting Art Concello, general manager of the Big Show, as saying that the circus would play Hartford this year if a suitable lot could be found. Bill Montague, a local resident and publicity director of the Circus Fans Association, told the local press that a fan has offered the Big Show a lot between Plainfield and New Britain.

Marge and Harry Chipman, Yakima, Wash., staged a Western party March 23 in the Zebra Room of their Circus Inn in honor of Ray (Smokey) Whitley, Western star, who appeared over the week-end on the stage of the Capital Theater there with his troupe. Guests included Douglas and Feral Fellows, Janis and Kit Carson, Ben and Marion Roscoe, Olivia M. Noel, Herb Adams, Richard Morgan and William Callahan. Entertainment included songs by Alva Frey, Circus Inn singer, and numbers by the Whitley troupe, highlighted by songs and stories of the islands of the South Pacific by Whitley.

NEW LOW PRICES!
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THREE WAY MONEY..... \$1.49
1,200 Holes. Average Profit, \$95.02. 25¢ Play.

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	85c Net
FIN AND SAWBUCK 25¢ Play	\$1.49 Net
DOUBLE SAWBUCK 25¢ Play	\$1.49 Net
JACK IN THE BARREL Coin Board, 2000, 10¢	\$1.95 Net Plus Coins
PIGGY BACK 1500-Hole—5¢. \$36.75 Profit.	\$1.75 Net Plus Coins
JACK RABBIT 1500-Hole—10¢. \$50.50 Profit.	\$1.75 Net Plus Coins

THE \$64 QUESTION ANSWER GAME

EVERYTHING GOES \$2.25
2500-Hole—10¢. \$81.00 Profit. Net Plus Coins

JACK IN THE BARREL \$2.50
5¢ Play, 2592 Hole Net

The \$64 Question and Answer Game 98c
600 Holes, 25¢ Play. Avg. Profit, \$87.40. Maximum Profit, \$110.00.

POCKET PLAY 25c
100-Hole—25¢ Net

POKER CIGARETTE 29c
300-Hole—5¢ Net

TEN SAWBUCKS \$1.25
205 Multi—50¢ Play. Average Profit, \$47.50. Net

TWINS \$1.25
200 Multi-6 Tickets—50¢ Play. Average Profit, \$54.50. Net

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2319 BROWN AVENUE
EVANSTON, ILLINOIS

Write or wire —don't phone.

RAKE SPECIAL PURPOSE SALE

\$25,000.00 SALESBOARD STOCK

VALUES \$3.25 AND UP
5¢ and 10¢ Jackpot—25¢, 6 for Quarter
1/3 Deposit With Order
Send for Complete Price List.

ALL TO BE SOLD AT ONE PRICE

\$33.00 For Case of Assorted Boards

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23. PA.
Lombard 3-2676

AWAIT BOW OF 4-STATE MEET

Coin Shipments Begin Normal Flow as Freight Cutbacks End

WASHINGTON, April 17.—Coin machine manufacturers and distributors who use rails for at least a portion of their shipments of new products breathed a sigh of relief this week when the Office of Defense Transportation (ODT) suspended orders restricting coal-burning railroad mileage.

Effective at 4 p.m. Tuesday (13), ODT withdrew an order cutting mileage by 25 per cent and also rescinded another order which would have further curtailed coal-burning railroad mileage by an additional 25 per cent beginning Thursday (15) midnight. ODT spokesman who made the announcement reported that both orders were called back when it became obvious that soft coal production was already returning to normal. They added that the suspension order would permit re-imposition of the orders if coal production slows down again.

Slight Cut

Rail cutbacks, brought on by the unofficial walkout of soft coal miners in the various coal producing regions of the country, decreased coin machine shipments an estimated 10 per cent, coinmen in Chicago, New York, Los Angeles and Detroit areas reported this week. Most of the shipments that would have traveled by rail were sent via motor truck. However,

Nashville Ops Attempt To Stop Tax Fails

Passes Second Reading

NASHVILLE, April 17.—Despite a plea made by local operators at an unofficial meeting with the city council here several weeks ago (*The Billboard*, April 3), and following a plea by Mayor Thomas Cummings a few days ago, the Nashville city council this week passed, on its second reading, added taxes on coin machines on location within the city limits. The bill places a \$2 inspection fee on all amusement and vending machines.

While the operators, in their recent unofficial get-together with the council had directed a plea to that body asking it not to follow the lead of Memphis in enacting legislation which would force a hardship on small operators, and very well might force many of them out of business, a message to the council from Mayor Cummings pointed out that the treasury was in need of funds, and urged passage of the \$2 inspection fee on coin machines.

2d Passage

The proposed bill passed the second reading by a 17 to 2 margin, which came as a surprise to many observers who believed that one bloc (*See Attempt To Stop on page 120*)

ever, several coin firms reported delays in shipments of several days, which was attributed to the fact that trucking concerns were swamped with orders from many types of businesses which normally use rail, but were routing their products by truck due to the curtailment. Most coinmen shippers agreed that the coal strike and its attendant rail curtailments were not in force long enough to cause any appreciable concern.

As a general rule coin machine (*See Coin Shipments on page 120*)

Northwest Regional Expected To Draw Throngs of Ops For Minneapolis 2-Day Event

Varied Exhibits, Strong Entertainment Program Set

MINNEAPOLIS, April 17.—With the disclosure this week that all booth space had been contracted for and also that several of the nation's leading coin machine manufacturers plan to have front-office representatives on hand, the 14th annual North-

west Regional Convention was assured of being one of the strongest coin machine conclaves ever to be held in this area.

Two-day event will be held Monday and Tuesday (26, 27) in the Radisson Hotel here under the joint sponsorship of the Minnesota Amusement Games Association, Wisconsin Phonograph Operators' Association, North Dakota Operators' Music Association and South Dakota Phonograph Operators' Association.

Ken Ferguson, publicity chairman for the four-State show, stated this week that exhibitors may move into their allotted exhibit space in the mezzanine of the Radisson Hotel after 2 p.m. Sunday (25), which should give all firms ample time to set up their displays before the exhibition opens Monday (26) at 10 a.m.

Reservations Heavy

Ferguson also disclosed that after checking with Minneapolis and St. Paul hotels this week that he was convinced the attendance would run at least 30 per cent above expectations when the regional event was (*See AWAIT BOW on page 118*)

Philly Ops Claim Location Owned Machs. Hurting Trade

PHILADELPHIA, April 17.—Operators of music and pinball machines are much perturbed over the announcement, made public by City Treasurer Ralph W. Pitman, in which he said he will institute legal proceedings against operators of bowling alleys and amusement places featuring juke boxes and pinball machines unless they pay their delinquent taxes. Under the law they are subject to a \$100 fine or 30 days in jail.

Industry leaders here have complained that the free use of the word "operator" in the releases to the local newspapers gave the false impression that there were 8,000 coin machine operators in the city. What is meant primarily to be "location owners" was identified in the local press as "operators," with the result that a false impression of the coin-machine industry has been given to the public.

The ordinance imposing the tax provides for the payment of \$20 yearly on each bowling alley or coin-operated machine excepting those dispensing photographs, candy, cigarettes and other types of vending machines dispensing similar forms of merchandise. A penalty of 6 per cent annually is imposed for non-payment of taxes in addition to fines and imprisonment.

Revenue Drops

Collection of revenue by the city from bowling alleys and the coin-operated amusement machines, as of March 31, totaled \$137,729, as against \$154,620 in the same period last year, a drop of approximately \$17,000. City Treasurer Pitman said he instructed his chief license clerk, Alfred Carson, to proceed with the preparation of the (*See Location-Owned on page 118*)

Bostonians Facing New Pinball Tax

Mayor Mulls \$30 Fee

BOSTON, April 17.—Mayor Curley has indicated he will approve a new city ordinance which will impose a \$30-a-year license fee on pinball machines in Boston public places and a \$12 annual charge on other automatic amusement devices beginning May 1. Former Democratic State Committee Chairman Charles H. McGlue has been designated by the mayor to supervise the issuance of pinball and automatic amusement devices licenses.

The mayor estimated that the measure will produce \$400,000 a year in new revenue. McGlue was named as the \$4,000-a-year assistant chief of the licensing division.

Under the terms of the ordinance drafted by the city law department, the pinball machines and amusement devices could be licensed by any authority designated by the mayor. Some quarters foresaw a possible conflict with the Boston Licensing Board if permission were sought from the mayor's office for the installation of pinball machines in Hub cafes, taverns and other drinking places from which they are now banned.

Legal experts have pointed out that the licensing board members have (*See Bostonians Face on page 120*)

Calendar For Coinmen

April 21—National Automatic Merchandising Association (NAMA), Region V (Ohio, Kentucky, West Virginia, Michigan), Netherland Plaza Hotel, Cincinnati. Hugh C. Howes, chairman.

April 23-24—National Automatic Merchandising Association, Region IV (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 (AMA), 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 IX (Oklahoma, Arkansas, Louisiana, Texas), St. Charles Hotel, New Orleans.

May 7-8—National Automatic Merchandising Association, Region III and A (Virginia, Maryland, Delaware, New Jersey, Pennsylvania), Mayflower Hotel, Washington. Neill Mitchell, Chairman Region A, Aaron Goldman, Chairman Region III.

May 23-27—Super Market Institute (SMI), Stevens Hotel, Chicago.

June 13-19—National Dairy Council (NDC), convention, Edgewater Beach Hotel, Chicago.

June 14-16—National Candy Wholesalers' Association, Inc. (NCWA), convention and exposition, Sherman Hotel, Chicago.

June 14-17—Radio Manufacturers' Association (RMA), convention and exposition, Stevens Hotel, Chicago.

June 28-30—National Small Business Men's Association (NSBMA), convention, Palmer House, Chicago.

First 1948 Coin Export Report Shows Necessity For Diversified Markets

China, Japan, Saudi Arabia Among New Vender Buyers

WASHINGTON, April 17. — Reflecting the wisdom of constantly developing new foreign markets for coin machines is a report issued this week by the U. S. Department of Commerce governing exports for January, 1948. Altho total sales to foreign coinmen amounted to but \$137,543 for 593 music, vending and amusement machines, four of the five leading buyers on the January export list have come along since 1946. Coin machine exports for the same month in 1947 totaled \$380,036 for 1,461 machines of all types.

Juke boxes accounted for the bulk of January, 1948, coin machines consigned to foreign coinmen, totaling \$115,459 for 250 units compared with the 811 coin phonographs worth \$326,306 exported in a like period last

Begin Delivery On J. H. Keeney 1-Ball, Console

CHICAGO, April 17.—J. H. Keeney & Company is making deliveries on its newly produced one-ball, Favorite, as well as Wild Bell, a single coin, twin chute console.

Keeney's new one-ball has a playfield with pockets numbered from 1 thru 7. Odds start at 3, 6, 9 and 12 and climb as high as 42. Special awards included in Favorite are a super score award and an A-B-C-D bumper award. Additional awards may also be gained by spelling out the game's name as it appears on the game's backboard and by placing a ball in the X-Y-Z holes.

New console embodies the use of three conventional bell reels with each reel aligned with a vertical light-up column on the back glass which carries a complete set of symbols. After the player gets the reels spinning following the insertion of a coin, "wild" bell-fruit symbols flash up and down and across the three vertical columns on the back glass. One wild symbol remains lighted on one of the three vertical back glass columns when the reels stop. If the wild symbol on the back glass be the same as the symbol on top of the corresponding reel it automatically substitutes for any symbol which may be needed to help complete a scoring combination.

Keeney, besides producing Favorite and Wild Bell, is also in production on the previously announced Gold Nuggett and Bonus Super Bell. Former is a two-multiple, twin chute, while Bonus Super Bell is a twin chute, five-multiple console.

Mass. Distributor Gets New Offices

SPRINGFIELD, Mass., April 17.—Interstate Coin Machine Company, Inc., is now located in new headquarters at 1883 Columbus Avenue here, Bill Kelley, firm president, has announced.

Distributors of a wide variety of amusement, music and vending machines, Interstate has enjoyed rapid growth since its formation in December, 1946. Kelley's associate in the firm is Harold J. Knapton, both of whom are widely known in coin machine circles. Their staff includes 12 employees.

year. In the same comparison, vendors actually showed a gain: 233 automatic merchandisers valued at \$12,023 for last January as against 244 vendors worth \$7,580 for January, 1947. Amusement game exports, however, were far below 1947 figures. Last year January game totals amounted to 406 units with a total valuation of \$46,150 while current report dwindled to 101 games worth \$10,061.

Cuba Leads

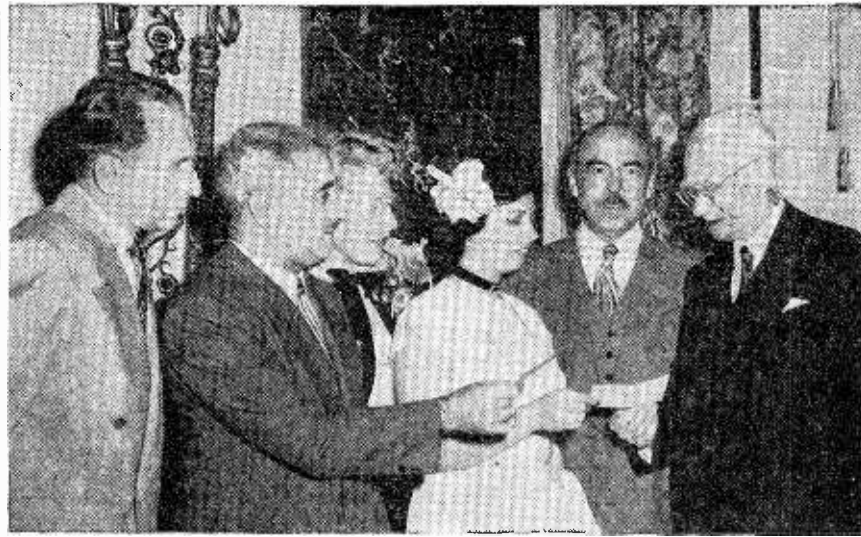
Leading buyer of U. S. manufactured coin machines in January was Cuba with 67 units valued at \$26,553. Emphasizing the preference of foreign coinmen for phonographs is the fact that of Cuba's dollar total 83 per cent of it was spent for juke boxes, while Venezuela, Colombia and Argentina, second, third and fourth respectively on the list devoted their entire purchases in the interest of juke boxes.

One of the few encouraging signs in the first export report of the current year is the fact that the vending list is growing longer and reaching at least a few countries which have never been known to have automatic merchandisers on location before. Tho not mentioned on this report, Saudi Arabia, one of the world's leading suppliers of oil, only last week announced that it had ordered a quantity of candy venders from a U. S. manufacturer. Other countries that have shown a recent interest in automatic merchandisers include both Japan and China and British-controlled Jamaica. Altho Japan did appear on the November export list with a small purchase, the January report shows that Japan bought 10 venders having a total valuation of \$1,952.

During January, this year, China bought \$2,000 worth of venders. Since Japan also purchased 12 amusement games valued at \$2,552 in this latest report there is strong reason to believe that the amusement machines and venders were intended for installation on U. S. military bases dotting the Japanese home islands.

Altho listed fifth on the list, the Philippine Republic showed the greatest all-round strength in the January export totals. For this island nation imported 156 coin machines, including 14 music machines, 69 auto-

(See Coin Export Report, page 122)



COIN MACHINE INDUSTRIES (CMI) presents \$25,000 and the Jennie Rubenstein Memorial Fund contributes an additional \$10,000 to the Chicago Tumor Institute. Left to right: Meyer Gensburg, of Genco Manufacturing and Sales Company, Chicago; Dave Gottlieb, CMI president and head of D. Gottlieb & Company, Chicago; Mrs. Nathan Leibowitz, founder of the Rubenstein fund; Mrs. Joseph Hyman, president of the Rubenstein fund; Dr. Louis Mann, of Sinai Temple, and Dr. Ludvig Hecktoen, president of the Chicago Tumor Institute, who accepted checks for tumor research. Contribution by CMI was made possible by donations of CMI members.

Exhibit Supply Assigned Patent For Card Mach.

WASHINGTON, April 17.—The Exhibit Supply Company, Chicago, has been assigned a patent by Percy C. Smith, also of Chicago, covering a card vending machine. The patent, No. 2,439,550, was approved this week by the U. S. Patent Office here, and covers five claims originally applied for September 14, 1943.

Official description of the new unit is as follows: In a vending machine, the combination with a pusher-operating member including an up-standing stud, a partition spaced from, and disposed above, the pusher-operating member for supporting a stack of cards and having a cut-out portion providing opposite guide arms. A means for moving the bottom card of the stack comprising a pusher having oppositely disposed parallel grooves receiving adjacent long edges of the guide arms, spaced plates depending from the pusher between which the stud is adapted to move for alternately engaging the plates, for moving the pusher in opposite directions relative to the partition, the pusher having

General Time Corporation Elects Hawthorne Exec. V. P.

NEW YORK, April 17.—Arnold J. Wilson, president of the General Time Instruments Corporation, makers of timing devices, this week announced the election by the board of directors of Donald J. Hawthorne to the newly created post of executive vice-president. Hawthorne has been vice-president in charge of manufacturing and engineering since 1945, and since February, 1947, has also been general manager of the Seth Thomas Clocks Division.

Succeeding Hawthorne at Seth Thomas is Charles E. Somers Jr., vice-president and general manager of the Stromberg Time Corporation, a subsidiary of General Time. Somers also becomes a vice-president of the parent corporation.

Harold S. Armstrong, Eastern sales manager, will succeed Somers at Stromberg.

along one edge thereof a substantially elongated flat raised portion of a thickness adapted to permit engagement with an edge of only the bottom card of said stack of cards, for moving the bottom card from beneath the stack upon movement of the pusher in one direction.

COIN MACHINE EXPORTS

JANUARY, 1948

Country	Totals		Phonographs			Vendors			Amusement Games		
	No.	Value	No.	Value	Av. Price	No.	Value	Av. Price	No.	Value	Av. Price
Cuba	67	\$ 26,553	50	\$ 23,240	\$465	17	\$ 3,313	\$195
Venezuela	45	22,118	45	22,118	469
Colombia	50	21,613	50	21,613	432
Argentina	31	18,731	31	18,731	604
Philippines	156	12,908	14	7,280	520	69	769	11	73	\$4,859	\$ 66
Mexico	98	7,560	19	6,040	318	75	821	11	4	699	175
Union of South Africa	21	5,734	6	5,002	834	15	732	49
Japan	23	5,342	1	818	818	10	1,972	197	12	2,552	213
Canada	39	3,133	19	2,308	121	20	825	41
Newfoundland	4	2,361	4	2,361	572
China	6	2,000	6	2,000	333
Canal Zone	13	1,902	1	500	500	9	847	94	3	555	185
India	3	1,973	3	1,973	658
Salvador	3	1,385	3	1,385	462
Jamaica	4	1,191	2	599	299	2	592	296
Portugal	2	900	2	900	450
Other Countries	28	2,139	11	1,190	108	10	145	14	7	804	115
TOTALS	593	\$137,543	259	\$115,459	\$445	233	\$12,023	\$51	101	\$10,061	\$ 99

NATD Interest in Venders Grows

Name Fuller New Vendall Sales Head

Succeeds Bert Riel

CHICAGO, April 17.—A. Garrick Alex, president of Vendall Company here, announced this week the recent resignation of Bert Riel as firm's sales manager. Riel, who left to become manager of the Chicago office of the Yule Truck Lines, has been replaced by William E. Fuller.

Fuller, who has been with Vendall as Midwestern sales representative for the past year, has initiated a public relations and sales program designed to keep Vendall working at full capacity, according to Alex.

Vendors Setting New Machines

ST. LOUIS, April 17.—Vendors, Inc., is in full production on its Model C Candyette candy machine, firm executives reported this week, and a pilot model of its King Target game, a new type ball gum vender, has been completed with deliveries to begin within 60 days. Meanwhile, the firm announced that production is soon to begin on the Mi Lady sanitary napkin machine and the Mighty Midget almond vender.

With distributors already appointed in nine cities, Vendors, Inc., has delegated C. Van Duyn and James C. Mack to act as liaison men to develop nationwide sales, D. C. Gleason, firm executive, stated. Negotiations are now underway, with distributors in other cities to enlarge Vendors sales coverage, he added.

Dixie Cup President Says Venders Offer New, Different Field

WILMINGTON, Del., April 17.—Automatic coin-operated vending machines constitute "a new and quite different market" in the use of paper cups, according to Cecil F. Dawson, president of the Dixie Cup Company.

At the company's annual meeting of stockholders here last week in the offices of the Corporation Trust Company, Dawson said that Dixie expects to share in this new business. "This project had passed the early experimental stage before the war but was delayed during the years of priorities. Today many soft drink manufacturers are planning to sell their products automatically, using paper cups. A considerable amount of money has been spent by responsible machine builders in development, tooling and production facilities to turn out vending machines on a quantity basis.

"We have co-operated with these companies in the engineering aspects of the development," the Dixie official's report adds, "and own patents on devices incorporated in many of the vending machines."

Dawson said that sales volume in the first quarter of 1948 is expected to show improvement over the corresponding quarter of 1947. Wholesalers had been maintaining low inventories but this trend has reversed in the past few weeks, he added.

Gardner Forms New Metered Service Co.

DETROIT, April 17.—Carleton C. Gardner, who has been active in the laundry equipment field here several years, has branched out on his own to establish the Metered Service Company. The new company operates washing machines, driers and similar laundry equipment, specializes in apartment house and trailer camp locations.

Gardner, whose partner is his wife, Edith, was for several years with the Coin-Meter Detroit Company, a large old-line coin-operated washing machine company here. His apprenticeship with that organization proved sound preliminary training for the establishment of his own business.

Gardner is also doubling as manager of an apartment house, so he sees the problems of laundry equipment operation from both sides of the fence.

He is now building his own operation up to 200 machines with a steady expansion program.

An important part of his operating policy is a routine inspection visit to every machine once a month, regardless of condition. By doing this consistently he has been able to reduce service calls to an absolute minimum.

Stacy Renamed NATD Pres; Rollings Board Chairman

CHICAGO, April 17.—Re-election of W. P. Rollings, Mobile Cigar & Tobacco Co., Mobile, Ala., as chairman of the board of directors; Stanley Stacy, Cavalla Tobacco Co., Milwaukee, as president, and Arthur F. Schultz, of the company bearing his name in Erie, Pa., as treasurer, highlighted the election of officers and directors at the 16th annual convention of the National Association of Tobacco Distributors at the Palmer House here this week.

Other association officials re-elected by the convention included Henry Gunst, Cliff Weil Cigar Co., Richmond, Va., chairman of the ways and means committee; Richard C. Pinney, H. E. Shaw Co., Worcester, Mass., chairman, committee on relations with manufacturers; Joseph Koldony, Jersey City Tobacco Co., Jersey City, secretary and managing director; Bert B. Cunningham, Henry Straus Co., Cincinnati, vice-president; Marcus Glaser, Glaser Bros., San Francisco, vice-president; Claude Harrison, Ouachita Cigar & Tobacco Co., Monroe, La., vice-president, and Clarence D. Hunter, Joseph P. Manning Co., Boston, vice-president.

H. J. Lagonegro, of the Elmira Tobacco Co., Elmira, N. Y., was elected to serve as a vice-president of the association.

Re-elected as directors-at-large for terms expiring April 30, 1949, were Sam N. Grossman, Chicago Tobacco Co.; Jonathon Vipond, Scranton Tobacco Co., Scranton, Pa., and J. Renz Edwards, F. S. Edwards Tobacco Co., Kansas City, Kan. Elected as directors-at-large to serve with the re-elected directors thru April 30, 1949, was Allan C. Davis, F. A. Davis & Sons, Baltimore.

The following directors were re-elected for terms expiring April 30, 1949: H. D. Bracken Jr., Sterling Tobacco Co., Seattle; Emil Harms, Peter Hauptmann Tobacco Co., St.

Wholesalers in Agreement On Four Operating Points

Round-table clinic discussions reveal an increasingly popular trend toward incentive payments for service personnel—find coin changers up sales

CHICAGO, April 17.—The round-table clinic on "vending machine trends" Thursday (15) at the 16th annual National Association of Tobacco Distributors' (NATD) convention at the Palmer House here concluded with the major point that, as vender operators, tobacco wholesalers are also definitely interested in other than cigarette and candy machines. Brought out during the discussion was the fact that soft drink equipment cup type, and vitamin venders, among others, were also being operated by tobacco men.

H. D. Bracken Jr., of the Sterling Tobacco Company, Seattle, chairman of the round-table clinic, reported that he now has a large number of Ven-Dures, Inc., vitamin venders on location, dispensing Miles One-a-Day vitamins. These units are leased to operators, not sold outright.

While attendance at the vending

machine clinic was light lack of numbers was outweighed by the keen interest in all phases of automatic merchandising displayed by those present. Attendance was about evenly divided between manufacturers' representatives and wholesalers; among the latter group, all but one operated candy or cigarette venders or both types of machines.

In spite of the high interest accorded venders, there was no indication of a mass movement of non-operating tobacco jobbers toward operating roles. This was due to the fact that about 50 per cent of all tobacco wholesalers are now operating some type of vender equipment, mostly cigarette and candy, and remaining firms were either not in position to join in automatic merchandising, or else flatly declined such operations. Also brought out during the round-table discussion was the thought that most tobacco jobbers now in the vending field were there because they were forced into it. This evolved from a self-preservation measure to offset loss of over-the-counter retail store stops that might have had cigarette venders installed on their premises. To keep these outlets, the wholesaler therefore resorted to purchase and operation of venders.

Round-table discussion resulted in agreement by wholesalers on four vender operating points. They were: (1) Vending machine operations should be kept apart from jobbing (See WHOLESALERS on page 103)

Spacarb in Full Production on New Cup Vender

NEW YORK, April 17.—With quantity production of its new Fountainette now in full swing, Spacarb, Inc., this week announced details of the cup vender, which is available in attendant or coin-operated models. Also early promotion is being aimed at direct sales of the attendant-operated model to locations such as theaters, retail stores and public park concessions, Jack Pero, sales director, said the coin-operated model, suitable for protected locations, also was ready for delivery.

Basically a counter-high console, topped by a hood containing the dispensing mechanism, the three-flavor Fountainette stores 15 gallons of sirup, enough for 1,700 drinks. Standing 61 inches high, hood included, the vender is 20 inches wide and 20 inches deep. Provision is made for storing 200 seven-ounce cups, but this capacity can be increased by the addition of cup racks.

Finished in green baked enamel and trimmed with stainless steel, the Fountainette uses three plastic push buttons for flavor selection. A drink is served up in five seconds. Sirup lines are of flexible plastic tubing, with water lines fabricated of copper. A sealed electric meter registers each drink sold.

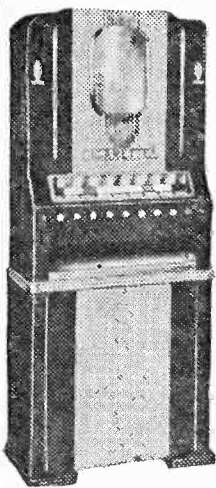
Star Popcorn Vender Sets New Distributor

CLEVELAND, April 17.—The new Star 50-P popcorn vender will be distributed thruout Ohio, West Virginia and Kentucky by the Cleveland Coin Machine Exchange, it was announced this week by M. S. Gisser, sales manager.

The new popcorn machine incorporates the facilities of a full capacity machine, but is constructed with a smaller capacity for those locations which do not require a standard size unit.

Charter S. C. Vending Firm

COLUMBIA, S. C., April 17.—Secretary of State here has issued a charter to the Frohman Vending Machine Company, Inc., Rock Hill, to deal in coin-operated vending machines. The new firm lists capital stock of \$4,000. Harry P. Frohman is president.



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 Cap.	100.00
National 6-30, 6 Cols., 180 Pack Cap.	32.50
UNEEDA MODEL E, 12 COLS., 300 PACK CAP.	60.00
Uneeda 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 Cap.	25.00
NEW Uneeda, 8 Columns, 510 Pack Cap.	159.50
NEW DuGrenier Challenger, 7 Columns	100.00
Lehigh PX, 10 Columns	140.00

CANDY MACHINES

Stoner Candy, 8 Cols., 165 Cap.	\$125.00
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¢ Stick or Tab Gum Machines, 500 Cap.	\$19.85		

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

AN ADVANCE MACHINE TO SUIT YOUR NEEDS!



ADVANCE MODEL D

BULK VENDORS

Advance #11, 2-11	\$12.00 Ea.
Model D, Gum Machine, 2-11	11.90 Ea.
Stick Gum, 2-11	12.80 Ea.

MERCHANDISE

WRITE FOR PRICES

Ball Bubble Gum - Candy - Pistachio - Peanut - Cashew
Almonds - Charms, etc.

Coin Weighing Scales \$18.50

PARTS FOR ALL ADVANCE MACHINES
STANDS BRACKETS PLATES GLOBES

COUNTER GAMES

Camera Chief	\$19.95	New Challenger ...	\$45.00
Advance Electric	18.75	Mutual Card Vendor	
Shocker, 2-11	32.50	With 1000 Cards	27.50
Bingo	37.50	Best Hand	50.00
New Model Kicker & Catcher	37.50	Bouncer	40.00

MACHINES, SUPPLIES AND ACCESSORIES

J. SCHOENBACH

1645 BEDFORD AVE.,
BROOKLYN 25, N. Y.

The "Little Giant"
HOT POPCORN DISPENSER

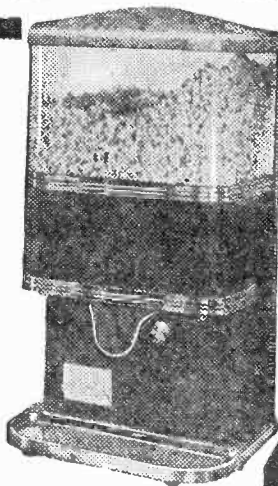
8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for information.

Manufactured by

ABC POPCORN CO.

Wholesale and Supplies

3441 W. North Ave., Chicago 47
DICKens 3375



Also Suppliers of
● Raw Corn ● Seasoning
● Boxes ● Bags
● Pre-Popped Corn ●

EXPERIENCED VENDING MACHINE SALESMEN ONLY

Sell vending machines with national reputation and trade mark. Our name alone sells the machine. If you can sell your deals clean, can finance yourself and can stand prosperity, then write and tell us about it. This is the newest, fastest selling deal on the market today. The price is right. The profit is right. Our regular men are earning better than \$500 a week. We have a good Dun & Bradstreet rating. We furnish 100% co-operation because we ourselves have been in the field and know what you need. Start making money today!

WRITE BOX D-275, c/o BILLBOARD, CINCINNATI 22, OHIO.

Pitney-Bowes Report Shows \$1,012,000 Net

STAMFORD, Conn., April 17.—Peacetime records in sales and production, and all-time record levels in employment, wages and profits were reported in the 28th annual report issued this week by Pitney-Bowes, Inc., makers of postage meters and the Mail-o-Mat. The report, mailed to 5,420 stockholders and 2,360 employees, was for the nine months ended December 31, instead of the usual 12-month period, because of the re-establishment of the calendar year as the fiscal year.

Net profit for the nine-months was \$1,012,000, or 9½ per cent earned on record net sales and rental income of \$10,628,000. These figures compared with \$1,015,000, or 10.2 per cent on an income of \$9,907,000 for the previous 12-month period.

The earnings were equal to \$1.02 per share of common stock after provision for preferred stock dividends. Total assets on December 31, 1947, were \$12,750,733, as compared with \$10,095,983 on March 31, 1947. Current assets were listed at \$5,570,461 compared with \$4,377,748.

President Walter H. Wheeler Jr., in his statement, said the firm now had the highest employment record in its history, 2,360, which is 510 more than were employed during the wartime peak in 1944. The annual payroll is now \$8,547,000.

Am. Cocoa Research Institute Organized

NEW YORK, April 17.—The two and one-half year old American Cocoa Research Committee, founded by the Chocolate Manufacturers' Association (CMA), New York Cocoa Exchange, and the Cocoa Merchants' Association (CMA), was formally reorganized into a corporation recently. Group is now known as the American Cocoa Research Institute. Clive C. Day, Lamont, Corliss & Company president, was elected chairman.

Incorporators of the institute are H. Russell Burbank, president of Rockwood & Company, New York; James L. Clevenger Jr., Hershey Chocolate Corporation, and Day.

Organization will consist of five directors who, in addition to the three incorporators, are T. J. Mahoney, of J. Aron & Company, and George Schutte, vice-president of Scarborough Company. Burbank was elected vice-chairman; Gordon P. Peyton, secretary-treasurer, and Schwarz as technical director.

Patton To Address NCWA Convention

CHICAGO, April 17. — Arch A. Patton, vice-president of Wilbur-Suchard Chocolate Company, will speak on the subject of wholesalers during an address at the annual convention of the National Candy Wholesalers' Association (NCWA) at the Hotel Sherman here June 13-16.

Patton's talk, "Wholesalers Are the Key Link in Your Distribution Chain," will point up the value of such multiple distribution outlets, taking as exceptions only those "high-priced items sold thru relatively few outlets."

Patton has previously stated that manufacturers who have switched to direct selling during the past five or six years are "wondering now if they did the right thing."

New Bar Process At Clark

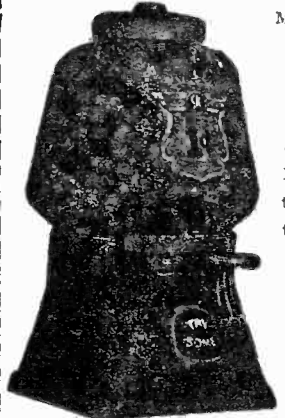
PITTSBURGH, April 17.—D. L. Clark Candy Company here is using a new process in the manufacture of its Honest Square bar and also employing a new wrapper design, Charles Clark, treasurer, announced recently.

WE "PREDICT" FOR '48 . .

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 140, 170, 210 count gum—no breakage 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.

ALL SILVER KINGS

Can be bought on

TORR TIME PAYMENT PLAN

16 weekly payments. Write for details.

ROY TORR

Lansdowne, Pa.

NEW LOW PRICES ON 5/8 Rain-Blo Ball Gum

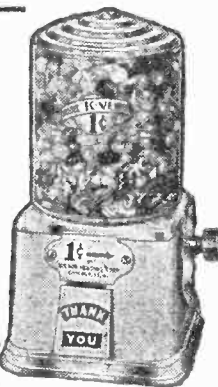
25 lb. to 475 lb.....	32c per lb.
475 lb. to 975 lb.....	31c per lb.
1000 lb. or over	30c per lb.

ROY TORR LANSDOWNE PENNA.

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.
5701-13 Grand Ave., Chicago 39



ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 16 weekly payments.

WRITE FOR DETAILS

NEW candy-coated chocolate CONFETTI, 450 count to the lb.—assorted colors, 36 lb. to the ctn.—36¢ per lb.

ROY TORR LANSDOWNE PENNA.

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

Statler Places Biscuit Machines In 102 Cities

NEW YORK, April 17.—Franchise operators have Statler biscuit machines on location in 102 cities throughout the country, Larry Reiss, head of Statler Distributors, Inc., disclosed this week in a report of his company's activities. He also pointed to an increasing trend among operators of cup vending equipment to add biscuit machines to drink routes.

Revenue taken in by operators who have placed drink and biscuit venders in the same locations has increased markedly, Reiss claimed. "This is brought about by the fact that people purchasing various types of drinks usually purchase a package of biscuits with it. Therefore, we get a combined purchasing power of all drink machines," he said.

Reiss also reported that 92 schools in New York now have Statler venders operating on their premises. Among this number are colleges such as Fordham, Manhattan, City, Hunter, New York University, Polytechnic Institute, as well as numerous trade, beauty, business and aviation schools.

Wholesalers in Agreement On Four Operating Points

(Continued from page 101)

business. While both could be, and most frequently were conducted under one roof, bookkeeping, personnel and other operating incidentals were maintained strictly separate, as another firm.

(2) The best method for a tobacco jobber to get in the vending business was agreed to be thru purchase of an existing operation. While this would involve paying for locations (good will, etc.), in addition to actual vender costs, wholesalers figured that the additional cost was well worth it. It was stated that while the average "location price" was \$25, depending upon type and traffic in individual locations, this charge ranged from a low of \$20 to a high of \$100. (Only one jobber admitted paying this figure, others claiming it was too high.)

(3) Where a location is in debt to the wholesaler, it was found to be good practice to put in cigarette venders to "write off" the debt. This worked out this way: The wholesaler would withhold location's percentage of the machine's earnings until such time as its (location) debt was thus canceled. Thereafter, the location would receive normal commission.

(4) Stores using cigarettes as "loss leaders" prove of no value as vender locations. Wholesaler must spot machines in those locations doing a steady, if only small-profit business, in cigarettes. Mixed operating experiences in drug and grocery stores prove value of cautious pre-installation survey of over-all cigarette sales and owners' attitude on "loss leader" tactics.

Incentive Pay

Walter Knack, operator-jobber from Dixon, Ill., bearing out the general trend toward incentive payment of routemen, told the clinic of his experiences with such an employee payment plan. He stated that before the war, when he had eight routemen under straight salary, he did not receive the co-operation and worker initiative now realized under the "bonus" or incentive plan. Knack now has five routemen who handle an average of 175 venders each week.

Also stressed during the vender clinic was the benefit of relieving routemen (doing collecting and restocking work) from all machine re-

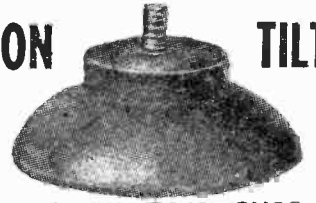
pair chores. It was stated that maintenance of a small repair team of expert mechanics resulted in improved vender performance and left the routeman free to concentrate on his end of the business.

Close supervision of routemen (appearance and initiative checks), coupled with voicing of compliments on work well accomplished, was also discussed. J. Sydney Jones, of Southern Vendors, Inc., Texas, and also vice-president of National Automatic Merchandising Association (NAMA), addressed the gathering on proved improvement in servicemen's work when closely supervised.

Changers Help

Coin changers were also brought into the discussion, with favorable comments on the built-in type for cigarette venders. John S. Mill, sales manager of Rowe Manufacturing Company, Inc., described the effect coin changers had on vender cigarette sales in seven key cities. He said that test showed that sales increased about 12 per cent when patrons were given the opportunity to use quarters for their purchases. Number of quarters in a venders coin box increased 55 per cent when a changer was provided. "This shows the public carries a large number of quarter coins in its pockets and purses," he said. Because the nickel is not an important coin in machine cigarette purchases, Mill held that the stand, or service-type coin changer was not the answer to cigarette operators. Built-in changers in cigarette machines must be able to return pennies as well as nickels, it was stated.

NON TILT



SUCTION-GRIP CUPS For Vending Machines

Live Rubber, 1 1/2" diam. Powerful Grip; with standard 8/32" machine screw.
 100 \$ 3.00
 1000 \$24.00
 Lower prices in quantities; write for catalog. 25% dep. on C.O.D. orders; prompt delivery.
GORDON MFG. CO.
 Dept. VM, 110 E. 23d St., New York City 10

VICTOR'S MODEL V



The Operator's Choice is Model V, as it correctly vendors ALL BULK MDS. Chams, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of
VICTOR VENDING CORP.
 5701-13 Grand Ave.
 Chicago 39

WRITE FOR PRICES

Roasted and Salted Nuts of all types. Confectionery Items.

SPECIALISTS TO THE VENDING TRADE

San Filippo and Company
 Nut and Confectionery Importers and Wholesalers.
 104-14 37th Ave., Corona, L. I., N. Y.
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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.

PIONEER DEAL SPECIALS!



VICTOR ALL PURPOSE MODEL K

DEAL #4
 5 Victor Model K, \$64.75, plus 50 lbs. of Boston Ball Gum, \$76.25 all for . . .

DEAL #5
 5 Victor Model K, \$64.75, plus 33 lbs. of Boston Baked Beans or Rainbow Peanuts, \$71.68 all for . . .

DEAL #6
 5 Victor Model K, \$64.75, plus 60 lbs. Spanish Peanuts, all for . . . \$76.75

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

CAMERA \$19.95 Ea.
CHIEF Including 3 Sets of 9 Pictures Each.

Virginia Peanuts, 30-lb. ctns. 28¢ lb.
 Spanish Peanuts, 30-lb. ctns. 22¢ lb.
 Licorice Lozenges, 37 lb. ctns. 28¢ lb.
 M & M's, 25-lb. ctns. 42¢ lb.

5/8" BUBBLE BALL GUM
 25c lb.

5/8" RAIN-BLO 27c LB.

ANY QUANTITY
 Packed in 25 lb. cartons.
 Full Cash With Order.

See Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
 Rainbow Peanuts, 33 lb. ctns. 25¢ lb.
 See Wee Boston Baked Beans, 33 lb. ctns. 28¢ lb.
 Boston Baked Beans, 33 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

Exclusive Victor Distributor in N. Y.
 461 SACKMAN ST., BROOKLYN 12, N. Y.
 Phone: Dickens 2-7992

YES, IT IS NEW PUNCH-A-BALL GUM BOARD

1c, 2c and 5c 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.

Experienced Vending Machine Salesmen

Desirous of handling new, patented Pocket Lighter Filling Station to be placed on cigar counters everywhere. Customer afforded sufficient fluid to return entire investment. No competition; must be able to finance yourself and travel to near-by towns and cities. Unless you have had experience, do not answer. Our lowest man earning \$250.00 weekly.
Wesson Distributing Corp.
 1060 Broad St. Newark 2, N. J.

Empire Names Baker 'Corn Vender Head

CHICAGO, April 17.—L. I. Baker has been appointed as sales manager of Empire Coin Machine Exchange's distribution of the Landis Aristocrat popcorn vending machine, Ralph Sheffield and Gilbert Kitt, Empire partners, have announced.

Baker has had long experience in the sales field, is now in the process of setting up a strong staff to thoroly cover Empire's Illinois territory of the popcorn machine.

Empire is now completely moved to its new quarters at 1012-14 Milwaukee Avenue here, which houses 28,000 square feet.

Chase To Introduce 4 New 5c Candy Bars

CHICAGO, April 17.—Chase Candy Company has introduced four new nickel candy pieces to the trade on a national scale, it was announced last week.

Items are a two-piece chocolate-coated whipped cream bar, a peppermint cream bar, a roll of malted milk flavored tablets, and a roll of sugar wafers.

Styled TO CAPTURE ANY LOCATION . . . Engineered for Easy, Low-Cost Servicing

THE Keeney ELECTRIC CIGARETTE VENDOR



- ★ SENSATIONAL
- ★ EASY TO SERVICE
- ★ STREAMLINED BEAUTY
- ★ YEARS AHEAD OF ALL OTHERS

JUST OFF THE PRESS—
 New circular giving full details is yours for the asking—Write

J. H. Keeney & CO., INC.
 "THE HOUSE THAT JACK BUILT"
 2600 WEST FIFTEENTH STREET, CHICAGO 37, ILLINOIS

\$\$\$ PROFITS \$\$\$ \$ IN PENNIES \$

WITH FAMOUS

Frantz Scales

ARIST-O Model
(Illustrated)

List Price \$115.00

87.50

MIR-O Model

Same as Illustration
Plus Attractive Mirror

List Price \$125.00

97.50

DISCOUNTS
IN
QUANTITY LOTS



Frantz Scales have the greatest earning power in the scale market! You can install them in any location because of their beautiful, modern, streamlined design and finish.

ATTENTION, OPERATORS IN OUR TERRITORY:
Your Credit Is Good! Buy On Our EZ
Payment Plan. Come in or write us for
Full Details.

TERMS:

1/3 DEPOSIT — BALANCE SIGHT DRAFT

We Are Exclusive Sales Agents for
J. F. FRANZ MFG. CO.

J. ROSENFELD CO.
318 OLIVE STREET, ST. LOUIS 3, MO.
NEWSTEAD 1582

ATTENTION

CIGARET MACHINE OPERATORS!!!

350 COIN MACHINES

Mostly DuGrenier and Uneeda Models.

Will sell lot only. Write or wire

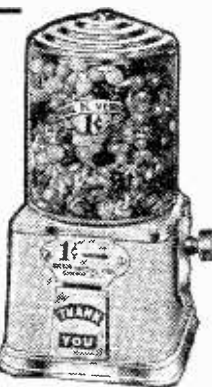
Commercial Discount Co.

189 Mathewson St. Providence, R. I.

VICTOR'S NEW 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.**
5701-13 Grand Ave.
Chicago 39



WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel— \$4.50
Weight 35 Lbs.
Double Plates for Two 1.15
Machines
BUBBLE GUM—140 Count and 170 Count—25 Lb. 35
Cartons. Per Lb.
1/3 Deposit, Balance C. O. D.
Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

Vender Exhibits Spotlghted At NATD Convention in Chi

CHICAGO, April 17. — Vending machine exhibits at the National Association of Tobacco Distributors (NATD) 16th annual convention at the Palmer House here this week (April 12-16) were broader in scope and more indicative of the automatic merchandising industry as a whole than in previous years. In addition to cigarette and candy venders, which were displayed by eight firms, three additional manufacturers presented cigar and candy machines, with one company showing a nylon hosiery vender.

Amity Manufacturing Corporation, Perth Amboy, N. J., displayed an improved cigar vender, featuring new plunger action for merchandise delivery instead of the former rotating coin insertion and combined product dispensing mechanism. Firm also had on display a new type of

single-column nickel candy machine, with bucket-type bar pockets, and a cigar vender with built-in coin changer. Attending the Amity exhibit were Joseph Zelenka, R. Armstrong, Charles Strange and George Toomey.

Cigaromat Corporation of America, New York, showing its cigar vender, was represented by Harry Weiner, Martin Berger, John Morales and Leo Bendel. Edstern Electric Vending Machine Corporation, New York, displayed the Electro electric cigarette vender.

J. H. Keeney & Company, Chicago, exhibiting an electric cigarette vender, was represented by J. Ryan, Roy McGinnis, John Conroe, Frank Murphy and Walter Harrison.

Lehigh Foundries, Inc., Easton, Pa., had a multiple display consisting of eight and 10-column cigarette venders, both manual and electrical, and a nylon hosiery vender. Firm personnel present were Frank and Alvin Shumann, R. Crannell, Neill Mitchell, Julius Levy, Frank Hammond, Fred Stumm, Walter Strauss, F. Carter, M. Auerbach, P. Hamilton, B. Spira and D. Osborn.

Malkin-Iilion Company, Irvington, N. J., showing cigar venders, was represented by S. M. and Harry Malkin, Arch Riddell, Ike Gordon, Frank Resnick, Jack Kelner and Robert Kline. National Vendors, Inc., St. Louis, exhibited electric and mechanical cigarette venders, in addition to a candy machine. Among firm's representatives at display were Ben Fry, H. Maddock, Marvin Pierson, E. C. McNiell and James Cherry.

Rowe Manufacturing Company, New York, displayed the Diplomat and Console electric cigarette venders. Presented by Robert Z. Green, Ralph Phipps, C. Brinkmann and John S. Mill, among others.

Other vender manufacturers exhibiting included Stoner Manufacturing Corporation, Aurora, Ill., and U-Need-a-Vendors, Newark, N. J.

NCA Exposition Com. Expands Booth Space For June 20 Showing

CHICAGO, April 17.—David P. O'Connor, chairman of the National Confectioners' Association (NCA) Exposition Committee, this week announced that the 117 exposition booths occupying the entire first floor of Grand Central Palace, New York, have been sold out. The exposition will be held in connection with the 65th annual convention of the NCA June 20 to 25, and will be the largest exposition staged by the industry to date.

With the available exposition space sold, the committee has decided to open the second floor of the Grand Central Palace in order that those firms which have not as yet signed for space, but desire to do so, will have it available. A corner of the second floor space will be turned over to the NCA as a meeting place for the Production Forum session June 23. Plans had originally been made to hold this forum at the Waldorf-Astoria Hotel, headquarters for the convention, but due to the expected large attendance, it is being moved to Grand Central Palace.

Report British Firm To Mfr. News Vender

LONDON, April 17.—Auto News-vender, a newly developed newspaper vending machine, will soon be on the market, according to *The World's Fair*, British publication.

Service vender can handle papers at the rate of 20 per minute, loads in 30 seconds. It contains a control knob for selecting one of five predetermined prices. The new machine will be manufactured by a British concern.

Hershey Declares Dividend

HERSHEY, Pa., April 24.—Hershey Chocolate Corporation recently declared a 37½-cent dividend on its common stock and a quarterly dividend on its preferred stock, officials announced. Both dividends are payable May 15 to stockholders of record April 24.

Texas Cig Stamp Sales Up

AUSTIN, Tex., April 17.—Cigarette stamp sales for this State returned \$1,809,336.36 during March, compared with \$1,649,983.79 for same month in 1947, State Treasurer Jesse James reported last week. Figure is a \$159,382.57 increase from last year.

Sees Price Squeeze Continuing in Cocoa

CHICAGO, April 17.—Cocoa selling monopolies will most likely continue "squeezing the price as long as confectionery manufacturers compete for supplies," Malcolm Forbes, of Merrill, Lynch, Pierce, Fenner & Beane, New York investment brokers, stated before the recent Chicago Candy Sales Executives' Club, Chicago Candy Production Club and the Confectioners' Round Table here.

Referring, apparently, to the leading cocoa producing countries of England and Brazil, Forbes added that "until consumer demand shows signs of abating, we should expect a steady market price to prevail. Producing countries need our dollars, but we need their cocoa."

Commenting on the positions of the chocolate manufacturer and the confectionery producer, with reference to use of the cocoa exchange, Forbes stated: "The position of the chocolate manufacturer is always far more favorable . . . than the confectionery manufacturer. A large part of his purchases are in the form of raw materials. He processes these materials and markets them in a finished form for the purpose of making a manufacturing profit. The confectionery producer buys a product made from the cocoa bean so that his inventory, depending on the type of coating he purchases, is represented by the cost of an article containing not only cocoa but sugar and sometimes milk, plus the processors' profit."

BUILT for
OPERATORS



WORLD'S BEST
BULK VENDERS

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.

THE NORTHWESTERN CORPORATION
83 EAST ARMSTRONG ST.—MORRIS, ILLINOIS

ROUTE MEN THEATERS CARNIVALS

We still have a limited quantity of
reconditioned

"POPCORN SEZ" HOT POPCORN VENDORS

AT A BARGAIN

Write—Wire—Call

DWIGHT HAMLIN CO.

5958 Baum Blvd. Pittsburgh 6, Pa.
Hiland 8410

5c GUM
AND
5c HARD CANDY
AND
MINT VENDORS

for Charms, Lifesavers,
Gum and similar sized products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y.
MEIrose 5-7757
Mechanical Manufacturing
Laboratories

PROVEN Money Makers!



WHY PAY MORE???
BUY DIRECT—SAVE 40%

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1½ #, 3# interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.

258 W. Pearl St. Jackson, Mich. Department BB-24

PX

4 TEN COLUMN CIGARETTE VENDING MACHINES, SLIGHTLY USED — \$150.00 EACH

1/3 Down with order, balance C. O. D.

CIGARETTE SERVICE

214 W. Chestnut St. Lancaster, Pa.

THE "CHALLENGER"

THREE MACHINES IN ONE

The Most Attractive Three Unit Hot Nut Machine Produced.

TROPICAL TRADING CO.

741 W. WASHINGTON ST. PHILADELPHIA 3, PA.

RECONDITIONED CIGARETTE AND CANDY MACHINES

- | | |
|-------------------------------------|---------|
| Uneda Mod. E, 5 Col., 150 Pk. | \$39.50 |
| Uneda Mod. E, 6 Col., 180 Pk. | 42.50 |
| Uneda Mod. E, 8 Col., 240 Pk. | 57.50 |
| Uneda Mod. E, 9 Col., 270 Pk. | 62.50 |
| Uneda Mod. A, 6 Col., 168 Pk. | 60.00 |
| Uneda Mod. A, 8 Col., 224 Pk. | 67.50 |
| Uneda Mod. A, 9 Col., 270 Pk. | 72.50 |
| DuGrenier V, 7 Col., 238 Pk. | 59.50 |
| DuGrenier V, 7 Col., 298 Pk. | 64.50 |
| DuGrenier W, 9 Col., 308 Pk. | 64.50 |
| DuGrenier WD, 9 Col., 386 Pk. | 59.50 |
| DuGrenier Champion, 8 Col., 420 Pk. | 69.50 |
| National 9-18, 9 Col., Candy | 110.00 |
| National 6-18, 6 Col., Candy | 75.00 |
| Rowe, 8 Col., Candy | 100.00 |

NORTHWESTERN BULK VENDORS

- | | | | |
|---------------------|---------|----------|---------|
| Deluxe | \$27.00 | Model 33 | \$12.60 |
| Model 39 | 14.40 | Model 40 | 10.85 |
| 33 Ball Gum \$11.40 | | | |

New IMPS

SPECIFY 1¢ OR 5¢ CIGARETTE OR FRUIT REELS
\$14.75 Ea. 6 or more \$13.75 Ea.

NEW COUNTER GAMES

- | | |
|---------------------------------------|---------|
| ABT Strikoolite | \$49.50 |
| ABT Model F | 49.50 |
| ABT Challenger | 49.50 |
| Gottlieb Grip Scale | 24.50 |
| Advance Electric Shocker | 22.50 |
| Buddy, 1¢ | 19.50 |
| Imp, 1¢ | 14.75 |
| 6 or More | 13.75 |
| Exhibit Card Vendors, with 1000 Cards | 25.00 |
| Bat-a-Ball | 19.50 |
| Basketballs, 1¢ | 29.50 |
| Grip Vues | 39.50 |
| Kicker & Catchers | 37.50 |
| Test Quest, 1¢ | 39.50 |
| 1948 Bingo, 1¢ | 24.50 |
| Camera Chief | 19.95 |

USED COUNTER GAMES

- | | |
|---------------------------|---------|
| 1¢ Marvells, Tok. P/O | \$29.50 |
| 1¢ Amer. Eagles, Tok. P/O | 19.50 |
| Sparks, Tok. P/O | 19.50 |
| Klix 1¢ Blackjack | 12.50 |
| Poker Reel, 1¢ | 12.50 |
| Electric Shokers | 12.50 |
| Mills Vest Pocket | 49.50 |

CASH TRAYS

\$6.95 Ea. Minimum Order 6 Mchs.

RECONDITIONED VENDORS

- | | |
|----------------------------|---------|
| Cash Trays, 5¢ (Like New) | \$ 4.95 |
| Master No. 6 5¢ | 10.00 |
| Snacks, 3 Comp., 1¢ | 14.50 |
| Variety Shops, 5 Comp., 1¢ | 14.50 |
| Shlpman Dup. Stamp, 1-3¢ | 22.50 |
| Adams Gum | 17.50 |
| Match Box (New) | 4.95 |
| Northwestern DeLuxe | 20.00 |

SEND FOR COMPLETE LIST OF NEW AND USED MACHINES. Also for Merchandise Price List #202. 1/3 Deposit must accompany All Orders.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23. PA
LOmbard 3 2676

SILVER KING

- 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. \$11.50.
12 to 49, Ea. \$11.00.
50 or More, Ea. \$10.50.



- | | |
|----------------------------------|---------|
| Victor Model V Globe Type | \$12.50 |
| Master 1¢ and 5¢ or 5¢ Only | 18.50 |
| Master 1¢ Only | 15.00 |
| Advance Model D Ball Gum, 2-11 | 11.90 |
| Columbus 46ZB, 5¢, Lots Under 12 | 12.75 |

Send for Free Catalog and Quantity Prices on All Machines. 1/3 Deposit Required With Orders

FRANK DISTRIBUTING CO.

605 SPRING GARDEN ST. PHILA. 23. PA
Market 7-5191

EXPERIENCED SALESMEN WANTED

TO SELL WELL KNOWN POPCORN VENDING MACHINES IN NEW YORK CITY AND ENTIRE STATE OF NEW YORK
Well established company with accepted product offers good salesmen excellent income possibilities. Phone Digby 4-1564 (N. Y. C.) for appointment or write complete details in confidence to BOX 303, THE BILLBOARD 1564 Broadway New York 19, N. Y.

Morris, Lorillard Presidents Cited

NEW YORK, April 17.—Presidents of Philip Morris & Company, Ltd., Inc., and P. Lorillard Company were presented with Centennial Anniversary Certificates and Golden Anniversary Certificates at the annual luncheon of Brand Names Foundation, Inc., at the Waldorf-Astoria here recently.

Alfred E. Lyon, president of Philip Morris, was given the Centennial certificate on behalf of his firm's cigarettes which were first placed on the market 100 years ago.

Alfred E. Kent, heading Lorillard, received the Golden certificate for his company's introduction of a number of brands, including Old Gold, in 1884, and Egyptian Deities, in 1893.

See Higher Tab On Bar Walnuts

WASHINGTON, April 17.—A jacking-up of prices on walnuts used in candy bars is expected by the Agriculture Department to result from a new marketing order being drafted to cover walnuts grown in California, Oregon and Washington.

The new order will restrict the number of walnuts on the market to a prescribed figure, with any surplus to be retained by the individual walnut handler. As in the past, minimum standards of quality and grading will be maintained by Agriculture's Production and Marketing Administration in co-operation with an industry advisory group.

Cig Reps Requesting Min. Pack Fee in N. J.

NEWARK, N. J., April 17.—Representatives of thousands of cigarette wholesalers and retailers thruout New Jersey have petitioned the State Legislature to pass Assembly Bill 33, fixing the minimum price of a package of 20 cigarettes of the popular brands at 18 cents per pack. The price advocated in the bill would include the recently-passed 3-cent per pack State tax which is scheduled to go into effect July 1.

A. H. Finley, managing director of the Tobacco Distributors Association of Newark, stated the law was necessary to prevent a price war that would ruin thousands of smaller business men. The new bill was sponsored by Majority Leader Hugh L. Mehorter, of Gloucester County.

Two Coin Machine Firms Chartered in Delaware

DOVER, Del., April 17.—New coin machine companies chartered with the corporation department of the secretary of State's office here include:

Delaware Drink-o-Mat Corporation; purpose, deal in soft drinks; capital, 250 shares, no par value; principal office, John L. LaManna, Wilmington.

Cresta Cola Company, Inc.; purpose, deal in beverages; capital, 100 shares no par value; principal office, 100 West 10th Street, Wilmington.

Charges Patent Violation

TAMPA, April 17.—The Universal Tobacco Machine Company, Jacksonville, this week asked for a Federal Court injunction against the Hav-A-Tampa Cigar Company, charging alleged infringements of patent rights. The Jacksonville outfit asserted it was granted patent rights in 1943 and 1946 for an apparatus which perforates and punches cigars. The suit contended the Tampa cigar factory has manufactured such machines and used them in violation of patents.

TEMC Gets Contract To Build 5,000 Auto-VendPopcornMachs.

DALLAS, April 17.—Texas Engineering & Manufacturing Company (TEMC) here has received contracts totaling approximately \$1,000,000, which include the manufacture of popcorn vending machines, it was announced by company officials.

H. L. Howard, executive vice-president of the firm, said two Dallas affiliates of the Blair Holding Corporation, New York, had submitted contracts exceeding \$600,000, covering the construction of 5,000 popcorn vending machines for Auto-Vend, Inc. Also included in the contracts was the construction of 800 snow cone machines, an ice-shaving device for Multiple Products Corporation, a subsidiary of Auto-Vend.

Remainder of the contracts cover industrial and aircraft constructions.

Texas Engineering, in the past two years, has turned out 20,000 of the Auto-Vend popcorn machines. Delivery of the new snow cone machines to Multiple Products Corporation will start in May, it was stated.

Curtail Mail Order Cigs to Tennessee

MEMPHIS, April 17.—Dan Carruthers, supervisor of the Memphis Division of the Tennessee Department of Finance and Taxation, last week stated that cigarettes purchased from out-of-State dealers and delivered by mail are liable to Tennessee's 3-cent per pack tobacco tax. Carruthers advised persons ordering cigarettes thru the mails from out-of-State to purchase the 3-cent tax stamps.

Situation came to a head recently when a dealer in University City, Mo., offered residents of Memphis cartons of cigarettes at \$1.45 per carton. The average price in Memphis retail outlets is \$1.69. By living up to the letter of the law, those persons who order cigarettes from out-of-State at the \$1.45 per carton price, and who buy tax stamps to cover their purchases, actually would be paying \$1.75 per carton, or 6 cents more than the local fee.

"Most people just don't know what the law is," said Carruthers. "Nine out of 10 want to do the right thing. A person buying untaxed cigarettes is as guilty as the seller." Tennessee law provides a \$25 fine for the possession of untaxed cigarettes.

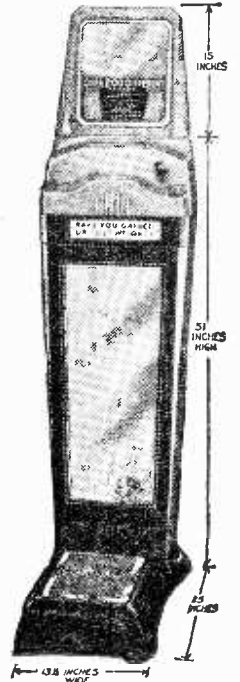
S. C. Governor Asked To Veto Dealer Discount

COLUMBIA, S. C., April 17.—Thirteen tobacco wholesalers have petitioned Governor Thurmond to veto a proposed reduction from 10 to 5 per cent of sale price the discount allowed dealers who use meters to stamp cigarettes tax-paid. Present State law gives these dealers, including cigarette vending machine operators who stamp their own packs, a 10 per cent discount whether meters are used or whether the stamps are put on by hand.

State tax commissioners, supporting the proposed change, said that the discount being given those using meters was out of proportion, because metering costs are considerably lower than affixing the stamps by hand. The governor, for his part, said he "wanted to do what was fair."

Bubble Gum Goes to Africa

PHILADELPHIA, April 17.—Maritime Exchange disclosed last week that 500 cartons of bubble gum have been shipped to Durban in the Union of South Africa. It was the second shipment, a 100-carton trial offering having been sent several weeks ago.



199% PROFIT

Not a Novelty But an Investment

200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 In. Width, 13 In. without sign

Depth, 25 In. Sign, 15 In.

Net Weight185 Lbs.

Shipping Weight245 Lbs.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 2770.

Cable Address: WATLINGITE, Chicago.

MAY SPECIALS NEW

- | | |
|-----------------------------------|---------------|
| 10 10¢ Pop Corn Vendors | Each \$225.00 |
| 50 5¢ Silver-King Hot Nut Vendors | 29.95 |
| 50 1¢ Columbus Ball Gum Vendors | 10.50 |
| 50 1¢ Victor V's, Entire Lot, Ea. | 11.75 |
| 50 Groetchen Camera Chiefs | 19.95 |

USED

- | | |
|---|--------------|
| 50 Aco Hot Nut Vendors | Each \$15.00 |
| 10 1-5¢ Combination Northwestern DeLuxe, Like New | 19.95 |
| 50 1¢ ABT Challenger, Late Mod. | 30.00 |

MERCHANDISE

- | | |
|--------------------------------|-------------|
| Ball Bubble Gum (Any Quantity) | Per Lb. 30¢ |
| Pistachios (Large) | 52¢ |
| Pistachios (Tulip) | 52¢ |
| Peanuts | 28¢ |
| Licorice | 30¢ |
| Cashew | 50¢ |
| M & M's | 45¢ |
| Seeds | 25¢ |
| Boston Baked Beans | 28¢ |
| Almonds | 80¢ |

WANTED TO BUY

Cigarette Machines, Candy Machines and All Types Used Nut and Gum Machines. 1/3 Deposit With Order—Bal. C. O. D.

CAMEO VENDING SERVICE

432 West 42d St., New York 19, N. Y.
LONGacre 3-1334

WANTED TO BUY

Ice Cream Vending Machines, Cookie Vending Machines. Give full description and lowest price.

BOX D-285



MAKE BIG MONEY!

... IN YOUR OWN BUSINESS

START A PROFITABLE ROUTE OF "HI-HO" JUNIOR

TRAY VENDOR

Takes just a small investment of time and money. Vends almonds, candy, nuts. One hand operation. Attractive. For use with or without tray. Agents, jobbers, distributors wanted. WRITE TODAY FOR DETAILS.



LEON "HI-HO" SILVER, INC.
760 HAYES ST. SAN FRANCISCO, CALIF.

METAL PLATED CHARMS

In bright gold and silver finish

Per M
Metal Plated Charms, Series #1 ... \$8.00
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.

Abbey Mfg. Co. Takes Over Adams-Fairfax Corporation

LOS ANGELES, April 17.—After being in the vending machine supplies and manufacturing business for 14 years, more recently as Adams-Fairfax Corporation, Bernie and Monroe Shapiro have sold their interest and plan to enter the real estate field. According to Monroe Shapiro, plans for bringing out a small cigarette machine haven't been entirely discarded but its production date is indefinite. Should they manufacture this equipment, it will be a "separate enterprise," Shapiro told *The Billboard*.

Along with the announcement that the Shapiros were switching to a new field came the announcement of the establishing of the Abbey Manufacturing Company by Fred W. Holm and Morris Meyers, both former employees of Adams-Fairfax. Abbey will, in the future, manufacture Cash Trays and Cash Trios, formerly A-F products. The Holm-Meyers firm will cater exclusively to bulk vending machine operators and offer, in addition to the equipment, a complete line of merchandise. Abbey is now located in its own new building here.

Make New Globe

Abbey officials report the firm is now manufacturing a new three-pound globe for the Cash-Tray machines, which formerly used a one and one-half-pound globe. Cost of the double size globe is \$1.15, while the only other expense connected with the conversion is an extra long top lock which sells for 35 cents.

The firm has also assembled a conversion kit to change 5-cent Cash

Tray machines to 1-cent operations. Included in the kit are a 1-cent decal, a new 1-cent shuttle complete with trigger and ratchet assembly installed, a square pawl stud and nut, two steel ball bearings to replace the dowels, an extra coin pin, a hole drilling template and an extra dowel spring.

The Shapiros entered the vending machine field in 1934 when they opened the Reliable Nut Company in the downtown section of this city. Two years ago this firm was purchased by Universal Match Company, with the Shapiros starting up the A-F company. They constructed a two-story building in the West Jefferson area and moved into it, turning over the original structure to Universal. The second building is up for sale but has not yet been sold, Monroe Shapiro said.

Industry Eyes Candy Price Juggling by Midwestern Stores

NEW YORK, April 17.—Candy price juggling at the retail level is causing a flurry of apprehension in various parts of the country, industry spokesmen declared last week. Chain stores were named as the chief purveyors of "at cost and below cost" goods.

In St. Cloud, Minn., a large merchandising store, celebrating the opening of a new outlet, advertised candy at "cost price" and local competitors replied with prices as much as seven cents below cost, it is reported. This action brought the Minnesota Candy and Tobacco Jobbers Association (MCTJA) into the picture with an investigation of the situation.

In Chicago, the High-Low food marts have been selling three name bars (Old Nick, Powerhouse, Bit-o-Honey) at 79 cents per box of 24. Same chain also priced three other bars (Oh Henry, Mars and Hershey) at 89 cents per box. However, it was stated that nickel bars are continuing to sell at six and seven cents over New York, Boston, Philadelphia and other big cities' counters.

Florida Court Okays Cigarette Sales Tax

MIAMI, April 17.—Florida Supreme Court has upheld the local sales tax on cigarettes and other tobaccos, it was reported this week. The tax is expected to bring in approximately \$700,000 to the city each year.

The Supreme Court decision affirmed a ruling made by Dade County Circuit Judge Charles A. Carroll recently that the 1-cent tax on each 10 cents of sales value was permitted by the Miami charter and by general State law.

Canada May Drop Mix Tax

OTTAWA, April 17.—National Dairy of Canada reported recently that the Dominion's Minister of Finance, during a review of taxes before the presentation of the budget, will consider withdrawal of the sales levy on ice cream and ice cream mix. Recommendation to remove these taxes was made to the council by the Ontario Association of Ice Cream Manufacturers (OAICM).

FOR SALE! 50 USED "POP CORN SEZ" HOT POP CORN VENDORS

THOROUGHLY RECONDITIONED — LIKE NEW —

\$129.50 EACH

Send No Checks Before Getting Option
WRITE BOX 286, c/o THE BILLBOARD
CINCINNATI 22, OHIO



5c BANTAM TRAY VENDOR

IMMEDIATE DELIVERY

VENDS ALMONDS NUTS - CANDY PISTACHIOS

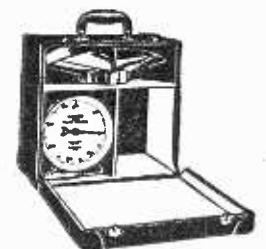


Write for Circular.

Jobber Inquiries Invited

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1929

HANSON 1c and 5c SCALE COUNTS PENNIES AND NICKELS



No. 317 weighs only pennies to \$15.
No. 318 weighs pennies to \$7.50, or weighs nickels to \$23.65.

Either Style, Complete with Tray and Handy Carrying Case \$18.50 Each
Distributors, write for quantity prices.
National Sales Agency

BLOCK MARBLE CO.
1425 N. Broad St. Phila. 22, Pa.

BUBBLE BALL GUM 26¢ PER LB.
7/8 size only. Minimum shipment 25 lbs. M. & M. Candy—40¢ Per Lb. (25 Lb. Minimum). Jumbo Salted Peanuts—30 Lb. Carton—\$8.50. Cert. Ck. or M.O. in full on above. No C. O. D.'s.

We have one of the largest stocks and varieties of bulk vendors, games, parts, merchandise, etc., in the U. S. and at America's lowest prices. WRITE—We have it.

BAT-A-BALL JR.

1c OR 5c PLAY BRAND NEW

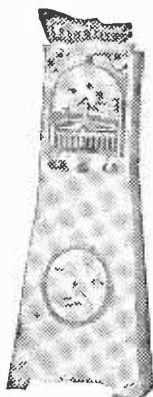
A real money making counter game at a fraction of its original cost. Timed right for the coming baseball season. Original Price, \$79.50.

WHILE THEY LAST

\$12.95 Each

Lots of 10 \$14.95 Each

Stands, \$3.00 Additional



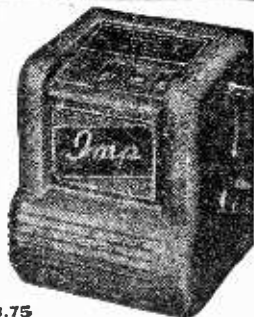
1/3 DEPOSIT ON ALL ORDERS

BRAND NEW IMPS \$10.00 EA.

In Case Lots of 6
Less Than 6 \$12.50 EA.
14 or 5¢ Cig. or Fruit Reels

NEW IMPROVED 1948 IMP \$14.50 EA.

5 or More, \$13.75
12 or More, 12.95



Hamilton Scales

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.

WRITE FOR FREE CATALOG ON BULK VENDORS, GAMES, MERCHANDISE, ETC.



PARKWAY MACHINE CORPORATION
623 W. NORTH AVE. DEPT. B • MADISON 1447 • BALTIMORE, 17, MD.

Northwestern

BULK VENDERS—All Models

Complete Stock of Northwestern Parts and Supplies

We manufacture the now famous BLACK BEAUTY and RANEO 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 Northwestern States



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.

A Product of

VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 38

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

72 Bar Capacity, \$30.00 Each. Limited Supply.

CIGARETTE MACHINES

All Makes. Real Low Prices. Half Deposit.

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

Take Me Out to the Ball Game

Name Chester President of Cincy's APOA

Re-Elect Other Officers

CINCINNATI, April 17.—The Automatic Phonograph Owners' Association (APOA), at its annual election of officers and trustees meeting Tuesday (13) at the Hotel Gibson here, voted all officials back into office, and named a four-man board of trustees for the coming year. Officers re-elected were Sam E. Chester, president; Harry Hester, vice-president, and Charles Kanter, secretary and treasurer.

Elected to serve during the coming year as members of the board of trustees were John Nicholas, Phil Ostand, Bill Harris and Joe Schaffer. The election committee for the association included William Fitzpatrick, Howard Males and John Nicholas.

In attendance at the meeting were Chester, Kanter and Hester, the re-elected officials; Dave Tavel, Ed Wenninger, Al Lieberman, Al Chasson, Howard Males, Charles McKenney, Frank Michael, William Fitzpatrick, Lou Schoenlaub, Jerry Levy, Milton Cole, Max Moeckel, Sam Gerros and three of the new trustees, Nicholas, Schaffer and Harris.

Following the elections, a luncheon was held at the hotel for the assembled members.

Local Situation

Meanwhile, attempts here by some councilmen to pass a tax on all juke boxes in the city appeared to be stopped, with operators and distributors receiving support in their fight against the proposal from other members of the council. In view of the recent unsettled situation, which brought about the juke box tax pro- (See Chester Cincy Prexy, page 108)

Nickel Snatcher

AUSTIN, Tex., April 17.—A burglar in this city is due for a big shock when the Austin police catch up with him, according to Perry Jones, county attorney. It seems the thief has specialized in robbing the coin boxes in juke boxes, often passing up more lucrative spots such as cash registers and money drawers, in favor of the nickels, dimes and quarters in the music machines. Jones says the thief is probably under the impression he can outwit the law by taking money only from the jukeboxes. When he is caught, he'll not only be prosecuted for burglary, but also for unlawful entry.

Operators Eye Juke Income As Tele Coverage Increases

Not enough home sets in use yet to affect situation is the general feeling in the trade—many will try location promotions to increase play

CHICAGO, April 17.—With the 1948 baseball season for two major leagues and 53 minor leagues kicking off next week, operators in the East, Middle West and Far West are awaiting results of telecasts of the games in their areas to determine the exact effects of the comparatively new medium on their juke box incomes. According to official figures, attendance at games played by organized professional baseball teams in 1947 included 60,374,470 customers who paid \$75,000,000 at the box office. With television still in its infancy and covering baseball in only several areas, it was estimated that

another 25,000,000 fans witnessed games via the television receivers in public locations last year. To accommodate this patronage, location owners, in some areas, were forced by their competition to install receivers, while others did it voluntarily. The effect on the juke box operator was considerable.

With the start of the 1948 season a matter of days away, operators are awaiting reactions during the first few days of the season to see if (1) the novelty has worn off in those areas where telecasts of baseball are being repeated this year, and (2) what the effect will be on operations in cities where television is making its debut this year.

American League

The 1948 flag race in the American League gets under way Monday (19) with Philadelphia meeting the Boston Red Sox in a double-header in Boston and the world champion New York Yankees playing the Washington Senators in the nation's capital. The television situation in these cities shakes down as follows: Boston station WBZ-TV is now experimenting and telecasts are expected to start in May; in Philadelphia WPTZ, WCAU-TV and WFIL-TV are now on the air, and at least one more station is in the works; New York stations covering baseball will include WPIX, WNBT, WCBS-TV and WABD, with WJZ-TV and WOR-TV in the offing; Washington television stations include WNBW, WMAL-TV and WTTG.

On Tuesday (20) the Detroit Tigers and the Chicago White Sox start their season in Chicago, while the St. Louis Browns will be in Cleveland to inaugurate the season by meeting the Indians.

In these four cities the television stations are as follows: WWJ-TV is on the air in Detroit, while three (See Operators Eye on page 108)

Expand Outlets for Coin-Operated Tele in New York

NEW YORK, April 17.—Exploitation of a largely untapped market for coin-operated television is being pushed here by a recently organized firm, the New York Television Company, which, by-passing the usual tavern outlets, is encouraging operators to place sets in restaurants, diners and similar locations. The sets offered are adjusted to carry the television picture continuously during broadcast hours, with sound available only thru coin-operated wall or counter speakers.

Resistance by location owners and customers to coin-operated television in such locations has been negligible, according to Morton Lipper and Al Pomilla, owners of the company. They say this is because free television has rarely been offered in restaurants, as it has in taverns.

However, it has been noted that resistance to coin-operated television

in the tavern market has decreased decidedly of late, largely because of favorable location experiences with videograph and tele-juke combo sets.

Two makes of television sets are supplied by New York Television, a 15-inch Emerson and a 10-inch Sightmaster, with the latter fitted with a built-in picture clarifier. Personal music boxes are used and offer six minutes of sound for a nickel. In a normal package sale, five speakers are supplied, but more are available at an additional charge of \$25 each. Thru an arrangement with the Chase National Bank and the National City Bank, sets can be financed over a two-year period.

When television programs are not being broadcast, the set-up can be used for FM programs. Sets are installed by New York Television, which also guarantees necessary repairs for 90 days, according to Pomilla.

PLAY UP, REPORT OHIO OPS

Optimism at OSAPOA Meet

Association re-elects all State officers at annual get-together in Cleveland

CLEVELAND, April 17.—At the ninth annual convention of the Ohio State Automatic Phonograph Owners' Association (OSAPOA) held here Wednesday (14), operators struck a note of optimism, reported play had picked up over the January-thru-Easter slump. Some 600 operators and their guests, from Ohio, Michigan and Pennsylvania filled the Grand Ballroom of the Hollenden Hotel for the annual banquet and saw Jack Cohen, president of OSAPOA present the American Cancer Society with a check for \$10,000.

Recording artists and representatives of record companies were more numerous at this year's convention (See PLAY UP on page 110)

Motion Pictures Offer Juke Ops Song Promotions

HOLLYWOOD, April 17.—With motion pictures here readying a number of musical releases, featuring old-time song hits, record dealers and juke box operators soon will be able to tie-in with the film releases to promote more music machine play and record sales.

Among the pictures already announced for early release are *April Showers*, with Ann Sothern and Jack Carson; *One Sunday Afternoon*, starring Dennis Morgan and Janis Paige; the biography of Marilyn Miller, titled *Silver Lining*; *Fred Astaire and Judy Garland in Irving Berlin's Easter Parade*; *Summer Holiday*; *Betty Grable in both Burlesque and The Lady in Ermine*, and *Wabash Avenue*, based on the life of tunesmith Gus Kahn.

With the wave of musicals scheduled to run thru the balance of the year, Hollywood spokesmen reported (See New Motion Pix on page 108)

Aireon Trustee Gets Extension To Submit Plan

KANSAS CITY, Kan., April 17.—The Aireon Manufacturing Company trustee was granted additional time in which to submit a plan of reorganization this week by Federal Judge Arthur J. Mellott. Under the ruling, the trustee now has until May 1 to submit his plan.

The original date for filing the plan was March 15, which was later extended until April 15. The change in date made this week does not affect a scheduled hearing on the plan of reorganization which is to be held May 14.

Aireon filed a petition last November in Federal Court here seeking permission to reorganize under Chapter 10 of the Chandler Act. The petition stated the firm was unable to meet maturing obligations and desired to change its capital structure.

Principal creditor is the RFC, which has unpaid loans of \$1,400,000, it was reported.

Revenue Bureau Exempts Video In 20% Bar Tax

WASHINGTON, April 17.—The Internal Revenue Bureau this week, in a special action, reaffirmed its ruling exempting bars and taverns with television from the 20 per cent cabaret tax. Placing the television sets in the same category as juke boxes, the bureau stated the exemption held good except where dancing, singing or other entertainment was permitted.

Bureau officials stated that television had been put in the same class as radio or juke boxes, absolved from tax as "instrumental or mechanical music alone."

Operators Eye Juke Income As Tele Coverage Increases

(Continued from page 107)

other stations are either applied for or are in the early construction phases; WBKB, which televised the Chicago games exclusively last year, is augmented by WGN-TV this season, with the latter set to introduce night baseball telecasts to the city from Comisky Park for the first time; KSD-TV is in operation in St. Louis, with several other stations applied for but not in construction as yet, and WEWS is expected to be on the air in Cleveland in time to give fans in that city their first taste of telecasts.

National League

Only one National League game is scheduled for Monday (19), that between the Pittsburgh Pirates and the Cincinnati Reds at the latter's park. Always a hot baseball town, Cincinnati fans get their first look at the game via television this year thru the facilities of Station WLWT. Pittsburgh operators are not faced with immediate television competition, as the only station in that city now under construction, WDTV, is not expected to be completed for some time.

The senior circuit's race gets under way in earnest Tuesday (20) when Brooklyn meets the Giants at the Polo Grounds in New York, Boston and the Phillies clash in Philadelphia and the Chicago Cubs travel to Pittsburgh. Cincinnati meets the Cardinals in St. Louis.

The Brooklyn and New York games will be covered by the same stations as mentioned in connection with the Yankees.

Other Coverage

The American Association, one step below the major leagues in rating, started its 1948 season Thursday (15). Included in this league are teams representing Milwaukee, Minneapolis, Toledo, St. Paul, Indianapolis; Kansas City, Mo.; Columbus, O., and Louisville. Fan interest in this league is great, and telecasts are expected to cut into juke box operations

Buffalo Op Installs New Promotion Sign

BUFFALO, April 17.—Bernie Blacher, Buffalo coin machine operator, recently conceived a novel promotional tie-in between his juke boxes and their locations. Initial test was made recently when the Three Suns, RCA recording artists, made a personal appearance in the city.

In order to personalize the promotional sign, Blacher had the signs run off on a silk screen process, then pasted an 8 by 10 photo of the Suns on each poster, and finished off the signs by having the location name hand painted on each poster.

Many locations who maintain a strict policy against the use of any type of sign in their windows, displayed Blacher's mainly because of the fact it included their name. Blacher reported: "This stunt proved to be an excellent booster of good will among my accounts. In general, it is a good ad for the juke box business as well."

NEW MOTION PICTURES

(Continued from page 107)

the pictures, featuring time-tested music, was expected to hypo lagging box-office receipts all over the country. With the motion picture and radio promotion behind the old hits, juke box ops and record retailers, by featuring the tunes as the other promotion breaks, will be able to push their play to the maximum on these tunes.

wherever tele is seen. This includes WTMJ-TV, Milwaukee, and KSTP-TV, St. Paul. However, stations have either been applied for or are already in the construction stage in each of the six other cities in the league.

A similar situation exists in the International League, another AAA baseball circuit in the East, comprising teams in Newark, N. J.; Baltimore; Syracuse, Rochester, N. Y.; Jersey City and Buffalo in the U. S., and Toronto and Montreal in Canada. WMAR-TV and WBAL-TV are now on the air in Baltimore, a rabid baseball community, while the other cities expect to have the visual coverage within another year.

Op Problems

While operators feel they will have a fairly good insight to the effects of television on their juke box locations within several weeks after the season starts, they are expressing the opinion here that it will be another year before the public location coverage ceases to offer stiff competition. There still are too few home sets around to put a serious dent in the number of location customers who want to see the games, say the ops, and the tremendous amount of publicity the telecasts are receiving also focus attention on the sets in public locations.

More industry promotion is felt to be one way on combating the television competition. Some ops in the Chicago area are setting up posters in their locations which read: "After the ball game relax yourself with the juke box." Others are planning promotion tie-ins with local disk jockeys and record distributors to focus attention on the juke box in off-tele hours. This type of promotion will include the pushing of a new song, *Juke Box Jamboree*, over the air as well as on location.

Early Chi Start

Tie-in with the heavy promotion given television here during the past few weeks was seen as the city's tele stations opened the season Friday (16) with pick-ups of the city series played between the Cubs and the White Sox.

Marking the first time that Chicago's viewers have had the opportunity to see a complete city series via television (WGN-TV is picking up the games from the White Sox park for the first time), both WGN-TV and WBKB had crews on hand at Wrigley Field, home of the Cubs, Friday for the kick-off. The former station was scheduled to pick up the game today from Comisky Park, and both stations again were set to televise the third game in the series from the North Side Sunday.

Operators here expressed the opinion that the first three days would find a greater interest in the telecasts than those scheduled to follow because of the purely local nature of the contests and because of the fact that Chicago is a good baseball town, and both major league representatives have ardent supporters. A slack-off in public location interest in the games is anticipated when the regular season starts and only one of the city's two teams is playing at home.

CHESTER CINCY PREXY

(Continued from page 107)

posal from the city safety director, the APOA, now numbering most of the local operators among its membership, has advised city officials that it would undertake a program to assure that no irregularities would enter into the music machine field here. At the present time it is believed the city will allow the association to put its program into effect, and shelve the taxation proposal.

Latins Like Music, Reports Juke Box Dealer in Caracas

CARACAS, Venezuela, April 17.—Julius B. Kanarek, local juke box dealer, has set up the first repair shop here for music machines, and has two full time servicemen operating the shop. Kanarek, who plans to leave for the United States shortly to purchase several dozen new machines, as well as scales and popcorn venders, reports the most difficult part of operating a music route in Venezuela is in finding competent mechanics and keeping the machines in order.

At the present time, reports Kanarek, there is a considerable amount of operating difficulty which can be attributed to the country's "soft" money. After newly-minted coins have been in circulation a few hours they become bent or mutilated, and cause a considerable amount of trouble when inserted into a coin machine.

Kanarek has been conducting a campaign in Caracas to have operators and locations "one down" the play after 9 p.m. Many of the operators, says Kanarek, have completely surrounded the juke boxes with iron frames, to keep customers from tinkering with the equipment. "There is just enough room for the player to insert his coin," he reported.

Over-all, the territory is excellent for music machine operations, according to the dealer, for the average Latin likes music, and will patronize the music machines regularly.

ROUTE FOR SALE

This is probably one of the best routes for size and investment in U. S. Business perfectly balanced with music (mostly Wurlitzer) and games. Minimum of marginal operation.

Equipment well set and in A-1 condition. Close-knit field. Dominant operator in Mid-Western city of 30,000; large, steady pay-rolls; solid industries; high solvency in city and surrounding country. City is natural retail, wholesale and cultural center for half million people—a good place to live and stake your future.

Not a distress sale. Fullest substantiated details supplied those who prove serious intentions and have ability to handle deal.

Gross business last year was \$142,000 and should hold that volume in the future. Owner netted 20% on price asked, plus \$10,000 salary.

This safe, profitable business priced at

\$72,000

with at least \$25,000 down and \$37,000 in three or four years; 6% interest on unpaid balance. Owner financed. Address:

KEN GREEN

c/o Billboard Cincinnati 22. O.

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.

WANTED

10,000 Albums at once. All labels, all artists. Must be new and clean—surplus and overstocks, Popular, Classic and Children's. Write, wire or call

SHELDON'S RECORD CENTER
31 Tremont St. Boston (8), Mass.
Tel.: CA-7-0506

Aireon
Chester
FOR
495

Juke Innovations Making Music Pay South of Border

CHICAGO, April 17.—O. O. Mallegg, foreign representative of AML, Inc., and widely known as an exporter of American made products, disclosed this week that coinmen south of the U. S. border are using stimulants to keep music machine play at a high paying level despite the fact that some of the nations are undergoing a minor slump in general business conditions. While away from his local office for seven weeks, Mallegg visited Mexico, Costa Rica, Guatemala, Venezuela and other Central American countries.

Thruout all the nations visited, Mallegg observed that the music business itself was enjoying but a fair market, with too many of the natives dwelling on the fact that another world conflict may be on their doorstep.

In Central America, Mallegg observed that firms corresponding to our music operating firms, have set themselves up as traveling units. They go from one city's "Market Day" to others in the vicinity on different days and carry their own portable dance huts as well as music machines. Patrons of the market drop into the dance hut with their partners and dance for a while. "Operators" of these traveling juke boxes and dance huts, have found this business to be extremely worthwhile. Mallegg also states that the tunes played are usually popular Spanish tunes.

Another enterprising Central American firm has worked up an even better paying proposition with its music machines. This concern has built up a dance floor on a fenced-in piece of property and also in-

Modern Denies Inducing Aireon Distrib Switch

NEW YORK, April 17.—Charges that Nat Cohn, president of Modern Music Sales, had induced the transfer of the Aireon distributorship franchise from Manhattan Phonograph Company before their contract had run its course, were vigorously denied this week by Sidney Levine, Cohn's attorney. Suit was instituted last week by Manhattan to prevent further sales of Aireon music equipment by Modern and calling for damages to be paid. Manhattan's owners, Rocco Marino and Leo Dixon (*The Billboard*, April 17).

Levine pointed out that all distributor contracts were terminated by the manufacturing company before Cohn undertook sales of Aireon equipment in this area. Aireon now distributes its products thru a network of sales agents, he added. "When Cohn was appointed sales agent for the New York area, he was advised by Aireon that their contract with Manhattan Phonograph Company had been terminated," Levine stated.

geniously arranged the construction of a gate that passes across the dance floor in a movement that resembles a starting gate at a race track. As the gate passes over the individual couples the male partner gives his coin (which is worth approximately a nickel) to the attendant at the movable gate. The gate approaches each couple once during the playing of a tune. Thus, if there are 20 couples dancing at one time the operating firm takes in 20 coins for the one tune played.

Television Meter Allows Customers To Pay as They Go

CHICAGO, April 17.—A new wrinkle in coin-operated television has been introduced here by the Terman Television Sales Company, a firm operating three stores in Chicago and specializing in the home receiver field.

According to firm representatives, a coin meter, which can be installed on any model or make of home television receiver, is now used when sets are sold on what is termed a "pay-as-you-see" policy. The coin meter can be geared to either a half-hour or full-hour play for 25 cents, depending upon the patron's desire. By using the quarter chute whenever the set is in operation, the customer builds up his monthly payments while actually using the instrument.

Terms are worked out between Terman and the customer. Following a down-payment, monthly payments are established. Terman employs his own servicemen, who make monthly calls on each customer, at which time they empty the coin box. If the monthly installment is \$14, and the collector finds \$15.50 in the coin box, the additional \$1.50 is applied to the following month's payment. If the collector finds less than the \$14 payment, the customer is then required to make up the difference.

Terman spokesmen claimed the new selling method, which was only recently inaugurated here, has met with an excellent response. Part of the acceptance was traced to the fact that many persons are now used to inserting coins in vending, washing and music machines, and, by using the coin chute, can have their neighbors and friends help foot the cost of the unit.

Bell Tele To Install Sets In N. Y. Hotel

Operate on Comm. Basis

NEW YORK, April 17.—Closely following reports of public acceptance of television sets installed in hotel rooms at an added per-day rental fee (*The Billboard*, April 3), Bell Television, Inc., announced its entry into the expanding field here this week with an initial installation of 10 units in the Hotel Greystone. But, in a marked departure from the technique used by competitors, such as Hotelvision and Guest, Bell's sets are entirely self-contained and, featuring built-in antennae, are not dependent on a central receiving apparatus.

Standard make television receivers are used by Bell, with antennae pre-adjusted for the best average reception of the transmitting channels currently in use, according to Martin Sugar, president. Of table model size, they can be moved to the rooms of any patrons desiring the service without prior wiring. Sugar says that tests during the past three weeks at the Hotel St. George and the Dorset, have shown that preadjustment of antennae makes for adequate reception, altho he admits that reception was not up to the standard achieved by the use of outside aerials.

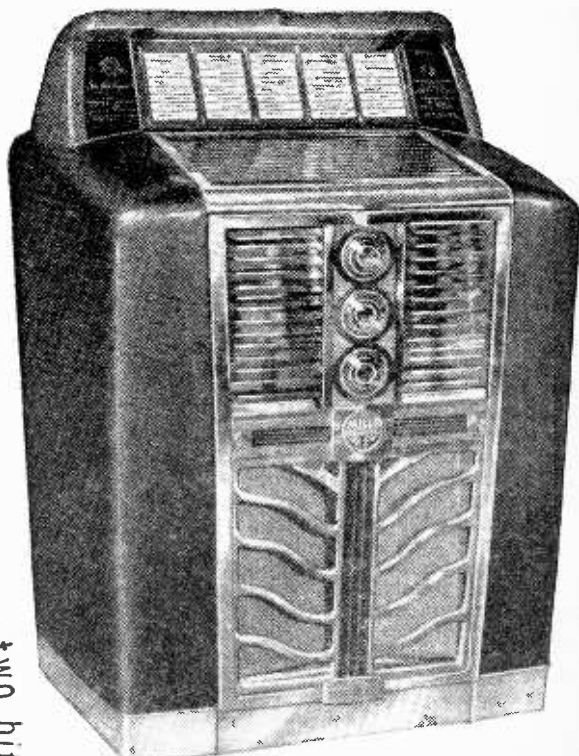
Present plans of the operating firm call for a charge of \$2 per day for resident use of a 10-inch receiver. The hotel management adds this fee to the room bill and retains an undisclosed commission. All servicing is done by Bell Television mechanics.

more play - greater take - higher profits

the public prefers THE MILLS CONSTELLATION

NO OTHER PHONOGRAPH HAS ALL THESE FEATURES:
plays 40 selections • wide range tone • aluminum cabinet
adjustable tone arm • table top service • six hits for two bits

MILLS INDUSTRIES, INCORPORATED



4100 Fullerton Avenue • Chicago 39, Illinois

Play Up, Ohio Ops Report; Elect Officers

Optimism High at Cleveland

(Continued from page 107)

than at any previous one the association has held, but representatives of juke box manufacturing firms were conspicuous by their absence.

The association offered local distributors of automatic phonographs free space in the foyer outside the ballroom, but only two makes—AMI and Rock-Ola—were displayed.

At their morning meeting, the association re-elected all State officers for another term. In addition to Jack Cohen, Harold Copeland is vice-president, James R. Ross, secretary-treasurer, and Sanford Levine, assistant secretary-treasurer. Executive board members are James Burke, H. W. Hoffman, Robert Pinn and Robert Edward.

Following the closed meeting of the State board, at which officers were re-elected, approximately 50 operators met for a luncheon and open meeting. William Rosenfeld, counsel for the operators' group, led the informal discussion which touched on a wide variety of operating problems.

Harry Lief opened the discussion by confirming reports of increased play in the Cleveland area. But, Lief added, operators are still not netting the kind of profit to which their efforts and investment entitle them.

As a possible solution to the continuing problem of high operating costs, Lief suggested the operators lend their support to the drive for a 7½-cent coin.

(Editor's Note: Ed Mehren, president of the Squirt Company, parent soft drink firm with headquarters in Los Angeles, first proposed the nation mint a 7½-cent coin. His proposal was made at a national meeting of the American Bottlers of Carbonated Beverages, and Mehren is still stumping the country in behalf of this project.)

Harold Copeland, vice-president of the State Association and president of the Youngstown chapter, said that regardless of the talk about problems confronting music operators, the operators should think of only one thing—keeping their locations supplied with good music. Keep your locations supplied with good music, Copeland concluded, and both locations and operators will do business.

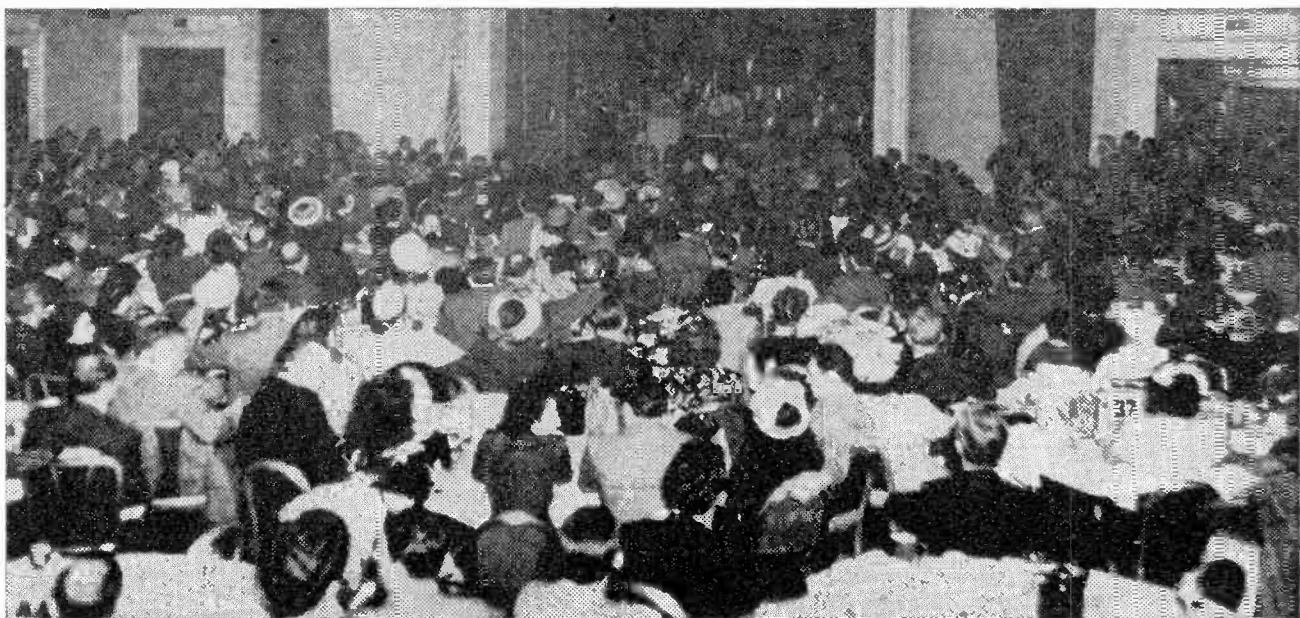
Record company representatives at the noonday meeting assured operators that they would be supplied with plenty of good disks no matter how long the current ban on recordings lasts.

At the annual banquet, which closed the convention, Jack Cohen presented the American Cancer Society with a check for \$10,000—the receipts from two previous nights' entertainment held in the Cleveland Music Hall, and from the banquet itself. Monday and Tuesday (12-13), Dorothy Shay, Carmen Cavallaro and Frank (Sugar Chile) Robinson—who were among the artists on the banquet program—appeared under sponsorship of the phonograph operators.

On hand for the cancer society was Ira Cope, general chairman of the American Cancer Society's Cleveland campaign committee. Cope, acknowledging the association's activities, urged the association to consider making the cancer drive an annual project.

Entertainers at the floor show were Frankie Connors, Sonora Records artist; Vaughan Horton and Polka Debs, who record for Continental; Jan Murray; Sugar Chile Robinson; Junior Martin, of Spike Jones' aggregation;

Ohio Juke Operators Gather



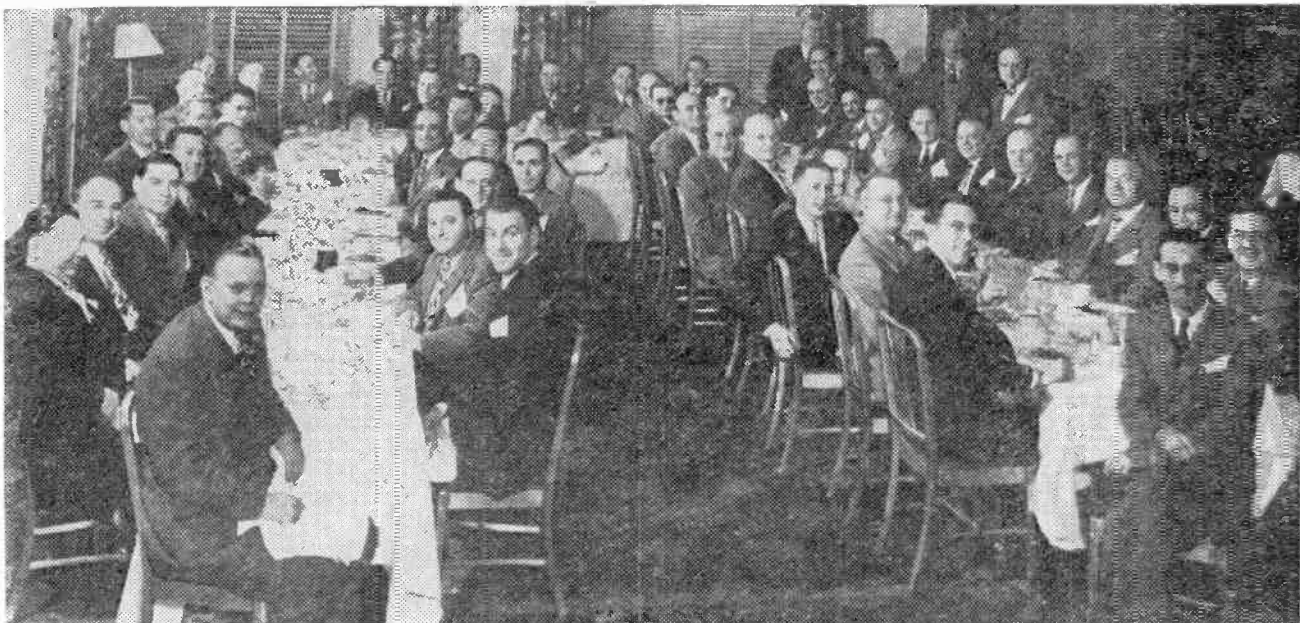
CLIMAXING ninth annual Ohio State Automatic Phonograph Operators' Association convention held in the Grand Ballroom of the Hollenden Hotel was the banquet which was attended by more than 600 guests pictured above. Entertainment was provided by Carmen Cavallaro and his orchestra, Dorothy Shay, Sugar Chile Robinson, Jan Murray, Vaughan Morton and the Polka Debs, Junior Martin, Artie Martin, and Howie Lund, WJMO disk jockey, who emceed the show.



JACK COHEN, president of the OSAPOA, turns over the association's check for \$10,000 to Ira Cope; chairman, cancer committee.



CARMEN CAVALLARO and his orchestra as they appeared at the ninth annual banquet of the OSAPOA convention.



OPEN MEETING and luncheon was attended by 50 operators. William Rosenfeld, OSAPOA counsel, presided at the session.

Artie Martin, MGM artist; Carmen Cavallaro and his band, and Dorothy Shay. Howie Lund, disk jockey on WJMO, emceed the show. Cohen and Sanford Levine acted as chairman and co-chairman respectively of the convention. Other members of the committee were Lester Bieber, John Bou-Sliman, Leo Green, Richard Head, Henry Ilg, Edward Kenney, Harry D. Lief, Louis Nemesh, Robert Pinn, James Ross, Hyman Silverstein, Joseph Solomon and Barney Wert. Sam Abrams was director and Virginia Holcomb, secretary.

Record Reviews

(Continued from page 32)

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

POPULAR

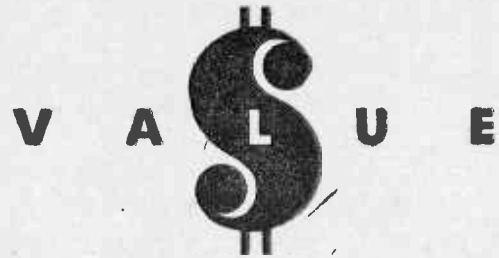
LEE MONTI'S TUNES (Aristocrat 509) <i>Chinatown, My Chinatown</i> (Mario Luser) Instrumental style's o. k. switch over to Bugs Bunny scatting unusual, or something.	53	60	40	60
<i>Dreamy Melody</i> Relaxed accordion - guitar-bass treatment with a high appeal in the Three Suns vein. Whistling badly balanced.	78	75	75	85
LEW MARCUS (Jewel R-5005) <i>Ida (Sweet As Apple Cider)</i> 'Near You' bass winds thru old-fashioned metallic piano. Billing is accurate; there's a nostalgic charm.	79	82	75	80
<i>Dardanella</i> More nostalgic piano but choppy "Dardanella."	46	50	40	50
ANDREWS SISTERS (The Harmonica Gentlemen) (Decca 24427) <i>Sabre Dance</i> With lyrics and harmonicas—a noble try—but only a near-miss.	77	77	80	75
<i>Heartbreaker</i> Should perk the ditty into hit class, harmonicas or no harmonicas.	90	90	88	92
JOHN LAURENZ (Earle Hagen Ork) (Mercury 5115) <i>Oh, How I Miss You Tonight</i> Good ballad—good crooning.	70	77	75	75
<i>I Wish I Knew the Name</i> (Dick Maltby Ork) Laurenz has mellow, full voice on melodic, cute ditty.	79	80	78	78
DEAN MARTIN Adollo 1116 <i>Hold Me</i> Not bad, but why not turn this guy loose on twin-tempo stuff which he does so well.	75	75	75	75
<i>Santa Lucia</i> Inferior backing but Martin can sing. Italian lyrics can catch "O'Marie" trade.	66	65	60	75
DALE EVANS (Majestic 6029) <i>We're Brandin' a Little Critter</i> Good composition, good vocal feeling—but a trifle in the pop sphere and out of the folk.	70	75	60	75
<i>Aha, San Antone</i> Converted hillbilly chirp sounds right on rowdy rhythmic piece with catchy beat. Knobby fiddling.	85	87	82	85
VIC DAMONE (Mercury 5121) <i>My Fair Lady</i> (Camarata Ork) Vic sings well thru a fine cleffing of a new pop.	84	86	84	82
<i>Laroo, Laroo, Lilli Bolero</i> (Glenn Osser Ork) Simple straightforward rendition of pop plug which should find its share of the sales.	79	80	78	78

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK

SLIM BRYANT AND HIS WILDCATS (Majestic 6026) <i>Thunder Storm</i> Zippy squeeze-box and rhythm with choral work ample—material tentative.	77	79	75	78
<i>I Hate To See You Go</i> (Ken Newton) Accordion - bass - guitar work behind neat Newton warble. Choral take-out too skimpy.	63	70	50	70
ERNEST TUBB (Decca 46092) <i>When the World Has Turned You Down</i> Adenoidal but all the more appealing for the market—steel guitar steals a bow.	85	84	83	86
<i>I'll Get Along Somehow</i> Usual Tubb nasal on h. b. ballad in the standard idiom.	73	75	75	70
MARGARET WHITING (Frank DeVol Ork) (Capitol 15058) <i>Please Don't Kiss Me</i> Usual crystal-clear Maggie on entreating pic ballad.	76	79	75	73
<i>April Showers</i> (Paul Weston Ork) If you can forget Jolson, this is sweet and pleasant.	80	80	80	80
THE MASSEY BROTHERS (Coast 273) <i>Piney Woods</i> Brisk square dance instrumental - fiddle lead with string backing tight and tidy.	73	77	70	75
<i>Lonesome Train</i> More square dance arrangement of a folk classic . . . should sell big.	88	90	86	88
ERNEST TUBB (Decca 46093) <i>Our Baby's Book</i> Sincere Tubb original dedicated to infant son who passed away. Should sell big.	83	80	80	88
<i>Blue-Eyed Elaine</i> Another Tubb original with guitars—more cheerful but less important gal ballad.	72	70	65	80
DICK THOMAS AND HIS NASHVILLE RAMBLERS (Decca 46127) <i>When the Blue Moon Turns to Gold Again</i> Nothing out of the ordinary.	62	62	62	62
<i>Born to Lose</i> Made to sell, the wall, the warble are stock but b-grade. Yodel end-noting helps.	81	80	80	82
RED FOLEY-THE CUMBERLAND VALLEY BOYS (Decca 46124) <i>Ruby Red Lips</i> Foley's status quo.	72	73	70	73
<i>Television</i> This, and Zeke Manner's version, should make song a fast-selling novelty for a limited period.	85	85	82	88



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16 RECORD, R.K.	40.00
12 RECORD NITE CLUB	35.00
5 WIRE WALL BOX	5.00

WURLITZERS

MODEL 850	\$275.00
MODEL 950	260.00
MODEL 500	125.00
VICTORY MODEL 600	100.00
VICTORY MODEL 24	75.00
MODEL 616	75.00
MODEL 61	70.00
P-12	40.00

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8800 LO-TONE, Repainted	225.00
9800 LO-TONE, Repainted	225.00
CONCERT MASTER, E.S.	175.00
COMMANDER, E.S.	160.00
MAESTRO, E.S.	160.00
CONCERT GRAND	115.00
CLASSIC	120.00
12 RECORD SYMPH.	35.00

MILLS

CONSTELLATION, 1947	\$450.00
EMPRESS	115.00
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AMI

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20 RECORD SINGING TOWERS	75.00
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9-BRAND NEW 1947 AIREONS

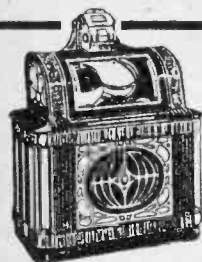
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- "Boon to Ops"
- "Capehart Scores Again"
- "A Homer"
- "Sparker to Profits"
- "Best News in 15 Years"
- "Only Deal Today for Ops"

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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

In Carnegie

T. Texas Tyler, the growl singer who hit with his Four-Star platter of *Deck of Cards*, will play New York's Carnegie Hall April 25, together with a folk artist cast. He is also set for the *Grand Ole Opry* May 15. . . . San Fernando Records, a new Coast diskery, made its bow last week, with sides by Bob Remington and Jack Rivers and His Rivers Boys.

Roy Rogers and Dale Evans were given a belated wedding reception two weeks ago by the entire 200-person population of Lake Hughes, Calif., where the Rogers's Skyhaven Ranch is located. Roy, his parents and three sisters played in a band which cut dance music for the fete. . . . Tex Williams and His Western Caravan checked into Universal-International Studios last week to start production on a two-reel musical short to be produced and directed by Will Owen. Appearing with Williams are Pat Alphin, Judy Clark, Jimmy Dodd, Smokey Rogers and Deuce Spriggins.

The Federal Communications Commission last week authorized Gene Autry to buy KOOL, Phoenix, Ariz., for \$250,000. Last month he purchased a half interest of KOWL, Santa Monica, for \$80,000. . . . Smiley Burnette is making available his 5-minute daily and 15-minute Saturday transcribed shows at \$10 per week per station rate. Flat rate sale basis makes this show a novel wrinkle in radio, since normally e.t. shows are sold for a fee figured on a station's power, location, etc.

New Package

Big Slim, the WWVA, Wheeling, W. Va., radio singer, is putting together a package show for his outdoor park appearances. Personnel will include a five-piece band; Hazel Hawley, trick rider; Aunt Lena and her clown mules; Bebe Bernard, trick rider, plus Slim's own performing horses. Slim is a horse trainer, having trained the mounts that Hawkshaw Hawkins and Stony Cooper will use this season. Slim, who just got out of the hospital, composed *Raveled Ends* and *West Virginia Waltz* while bedded.

Tex Daniels, of the Lazy H Ranch Boys, a feature of WSID, Baltimore, reports that the Saturday night broadcasts from the Highway Theater, Edgewater, Md., near Baltimore, has drawn capacity houses. The shows are aired, and if present plans go thru, the package may play thruout that territory.

Nancy Lee and the Hilltoppers headline a big folk music jamboree at the Palace Theater, Rockford, Ill., April 23-25. . . . Smiley Burnette and his troupe are working Illinois, Wisconsin and Iowa during April and will do a week at the National Theater May 6.

Gene Pulls

Gene Autry pulled over 8,000 people for two shows at the Arena, Philadelphia, April 9. Autry insisted on a matinee show for kids, in addition to the evening revue. . . . Connie Gay, who heads the Gay-Time Western Jamboree in Washington, will promote a series of folk shows in Constitution Hall there. Booking thru Jolly Joyce Agency, Philadelphia, Merle Travis and his gang open May 1, with a Western jamboree made up of Wesley Tuttle, the Milo Twins, the Texas Stars and Jackie Morna set for May 15.

Jolly Joyce Agency has the Wesley Tuttle troupe at Columbia Park, Berwick, Pa., June 6, the Travis gang at Buck Lake Ranch, Angola, Ind., June

20, and Hawkshaw Hawkins and Grandpa Jones for the opening of the Bells' Lone Star Ranch, Reed's Ferry, New Hampshire. . . . Roy Seagraves Agency, Philadelphia, has entered the folk talent field. The agency is setting attractions for Glenloch Park, Camden, N. J., and West Point Amusement Park, North Wales, Pa.

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New York:

Harry Schneider is back in his avenue showroom of Seaboard New York Corporation's direct sales division after a trip to Hartford, Conn., to help out at Atlantic Connecticut Corporation's showing of Seeburg's new Select-o-Matic. . . . Dave Lowy, of Dave Lowy & Company, is back after a Florida vacation.

Marvin Heisman, of the recently-formed King Amusement Company, has added music equipment to his game line. But the big attention-getter at King these days is the ancient phonograph Heisman has placed in his show window. One of the early Edison models, playing cylindrical records, the museum piece was given to Marvin by a grateful hitch-hiker during a recent trip to the Catskills. And it plays, too. With little coaxing, Heisman will demonstrate it to any visiting op.

Reuben B. Gryzmish, of Alles-Fisher, Inc., Boston, and Joseph Kolodny, president of the National Association of Tobacco Distributors, head the tobacco division of the United Jewish Appeal's current campaign to raise a minimum of \$250,000,000 to carry out its world-wide charity program. . . . Fred Beman, of Gloversville, N. Y., was a visitor to coin row last week.

Jack Pero, sales and advertising director of Spacarb, Inc., reports that a new franchise operator for the firm's cup vender has just been appointed to service the Milwaukee area. . . . Music ops visiting Albena Sales during the past two weeks were sorry to learn (See NEW YORK on page 114)

Los Angeles:

B. D. Evangeloff and E. G. Schmitz, well-known Southern California operators, have formed the Ace Vending & Distributing Company to handle the Victor vending lines exclusively in this area. . . . There is a cloud of gloom hanging over Operators' Vending Machine Supply Company offices since the announcement of Dorothy Johnson's wedding. Miss Johnson has been secretary to Sid Bloom, head of the firm for three years, and is well liked by local operators. She will retire after her marriage. . . . Stan Rouso, local representative for the Stoner candy machines, busy calling on local ops.

Hal Smoot, Kwik-Kafe of California, distributors in California for the Kwik-Kafe coffee machine, is still on the sick list. It is reported that it will be at least six weeks before he will be well enough to return to his desk. Meanwhile, Bill Aldridge, president of the company, is carrying on in his place. . . . Recent visitor in San Diego was Bill Happel, head of Badger Sales, who called on ops in that area. While there, he found time to play golf with many other coinmen.

Shine Distributing Company, exclusive distributor for the Douglass (See LOS ANGELES on page 115)

Des Moines:

Over 1,000 attended the five-day showing of Seeburg's Select-o-Matic held at the Savery Hotel in Des Moines by Atlas Music Company. Phil Moss, head of the Des Moines office for Atlas, was in charge, with Eddie and Morrie Ginsburg, Dave Bender and Joe Kline, all of the Chicago office, and Reed Whitney, district manager for Seeburg, and Ed Feldman, sales manager, representing the company. Five radio stations either carried interviews or shows on the machine while the local paper carried a feature story and picture with three columnists mentioning the machine. . . . Lloyd Davidson, of the service department for Atlas Music Company, has been appointed chief engineer of the Des Moines office.

Tony Ligouri, who shined shoes for a living over 20 years ago and finally (See DES MOINES on page 115)

COINMEN YOU KNOW

Detroit:

Edward P. Womack, of the United Novelty Company, has been confined to his home by a cold, but is now on the road to recovery. George De Palma, of the Greater Novelty Company, came over to run his business during his absence. . . . Herbert Weingarden and Ernie Stovack, of the Action Music Company, have developed a new plastic top which they are placing on older Seeburg models, making the interior workings visible for the first time on these machines. They designed it to liven up business on their own locations, and are now placing their product in regular production, after test-location operation in Detroit.

Ernest Gonzer is developing a new amusement-type sling-shot device, using a coin-controlled dispenser for ammunition, designed for arcade operation. . . . Herman H. Zusman has taken over the only laundry installation in town operated by Telecoin, at 5604 Grand River Avenue, and is operating it under the new name of Automatic Launder-Self. He is operating two driers in addition to the washers, and has made it an all-coin-operated location, with a modern carbonated beverage dispenser and a peanut dispenser for patrons as well. Jack Barry, of the Campbell-McDonald Company, sales promotion organization, is planning to go into the cigarette and candy vending field.

Indianapolis:

Mrs. Peter Stone, of the Indiana Automatic Sales Company, was seriously injured in an automobile accident while in Greencastle, Ind. She suffered three broken ribs and was badly bruised otherwise. Her husband, Peter Stone, who was driving the car was severely shaken up and suffered a nervous collapse. . . . Roy Bane, Oxford Amusement Company, Oxford, Ind., spent a day on coin row, looking over pinball games. . . . Frank Banister, Banister & Banister Distributing Company, visited Chicago, buying pin ball machines and other amusement games.

Dan Brennen, Indiana Music Corporation, Aireon distributors, spent Monday in St. Louis visiting Del Beach, of the P. V. Distributing Company. . . . (See INDIANAPOLIS on page 115)

Hartford, Conn.:

Big news in the trade here was the exhibit of the Seeburg Select-o-Matic "200," at the Hotel Bond, April 9-10, sponsored by the J. P. Seeburg Corporation of Chicago. A soft drink party was held April 10 for school youngsters. Justin P. (Buzz) Seeburg, grandson of the corporation's president, served as emcee. Joe Girand, an announcer for WCCC, was the emcee for the dancing program. The party was held in the Hotel Bond's ballroom from 1:30 to 5:30 p.m. In addition to Seeburg, the industry was represented by officials of the Hartford area distributors, Atlantic-Connecticut Corporation, which got some neat publicity breaks in the newspapers on the showing.

Connecticut plants helping to build the Select-o-Matic "200" include electrical switches, by Arrow-Root & Hege-man Electric, Hartford; constant speed electric motor, Hayden Manufacturing Company, Torrington; locking connectors, Harvey Hubbell Company, Bridgeport; counters, Veeder-Root, Inc., Hartford; screws, Bristol Company, Naugatuck; wire, General Electric, Bridgeport; brass, American Brass, Waterbury, and Bridgeport Brass, Bridgeport.

Leon Dunn, who is chief industrial engineer of Veeder-Root, Inc., Hartford, makers of counting and computing devices for coin machines, spoke on "The Job Evaluation System and How It Works" at a meeting of the Hartford Chapter, National Association of Cost Accountants, April 20.

Buffalo:

There is strong belief here that Alfred Bergman, head of Alfred Sales, Inc., who has just taken over the Wurlitzer distributorship for this area, may buy the Redd Distributing Company building. Redd's layout is one of the most luxurious hereabouts, and near Bergman's headquarters on coin row. Bergman is currently on a business trip to New York.

Music men are busily promoting their products using plenty angles and tying in the coin industry. Murray Siedman gave a party for 50 at the Statler Hotel for radio singer Jack (See BUFFALO on page 115)

Chicago:

Max Wiczer, head of the Wico Corporation, reports brisk trade in Wico flipper kits, which fit all game manufacturers' products. Headquarters now occupied by the firm needs a lot more floor space, according to Max. Two years ago when the firm moved to its Pulaski Road address, Max was sure that the place he built there would fit the firm's needs for a long time to come.

Jimmy Johnson, Globe Distributing, took the first finished models of his Lightning changer to Bell-o-Matic this week, in preparation for the nationwide sales presentation of the equipment. Jimmy says 30-day delivery is promised. Globe's five-frame, nickel-play Bowl-a-Line game is catching the interest of a number of local manufacturers. Jimmy intends to have the game manufactured for Globe by a firm able to supply quantity production.

Clarence Bayne, United States Vending Corporation, who was scheduled to return this week from a business jaunt thru the Southern States, notified the firm headquarters here that he would stay on the road. It seems the operators and distributors in that area are expressing a lot of interest in USVC's new air-conditioned candy vender.

Louis Gensburg, head of Genco, feels that his latest five-ball game, Trade Winds, now being delivered, should prove a hit with operators and players alike. New Genco game features six floating roll-over buttons, bonus sequence scoring and single, double and triple bonus build-up (See CHICAGO on page 114)

Cleveland:

Irving Ackerman, counsel for the Michigan Phonograph Owners' Association, was the only casualty at the Ohio State Phonograph Owners' ninth annual convention here this week. Ackerman stepped out of a cab in front of convention headquarters and was struck by a passer-by's umbrella. The impact shattered his glasses and he suffered cuts.

In town for the phonograph owners' meeting were C. S. Pierce, president, Wisconsin State Phonograph Owners' Association; James Amato and James Massi, of the Western Pennsylvania Phonograph Association, and Morris Goldman, president, Michigan State Phonograph Operators. Roy Clason, director of public relations for the Michigan group, was among the nine-member delegation which came in from that State.

Immediately after the Ohio phonograph convention ended, Sam Abrams, director of public relations for the Ohio operators' group, caught a train for Chicago to attend the closing sessions of the National Association of Tobacco Distributors.

Vancouver:

Frosts, Ltd., department store has opened one of the smartest record departments in the Northwest, featuring booth containing a built-in mechanism with glass doors. Gladys Caldwell, manager, contributes a weekly column to *The Hastings News* dealing with the latest wax releases. . . . Robbie Robertson, until recently mechanic for Siegel Distributing Company, Ltd., Wurlitzer distributors, has joined the staff of Consolidated Music Company, juke box ops. Under the recent import laws, distributors cannot bring in instruments or parts, but ops are allowed to import all required new parts.

West Point Grey Teen Town Club has challenged the clubs of British Columbia to a monster Frankie Laine impersonation contest. It is hoped to have Frankie show up in person for the contest. . . . Lush and Jones, 97 Water Street, record distributors, are looking for a source of supply for Croatian and Yugoslav records.



LONE STAR COINMEN have a busy day. Fred Barber (center) and George Wrenn (seated) signing up as Bally distributors on the very day that they purchased the Walbox Sales Company, of Dallas, and formed a new organization known as Walbox Sales, Inc. Phil Weinberg (left) Bally Western sales manager, witnesses ceremony.

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HONEY..... 99.50	SUPERLINER..... 55.00
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KILROY..... 69.50	TALLY HO..... 99.50
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GUARANTEED

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3 DOUBLE BARREL..... 25.00	10 SILVER STREAK, BRAND NEW..... 110.00
1 DYNAMITE..... 40.00	1 SPELLBOUND..... 30.00
1 FIESTA..... 60.00	7 STAGE DOOR CANTEEN..... 20.00
2 GRAND CANYON (REV.)..... 20.00	1 STEP UP..... 30.00
3 HAVANA..... 70.00	3 STREAMLINER..... 20.00
1 IDAHO..... 30.00	6 SUPERLINER..... 30.00
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36 HEAVY HITTER..... 50.00	3 SURF QUEENS..... 20.00

ANY GAME EQUIPPED WITH FLIPPERS, \$10.00 EXTRA
5% discount if cash accompanies order. 10% discount lots of ten or more.

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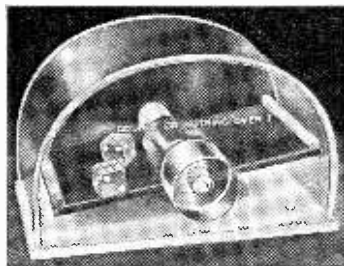
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THE HOTTEST COUNTER GAME IN YEARS

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Hawaii Steel Ball Roll Down . . . Each \$225.00	Seeburg 9800, ESRC Each \$135.00
Genco 14 Ft. Bank Roll Alley 65.00	Rock-Ola 1422, 1946 325.00
Wurl. 71 & Stand, A-1 Shape 99.50	Seeburg Gem 85.00
Wurl. 61 Phono 50.00	Mills Throne 50.00
Wurl. 500 Keyboard 89.50	Ten Strike, High Dial 30.00
Williams All Stars, Late \$245.00	

OLSHEIN DISTRIBUTING CO.

1100-02 BROADWAY ALBANY 4, N. Y.

COINMEN YOU KNOW

New York:

(Continued from page 113)

that Ben Horowitz was still ailing. But his wife, who is keeping things running smoothly meanwhile, says he should be back on the job before long.

Harry Berger, head of West Side Distributors, was host to Enrique Jay, Cuban operator, for three days last week. Jay flew in, bought some music equipment, saw the sights with Berger as guide, and flew back to Cuba. . . . Lester Paul, also of West Side, spent a few days in Detroit last week on biz.

Lew Braverman, board chairman of the new Automatic Cup Dispensers' Association (ACDA) and president of the Drink Dispenser Corporation, reports that the next dinner meeting of the association will be held at the Gramercy Park Hotel April 29. He says a couple of new ACDA members may be announced at that time.

H. F. (Denny) Dennison, president of the Videograph Corporation, has returned from a biz trip to the Midwest. A lot of his time in the next few weeks will be spent in the Boston area to prepare for the reported opening of television May 15. Meanwhile, Lou Forman, Videograph exec in charge of sales and promotion, announces that Al Klein, of Alpha Radio in Mount Vernon, has just been appointed distributor for the combination television unit.

Operators coming in to see Barney Sugarman at Runyon Sales no longer while away their time playing game equipment. All that's on display in Sugarman's showroom these days is his standby, the AMI juke box, and the Wilcox-Gay Recordio-Gram machine. Sugarman says his firm will specialize in music from now on. But ops can still buy games from Runyon Sales. Sugarman has plenty in his next-door storeroom.

Nat Cohn, Modern Music prexy, is showing operators his Modern multi-purpose vender. He says the red-named machine is specially made for Modern. . . . Out-of-towners shopping on the avenue last week included George Marra, of West Haven, Conn.; Joe Hanna, Utica, N. Y., distributor, and Harry Smithhurst, of Port Chester, N. Y.

Dave Gilbert, public relations director of the Association of Self Service Laundry Operators (ASSLO), reports that ticket requests for the association's banquet Sunday (18) at the Hotel New Yorker point to a sellout. Entertainment, featuring Broadway actors and Victor Goldring's ork, is promised.

Murray and Bill Weiner, of U-Need-A-Vendors, Inc., returned from Chicago last week with enthusiastic reports on the reception given their new electric cigarette machine at the National Association of Tobacco Distributors' show. With deliveries of the new vender scheduled to begin soon, Bill said that the firm's 10th Avenue store will be refurbished starting next week to serve as a showroom and national sales headquarters.

Eddie Slevin, formerly top engineer at the now defunct Dynamic Devices, is working for Charlie Lichtman at New York Distributors. . . . Sam Sacks, Acme Sales prexy, reports that his is turning out plenty of remodeled juke boxes these days. He says the demand by ops for more attractive machines in their locations probably indicates biz is picking up.

Broadway Appliance Distributors, Inc., has taken over the Launderall franchise for the New York trade area, with J. M. Schiff and Sam Schnee pushing sales of the automatic washer. Broadway is a subsidiary of Major Records.

Chicago:

(Continued from page 113)

scoring in addition to flipper bumper action. Genco plant includes lots of production line floor space. Steve Kordek, one of the firm's chief designing engineers, is also confident that Trade Winds will prove to be a worthy addition to the amusement game field.

Out at Marvel Manufacturing Corporation's Fullerton Avenue plant the news is that Leap Year, a new five-ball game which the firm is marketing "as something that happens once in four years," is now in full production. Marvel, thru D. A. Wallach, sales manager, states that deliveries on the game have already started. Game has a six-hole, out-hole feature that is designed to insure player interest until after the final ball has dropped in the out hole. Player control feature of Leap Year is its two pairs of flipper-type bumpers. Wallach claims that altho Marvel's production lines are rolling the new games off in heavy quantities, finished products are being shipped immediately.

J. H. Keeney & Company introduced two new products at its South Side plant here besides taking a very active part at the NATD convention the the Palmer House. New equipment consisted of a one-ball, called Favorite, and Wild Bell, a console. . . . O. O. Mallegh, the well-known exporter who is also the foreign representative for AMI, says that coinmen in Central America are coming up with some novel ways of making music machines show a passable profit. Business, as far as music operations are concerned, is acceptable, Mallegh reports, but because of uncertain conditions, general business in the Central American nations is considerably off from a year ago.

Frank Mercuri, of Exhibit Supply, is in Western Ohio in the interests of the firm's arcade equipment line. Last week he was concentrating his efforts in parts of Pennsylvania and Eastern Ohio. . . . Many coin manufacturers in the Midwest breathed a sigh of relief when the news was announced that the coal strike had ended. It immediately served notice that steel production would be resumed as well as normal regulation of passenger and freight service.

Billy DeSelm, sales manager of United Manufacturing Company, his wife, Lucy, and their three daughters, drove to Indiana last week-end to visit Mrs. DeSelm's mother who had recently suffered a heart attack. Leaving his family in Indiana, Billy returned to Chicago Saturday to handle a mountain of work, then returned to pick up his family over the week-end. Billy and Ray Riehl recently played host to Frank Bannister, B & B Distributing Company, Indianapolis, and R. (Buster) Williams, Music Sales, Memphis, both of whom dropped in on United while visiting in Chicago.

Jack Nelson Jr., of the Jack Nelson Distributing Company, returned to Chicago last week-end after an extensive road trip. Jack reports operator interest in the new Filben Maestro is running high. Jack Nelson Sr., head of the firm, says the firm has added pre-popped corn to their line of products; they also handle the Popcorn Maid vender. Among Jack's many visitors last week were Bill Balaun, Akron, who was here to attend the Premium Show at the Sherman Hotel, and Richard A. Glasscoe, Crystal Lake, Ill., who was in town lining up equipment for his summer resort locations.

Art Weinand, sales manager of Rock-Ola, is handing out cigars. He and Mrs. Kaye Weinand became the

parents of a son recently. . . Reports filtering in from the West Coast say that Jack Leonard, of the Badger Sales Company, Los Angeles, is also a new father. A son was born to the couple earlier in the week.

Fred Mann, regional manager for Aireon in the Midwest, returned to Chicago after attending the firm's service school in Milwaukee Tuesday (13). Fred leaves for Cincinnati this week, then continues on to Columbus. He'll return to Chicago for a few days, then head for the Four-States meet in the Twin Cities April 26-27.

Atlas Music Company reports a beehive of activity at headquarters following the presentation of the Seeburg Industrial-Commercial Music System at the Stevens Hotel recently. Continued high visitor-rate at the special Seeburg room includes executives from leading local industrial firms, Harold Schwartz says. Atlas' sales representatives are currently out burning up the byways carrying personal word of the new music system to those who missed the preview here.

Although the hit parade of coin machines will not be mailed out for April and May, Atlas Novelty Company officials report that this service feature will be resumed June 1. Last report was mailed first week in March and hit some 3,000 copies. In all probability, the June report will remain in the large business blotter form.

Clayton Nemeroff, Monarch Coin Machine Company, relates that all is well in the bell division, which declaration is seconded by that division's head Carl Huppert. Resort buying is picking up these warmer days, with many types of amusement games in demand by the vacation-land operators, Clayton says.

Buffalo:

(Continued from page 113)

Smith, who was in town on a special Capitol Records promotion trip, entertaining disk jockeys, coin men and record dealers. Smith also sang at Children's Hospital, Crippled Children's Guild, Hi-Teen radio show, and at Como, Buffalo niter. Dick Link, Capitol's Eastern publicity chief, was in town for this go.

Bickford Bros., Victor disk distributors, gave a party at the Town Casino when Vaughn Monroe was in town for a concert recently, and had many Western New York coin machine ops among the guests. . . Paul Wolk, of Bickford Bros., is vacationing in

Los Angeles:

(Continued from page 113)

Automatic shoeshine machine, is closing its local offices, according to Earl Everett, head of the firm. Everett states he will take a vacation and go hunting and fishing in his home town of Anchor, Wash. . . Leonard Baskfield, sales manager for E. T. Mape, in town conferring with Ray Powers, manager of local branch.

Al Bettelman is holding down the fort at C. A. Robinson & Company while Charlie Robinson is out of town. . . Recent visitors at Badger Sales Company were J. L. Orr, Gardena; Barney Smith, Long Beach; E. E. Peterson and Noble Craves, both of San Diego; Lee Walker, Gardena, Langford Trieste, Pacoima, and E. S. Trimble, Huntington Park.

Hymie Zorinsky, of H. Z. Vending Company, Omaha, and George Prock, General Distributing, Dallas, were among the many out-of-town callers in last week to see the new Williams Manufacturing Company game, Fulton Moore, Williams sales manager, reports. New five-ball, called Virginia, is new from top to bottom, including new coin chute, new plunger and new out-hole tray. . . Deliveries are now starting on the new F. L. Jacobs bottle drink vender.

Ben Becker, head of the Ben Becker Sales Corporation, New York, and Herman Paster, Mayflower Distributing, St. Paul, were among the host of coinmen making stops at Bally's plant last week. Herb Jones reports. . . Grant Shay, vice-president of Bell-O-Matic Corp., can be well proud of his latest editorial job on *Spinning Reels*, firm house organ.

Joe Caldron and Lindy Force, of AMI, both spent a few days out of town last week. Caldron attended the big Ohio State Phonograph Owners' Association convention in Cleveland, while Force was in Grand Rapids, Mich. Monte West, AMI's sales engineer, says recent firm visitors included Max Marston, Marston Distributing, Detroit; George Pittman, Davenport, Ia., and Leonard Goldstein, of T & L Distributing, Cincinnati.

Florida. . . Murray Siedman in New York last week-end on business. . . Candy Vending operator Frank Bradley is enlarging his routes and buying more new equipment. . . Harry Winfield, J. H. Winfield & Company, is selling television and watching the daily test-patterns and special broadcasts with interest.

Indianapolis:

(Continued from page 113)

L. F. Sebastian, assistant sales manager, Rock-Ola Corporation, and Pete Stone, Indiana Automatic Sales Company, met in Louisville and came to Indianapolis before Sebastian returned to Chicago. . . Harry Heim, salesman for P. J. Distributing Company, Inc., called on operators in Southern Indiana the past week. . . Paul Jock, distributor for AMI coin-operated phonographs, reports an increasing demand for 40-selection wall boxes.

Frank Scherer, treasurer, Radio-Matic, Inc., coin-operated radios, has been confined at home by a serious throat infection. Business is generally off, and recent business conditions as reported in the daily papers here, show the juke box industry is at the foot of the list. Drop in employment and lack of tavern patronage are mentioned as reasons for the decline in the music machine trade.

Des Moines:

(Continued from page 113)

entered the coin machine business, has gone back to his first love, shining shoes. Tony has been appointed Iowa distributor for Kwik Shine and has moved his offices to 611 10th Street. He also is continuing his musical business.

Dick Eaton, new Wurlitzer distributor in Des Moines, is a native of Cedar Rapids, Ia., but has had a long career in the coin machine business. He formerly served as an operator in Philadelphia.



WHEN you buy Tradio you can be sure you are buying the finest coin-operated radio ever made. That's no idle statement. It's conclusively supported by the fact that today there are more Tradios installed throughout the country than any other coin radio. And the new Tradio is even better.

CHECK THESE FEATURES:

- Easy-to-read slide rule dial
- Easily accessible outside coin box
- Extra strength and rigidity
- Compact chassis and new face
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- New low price of \$49.95

Order now for **WRITE**
Immediate **Dept. A-4**
Delivery

TRADIO, Inc. ASBURY PARK NEW JERSEY

STOP! LOOK! THEN ORDER!

Immediate delivery on the following new games: Genco "TRADE WINDS", Gottlieb "CINDERELLA", Bally "BALLERINA", Williams "VIRGINIA", Exhibit "BANJO", United "WISCONSIN". Write for prices. Time Payment Plan for operators in Missouri and Illinois.

FIVE BALL FREE PLAY GAMES "USED"

EXHIBIT VANITIES @ \$ 54.50	GOTTLIEB SUPERLINER @ \$ 34.50
EXHIBIT TALLYHO @ 119.50	GOTTLIEB MAISIE @ 84.50
EXHIBIT TREASURE CHEST @ 149.50	GOTTLIEB LUCKY STAR @ 89.50
EXHIBIT STAR-LITE @ 129.50	GOTTLIEB HUMPTY DUMPTY @ 150.00
EXHIBIT RANGER @ 89.50	GOTTLIEB FLYING TRAPEZE @ 109.50
EXHIBIT MAM'SELE @ 99.50	GOTTLIEB BOWLING LEAGUE @ 119.50
EXHIBIT FAST BALL @ 35.00	CHI-COIN SEA ISLE @ 134.50
EXHIBIT CROSS FIRE @ 89.50	CHI-COIN SPELLBOUND @ 30.00
EXHIBIT BIG HIT @ 24.50	CHI-COIN PLAYBOY @ 74.50
UNITED TROPICANA @ 159.50	CHI-COIN KILROY @ 54.50
UNITED SINGAPORE @ 144.50	CHI-COIN BASEBALL @ 99.50
UNITED MEXICO @ 109.50	CHI-COIN BERMUDA @ 150.00
UNITED HAWAII @ 130.00	GENCO STATE FAIR @ 39.50
UNITED HAVANA @ 54.50	GENCO STEP-UP @ 35.00
UNITED NEVADA @ 135.00	GENCO HONEY @ 74.50
UNITED RIO @ 54.50	GENCO BRONCHO @ 84.50
BALLY ROCKET @ 54.50	WILLIAMS SUSPENSE @ 25.00
BALLY NUDGY @ 64.50	WILLIAMS FLAMINGO @ 99.50
BALLY BIG LEAGUE @ 25.00	KEENEY HI-RIDE @ 130.00
BALLY MIDGET RACER @ 24.50	KEENEY COVER GIRL @ 149.50

FLIPPERS can be added to all the above games for \$10.00 additional. All of the above games ready for location. Send one-third deposit, and state method of shipment preferred.

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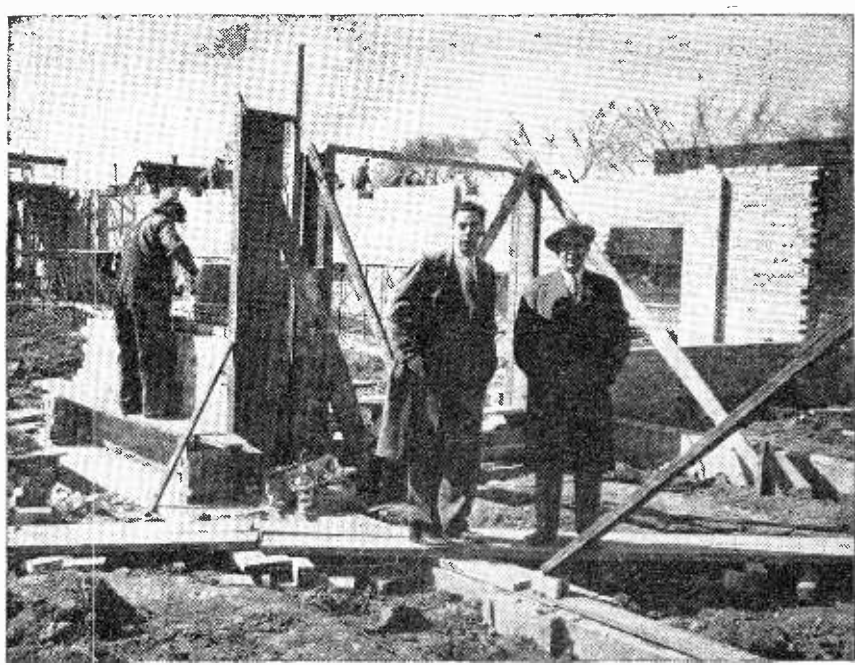
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|---------------------|-------------------|
| Gottlieb CINDERELLA | Exhibit BANJO |
| Chicago TRINIDAD | United WISCONSIN |
| Williams VIRGINIA | Genco TRADE WINDS |
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Send for our complete price list of good used games. Operators in Illinois and Missouri—We can now finance your purchases on easy terms.

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ATTENTION

Long established coin machine operation is offered for first time. This operation has been in business since 1930. Consists of about 150 pieces of Pins, Rolldowns and Bowling Games, all producing. Also about 130 Jukes with Wall Boxes, Speakers, etc. This is located in the second largest city in Michigan and surrounding territory. This will be sold only for cash and will take about \$95,000.00 to handle. Business well established and has plenty of good will. Earnings are satisfactory and is a good opportunity for 2 or 3 good mechanics. Will pay out in about one year. Reason for selling, owner wishes to retire. No information given unless you can show the cash. Write to **BOX D-293, CARE THE BILLBOARD, CINCINNATI 22, O.**



A PREVIEW OF UNITED MANUFACTURING COMPANY'S new 70,000-square-foot plant is given Dave Simon (right), of Simon Sales, New York, by Herb Ottinger. Simon, who visited the new plant site while in Chicago last week, is United's New York distributor.

Record Reviews

(Continued from page 111)

RATINGS
(100 Point
Maximum)

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

RATINGS



ARTIST
TUNES
LABEL AND NO.
COMMENT

FOLK

JIMMIE DAVIS (Decca 46100) <i>Just Thinking of You</i> Jimmie's back in the groove.	80	80	80	80
<i>I'm Only in the Way</i> The governor's got a right tearful attack but it's legit h. b. and fairly rich.	79	80	78	80
BABY FACE LEWIS (Savoy 5547) <i>Grandma and Grandpa</i> Blues idea is good but is lost in the evolvment.	58	53	58	63
<i>Dusty Road</i> Ordinary backroom blues chant with ordinary performance.	47	40	50	52

RACE

PAUL GAYTEN TRIO- ANNIE LAURIE (De Luxe 1170) <i>One Sweet Letter From You</i> Annie Laurie does well in her sing-shout manner with the w. k. race oldie.	74	76	71	74
PAUL GAYTEN TRIO <i>Hey, Little Girl</i> Starts okay but loses its spark as the side wears on; too much repetition lyrically.	65	62	63	69

ROY MILTON SOLID SENDERS (Roy Milton) (Specialty SP-524) <i>Train Blues</i> Not much lyrically but side exhudes rhythm enough to pull juke coin.	68	69	65	71
<i>I've Had My Moments</i> Not much of a song; neat tenor sax spot.	55	54	55	56

HELEN HUMES (Buck Clayton Ork) (Mercury 8077) <i>Today I Sing the Blues</i> Helen gets a chance to sing and sings well a tastefully conceived blues.	70	71	69	70
<i>Jumpin' on Sugar Hill</i> Leave us pause five seconds to mourn for this side.	38	37	35	42

DEEK WATSON- BROWN DOTS (Majestic 1244) <i>Pray for the Lights To Go Out</i> Novelty that may draw a few coins in race boxes.	67	67	66	68
<i>I've Got the Situation Well in Hand</i> Deek's no marine.	53	43	45	51

DUKE GRONER TRIO (Aristocrat 1801) <i>Dizzy the Be Bop Man</i> (Duke Groner Trio) Hey—nothin'.	36	38	30	41
<i>Dragging My Heart Around</i> (Horace Palm) Much less.	16	12	17	20

VALAIDA SNOW (Buzz Adlam Ork) (Gold Seal 5657) <i>The Lonesome Road</i> Tasty treatment of the old fave but will need a push to mean anything.	66	71	60	68
<i>If I Only Had You</i> Again cleanly done; not quite up to topline.	64	66	60	66

THE BLUES BOYS (Super Disc 1053) <i>In Love Blues</i> Backroom blues shout duet that's just so-so.	49	47	49	52
<i>Worried Man Blues</i> More beery stuff with a bit more gut.	52	47	51	59

RATINGS



ARTIST
TUNES
LABEL AND NO.
COMMENT

RACE

JULIA LEE AND HER BOY FRIENDS (Capitol 15060) <i>Crazy World</i> Julia masterfully decides that love is the cure-all; tram duet by Vic Dickenson and Benny Carter wonderful.	87	87	85	89
<i>That's What I Like</i> Consistency is the word for Julia when it comes to these light jump blues items—always top-grade.	84	83	82	87

EDDIE VINSON ORK (Mercury 8076) <i>Some Women Do</i> Cleanhead should pull nickels with this one; he shouts and plays his alto with much verve.	64	60	60	71
<i>Alimony Blues</i> Same as above.	64	60	60	71

TRENIER TWINS (Gene Gilbeaux Ork) (Mercury 8078) <i>Ain't She Mean?</i> Ordinary delivery of ordinary novelty material.	52	52	47	56
<i>It's a Quiet Town in Crossbone County</i> Very little happens despite clever lyrics.	60	59	58	63

ETTA JONES (Luther Henderson Ork) (Victor 20-2782) <i>This Is a Fine Time</i> Novelty tells cute story but that's about all.	65	68	60	66
<i>Misery Is a Thing Called Moe</i> Lots of people went for Joe and his happiness—same folks will probably be miserable with Moe.	40	39	38	42

LATIN-AMERICAN

ESY MORALES ORK (Gold Seal 3233) <i>El Cumbanchero</i> Up-tempo guaracha delivered with dramatic undertones, Esy's haunting-screech flute solo too short.	71	72	70	71
<i>Lament</i> Showy, eerie Morales fluting featured throughout with ork supplying primitive rumba beat.	73	76	71	73

VENTURA ROMERO (Peerless 2721) <i>Mi Pobre Flor</i> Romantic Romero warbling, the military styled triple-tongue trumpet tootling livens disk.	58	54	61	59
<i>La Burrata</i> Romero romps happily thru gay ranchera dinking, with whistles and Patter added.	68	66	70	68

PEDRO VARGAS (Victor 23-0794) <i>Mam'selle</i> Bluesy L-A treatment of recent American hit. Full sincere Vargas piping. Violin-led backing would have showed better than 88 accompaniment.	73	74	75	70
<i>Sombras</i> Vargas again exhibits strong romantic bary pipes on fair tune.	70	69	72	69

TRIO HERMANAS PALLAIS (Pan - American Pan 084) <i>Ya Lo Viste Mujer</i> Pallais gals display weak, dull vocal efforts here.	24	29	24	20
<i>Porque Te Quiero</i> Flip here shows gals to better advantage, tho their harmony chanting lacks finesse.	42	45	40	42

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GETS ITS SHARE OF PENNIES!
ONE OF THE FEW LEGAL AMUSEMENT GAMES THAT WILL MAKE MONEY!

2 GAMES IN ONE



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USE IT FOR 10 DAYS MONEY BACK IF IT ISN'T THE BEST INVESTMENT YOU HAVE EVER MADE!

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Andover 6604

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BALLY DRAW BELLS
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SEEBURG Model 1 '46, 1 '47
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Like New Used Bally Triple Bells \$550.00 Ea.
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Keeney Gold Nugget 650.00
Bally Wild Lemon (New) . . Write for Price
Mills Three Bells \$150.00 Ea.
Mills Jumbo Parades 50.00 Ea.
Mills Four Bells, 5-5-5-25 200.00 Ea.

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Douglas, Wyoming

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BALLY TRIPLE BELLS
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EXHIBIT DIGGERS
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50 Bally Deluxe Draw Bells . . Write for Price
10 Keeney Bonus Super Bells,
1-Way, 5¢ Play Write for Price
20 Bally Draw Bells, Regulars . Write for Price

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We Can Save You Money.

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ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
LATIN-AMERICAN				
TRIO HERMANAS PALLAIS (Pan-American Pan 085) <i>A Todo Mecate</i> Gals harmony brighter here. Guitar featured backing rates note. <i>Son Mis Gallos</i> Trio styling of fair ditty in stop-start fashion.	60	61	60	60
POLITO (Secco 4105) <i>Take It Slow</i> Moderate, even paced commercial novelty-rumba-bolero diskings. Good, but not outstanding. <i>Cuban Moments</i> Beat heresame as flip, tho L-A. merchandise not as strong. Capable piping.	73	76	74	70
CHITO IZAR (Secco 4103) <i>Made for Each Other</i> Slow paced rendition of much disked L-A. fave. Strong, romantic warbling in Spanish and English.	72	75	70	71
<i>I'll Never Love Again</i> Izar also warbles flip in Spanish and English. Ork backing here too weak and subdued.	64	67	61	64

INTERNATIONAL				
HENRI RENE MUsETTE ORK (Victor 25-1114) <i>Every Little Movement</i> Appealing Musette treatment of oldie, featuring some interesting full ork passages. <i>Tootie-Oolie-Doolie</i> (The Three-o-Niners) Happy ork and vocal handling of current yodel-novelty pop minus echo chamber yodel effects.	74	76	76	71
PLEHAL BROTHERS (Decca 45060) <i>Black Hawk Waltz</i> Average polka ork waltz handling. Arrangement repetitious. <i>Sweet Corn Polka</i> Ork frames fair polka in cheery, unspectacular fashion.	60	60	57	62
FRANZ AND FRITZ SWISS HILL BILLIES (Franz-The Mountain Lasses) (Decca 45061) <i>Yodel Fox</i> Bright yodel diskings, with gal solo yodel tricks overshadowing Franz vocal. <i>The Blond Sailor</i> Old country waltz styling with accent on heavy tuba beat. Sincere Franz warbling.	63	63	61	64
FRANZ AND FRITZ SWISS HILL BILLIES (Franz-The Mountain Lasses) (Decca 45061) <i>Yodel Fox</i> Bright yodel diskings, with gal solo yodel tricks overshadowing Franz vocal. <i>The Blond Sailor</i> Old country waltz styling with accent on heavy tuba beat. Sincere Franz warbling.	70	69	71	71
<i>The Blond Sailor</i> Old country waltz styling with accent on heavy tuba beat. Sincere Franz warbling.	65	62	65	67

RELIGIOUS				
CANTOR HENRY BORENSTEIN (Abe Ellstein) (Stinson 6001) <i>Adonoi, Adonoi</i> Hebrew prayer chanted in strong tenor voice. <i>Boruch (Halel)</i> As above.	69	NS	69	NS

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
RELIGIOUS				
CANTOR HENRY BORENSTEIN (Abe Ellstein) (Stinson 6002) <i>Ov Horachmim</i> Borenstein sings Hebrew liturgical matter well—this side no exception. <i>Geshem</i> Same—but sale confined to Jewish nabes.	69	NS	69	NS
CANTOR HENRY BORENSTEIN (Abe Ellstein) (Stinson 6000) <i>Asher Bidvooroi</i> Religious chant in Hebrew sung well by Borenstein. <i>Tzur Isroel</i> Potential limited to Jewish nabes but this is good liturgical chanting.	69	NS	69	NS
PAUL BRECKENRIDGE AND HIS FOUR HEAVENLY KNIGHTS (King 4192) <i>I Shall Not Be Moved</i> Restrained and moving first chous piping by Breckenridge leads way to rhythmic group chanting. <i>Shine on Me</i> Slow, sincere harmonizing by Breckenridge and the Knights on meditative spiritual.	70	66	73	71
REV. KELSEY'S CONGREGATION (Super Disc 1057) <i>Little Boy</i> Kelsey preaches religious tale in strong shout style. Followers then join in with loud spiritual chanting, stamping and clapping. <i>Hide My Soul</i> Congregation repetitiously chants title behind soprano lead and too prominent trombone work.	66	69	69	60
WMA SINGERS OF HOUSTON, TEX. (DeLuxe 1153) <i>The Lord Is My Shephard</i> Group displays fair harmony in dull religious diskings. <i>He's a Friend of Mine</i> Boys show up better here with rhythm spiritual. Vocal arrangement ordinary, tho.	45	49	51	36
WMA SINGERS OF HOUSTON, TEX. (DeLuxe 1153) <i>The Lord Is My Shephard</i> Group displays fair harmony in dull religious diskings. <i>He's a Friend of Mine</i> Boys show up better here with rhythm spiritual. Vocal arrangement ordinary, tho.	48	52	52	40

HOT JAZZ				
ARNETT COBB ORK (Apollo 778) <i>Dutch Kitchen Bounce</i> Pleasant, simple instrumental with neat Cobb tenoring; melodic, retentive riff. <i>Go Red Go</i> Frantic stuff which should please juke jazz buyers.	76	79	73	77
STAN HASSELGARD AND HIS SMORGAS-BIRDS (Capitol 15062) <i>Who Sleeps</i> Stan's the Swedish Benny Goodman and sounds it too; neat instrumental with Red Norvo shining. <i>Swedish Pastry</i> Light be-bop riff which spots interesting Hasselgard and superb Barney Kessel guitar.	64	73	69	50
STAN HASSELGARD AND HIS SMORGAS-BIRDS (Capitol 15062) <i>Who Sleeps</i> Stan's the Swedish Benny Goodman and sounds it too; neat instrumental with Red Norvo shining. <i>Swedish Pastry</i> Light be-bop riff which spots interesting Hasselgard and superb Barney Kessel guitar.	64	73	69	50

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STAN HASSELGARD AND HIS SMORGAS-BIRDS (Capitol 15062) <i>Who Sleeps</i> Stan's the Swedish Benny Goodman and sounds it too; neat instrumental with Red Norvo shining. <i>Swedish Pastry</i> Light be-bop riff which spots interesting Hasselgard and superb Barney Kessel guitar.	64	73	69	50

Florida Town Tries Meters

QUINCY, Fla., April 17. — The city commission here has voted to install parking meters for a six-months' trial period.

L. B. Klugh Suffers Stroke

ZANESVILLE, O., April 17.—L. B. Klugh, of the L. B. Klugh Company here, distributors of automatic equipment and specialty units, suffered a stroke Saturday (10).

Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service of The Billboard.

New Equipment

Favorite (one-ball), J. H. Kenney & Company, Inc., 2600 West 50th Street, Chicago, 32.

Ice Cream Vender, National Servitors, Inc., 19 East Main Street, Little Falls, N. J.

Leap Year (five-ball), Marvel Manufacturing Company, 2847 Fullerton Avenue, Chicago 47.

Lightning Changer (six-barrel coin changer), Globe Distributing Company, Chicago.

Trade Winds (five-ball), Genco Manufacturing & Sales Company, 2621 North Asland Avenue, Chicago 14.

Trinidad (five-ball), Chicago Coin Machine Company, Chicago.

New Firms

Automatic Specialty Company, Covington, Ky.

National Servitors, Inc., 19 East Main Street, Little Falls, N. J.

Maport Distributing Company, Portland, Ore.

Purchases

Metropolitan Kwik Kafe purchased the Statler biscuit machine franchise for Hudson County.

Personal Notices

Col. R. E. L. Choate has resigned as executive secretary of the Alabama Music Operators' Association.

Clive C. Day has been elected president of Lamont Corliss & Company.

Packard Manufacturing Corporation has appointed L. B. McCormick as firm's regional manager for North and South Carolina and Virginia.

Ralph D. Perin has been appointed branch manager of the Portland, Ore., area by Jack R. Moore Company, distributor for AMI.

Benny Stevens has been accepted into membership of the Cincinnati Automatic Phonograph Owners' Association.

Lily Tulip Corporation has opened a new factory in Augusta, Ga.

Distributor Appointments

AMI, Inc., has appointed R. Warncke Company, 1217 Taft Avenue, Houston, distributor in the Houston area.

Automatic Enterprises has been appointed distributor for the Kwik shoeshine machine in Southern California and Arizona.

Bell-o-Matic Corporation has been appointed national distributor for the newly developed six-barrel coin changer by Globe Distributing Company.

Cleveland Coin Machine Exchange, Cleveland, is now distributor for the Keeney Deluxe cigarette vender in Ohio, West Virginia and Kentucky.

Bradley Associates Unveil Tradivision In Chicago Showing

CHICAGO, April 17.—Bradley Associates, distributor for Tradio in this area, held a showing of the new large screen Tradivision set Monday (12) at the College Inn of the Hotel Sherman, according to Morrie Nozette.

Tradivision was first seen in this area during the Coin Machine Industries, Inc. (CMI), Show last January when it was included as a part of the over-all Tradio exhibit.

Mass. Statute Okays Meters

WALTHAM, Mass., April 17.—With the recent installation of parking meters here, it was announced that a statute enacted by the last session of the Massachusetts General Court authorized cities to make meter installations.

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NEW 5-BALL EQUIPMENT	NEW SLOTS	SPECIAL NATIONAL VALUES
W Gottlieb Cinderella R United Wisconsin I Genco Trade Winds T Chicoin Trinidad E Bally Ballerina Exh. Banjo Williams Virginia Marvel Leap Year	W Jenn. Standard Chief R Jenn. Liteup Chief I Mills Melon Bell T Mills Jewel Bell E Mills Black Gold Mills Black Cherry NEW ONE BALLS Bally Trophy, \$645.00 P.O. Bally Gold Cup, \$45.00 F.P.	10 MILLS 25c BLUE FRONTS, Rebuilt \$85.00 Ea. ORIGINAL MILLS BLACK CHERRY BELLS 5¢. \$120.00 10¢. \$125.00
USED PIN GAMES WITH FLIPPERS ATTACHED		
Hawaii \$145.00 Nevada 145.00 Flying Trapeze 139.00 Bowling League 135.00 Torchy 126.90 Mexico 120.00 Coed 120.00 Framingo 109.50 Naisie 109.00 Marjorie 100.00 Ranger 100.00 Gold Ball 100.00	Lucky Star \$109.00 Cross Fire 104.50 Honey 99.50 Cyclone 92.50 Tornado 92.50 Havana 92.00 Rio 92.00 Lightning 89.00 Mystery 89.00 Rocket 82.50 Ballyhoo 79.50 State Fair 79.50 Kilroy 79.00	Baffle Card \$72.50 Smarty 72.50 Amber 71.50 Dynamite 70.50 Miss America 70.00 Step Up 67.50 Show Girl 65.90 Sea Breeze 60.00 Fast Ball 54.50 Super Score 54.00 Spellbound 44.50 Stage Door Canteen, late 39.50
Terms: 50% Deposit With Order, Balance C. O. D. or Sight Draft. Member CMI		

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Color Combinations

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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.

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—FOR SALE—
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POKERINO TABLES, LIKE NEW
\$125.00 Each

—12—
INTERNATIONAL MUTOSCOPE POKERINOS
\$75.00 Each

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KING AMUSEMENT CO.
711 Main St. Asbury Park, N. J.
Phone: AP-2-1515

Await Bow of 4-State Meet; Big Crowds Expected at Event

(Continued from page 99)
planned several weeks ago. He also indicated that all coinmen who are definitely going to make the show should wire local hotels for reservations immediately in order to avert disappointment about accommodations at the last minute.

One of the unlooked-for sidelights at the convention will be the debut of a new television station which will be operating on a commercial basis for the first time here on dates coinciding with the coin machine convention. New station is KSTP-TV. In addition to the strong entertainment program included in the Tuesday night (27) banquet as announced last week (*The Billboard*, April 17), Ferguson revealed that additional talent has been added in the past few days. New list includes recording artists Babe Wagner and his orchestra, and Hal McIntyre.

Name Manufacturing Reps
Several coin machine manufacturing firms have announced that they will send representatives to the convention. Those mentioned thus far are John Haddock and Lyndon C. Force, AMI, Inc.; Fred Mann, Aireon; William W. Rabin and Sam Drucker, National Filben; D. A. Wallach, Marvel Manufacturing Company; Billy DeSelm, United Manufacturing Company, and Art Weinand, Rock-Ola Manufacturing Company.

In addition to the expected heavy turnout of coinmen from North and South Dakota, Wisconsin and Minnesota, there is every reason to believe that coinmen from various sections of the country will be on hand for the meet. Just this week when the Ohio State Automatic Phonograph Operators' Association held its annual convention in Cleveland with a virtual cross section of the industry in attendance, Jack Cohen, president of the Ohio association, urged all in attendance to attend the Minneapolis event if at all possible. Other indications that the Northwest regional had taken on a national aspect is the fact that operators from as far west as California and as far south as New Orleans have contacted the convention's general chairman, Tom Crosby, and Ferguson, for information regarding hotel reservations.

Besides showing the latest in games, venders and music machines, several firms will have booths devoted to supplies used in vending machines. These include six record distributing concerns, one commercial phonograph needle manufacturing company, a tone arm distributor and a music machine stand firm.

List Exhibitors
Among the firm's that will hold booth showings at the Radisson are Automatic Games Supply, St. Paul, AMI distributors; Bush Distributing Co., Minneapolis, Aireon distributors; Capitol Records, Minneapolis; F. C. Hayer Co., Minneapolis, Victor Records; Frederick Lee Co., Minneapolis, record distributors; Gopher Distributing Co., St. Paul, novelties and salesboards; Jabobs Novelty Co., Stevens Point, Wis., tone arms; Le-Beau Novelty Co., St. Paul, Rock-Ola distributors; Merchandise Vending Co., Detroit, vending machines; Mercury Records Co., Minneapolis; Midwest Coin Machine Corp., St. Paul, distributors of Filben phonographs and Marvel manufacturing games; Peerless Novelty Co., Spooner, Wis., phonograph stands; Permo, Inc., Chicago, Permo needles.

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 18 years. BOX D-229, The Billboard, Cincinnati 22, Ohio.

Also Reinhard Bros.' Co., Minneapolis, MGM Records; Roxcraft Co., Minneapolis, Columbia Records; Twin Port Sales Co., St. Paul and Duluth, Minn., Packard phonographs; United Distributing Corp., Fond Du Lac, Wis., Douglas shoe shiners, and Weidman National Sales, Detroit, cigarette venders.

Full program for the convention is as follows:

Monday (26): Exhibit floor open from 10 a.m. to 1 p.m. and also from 5 to 10 p.m. During the hours between 1 and 5 p.m. there will be an open meeting in the Gold Room of the Radisson.

Tuesday (27): Exhibit floor open from 10 a.m. to 6 p.m. Convention banquet begins at 6 p.m. Feature address by Homer E. Capehart, followed by entertainment program by many of the nation's leading recording, radio and night club personalities.

Location-Owned Machine Hurting Trade in Philly

(Continued from page 99)
warrants, pointing out that the tax is due January 1 of each year, and that approximately 1,000 of the 8,000 "operators" have ignored their obligation to the city.

Local press stories have inferred that the coin machine operators were "delinquents" and all faced prosecution, whereas, for the most part, the delinquents are "location owners" who own their own music or pinball machines. It was pointed out that while there might be some delinquency among the coin machine operators, the fault is largely the location owners who have purchased their own equipment and fail to pay the city's amusement tax on such machines. Regular machine operators absorb the city tax themselves in placing equipment at a location. However, it is pointed out, there are hundreds of locations where the location owner owns the equipment and for reasons best known to the location owner himself, the tax has been unpaid. As a result, the blanket indictment has hit all the regular coin machine operators unjustly.

Second Factor
City Treasurer Pitman, industry leaders further pointed out, also failed to take in consideration the fact that not all equipment on location last year is in use this year. The fact that the tax collections are fewer by a thousand locations over last year also indicates that some locations have not placed machines this year. It was pointed out that some locations have taken out the machines and installed television sets, which are not subject to the tax. As a result, decrease in normal operations would result in a drop in tax receipts.

Pittman, however, said he had been receiving aid from the police thru Inspector Craig Ellis. He claims Ellis' men have come across scores of unlicensed machines in the course of raids, with the result that the "operators" have been compelled to pay the tax. Here again, industry leaders pointed out, such operations are the private and social clubs where the coin machine equipment is owned outright and seldom placed by a full-fledged operator. The city treasurer further stated that seals might be placed on all unlicensed machines found in operation, making it impossible to play them until the money due the city has been paid.

"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

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3 Keeney Super Bonus Bell, F.P. & P.O. (Like New)	285.00
2 Bally De Luxe Draw Bell, F.P. & P.O. (Like New)	285.00
1 Keeney 4-Way Super Bell, P.O., 5-5-5-25¢	200.00
2 Keeney Super Track Time, P.O.	100.00
1 Keeney Super Bell, F.P. & P.O.	75.00
2 Bally Club Bell, F.P. & P.O.	65.00
1 Bally Hi Hand, F.P. & P.O.	65.00
1 Mills Jumbo Parade, P.O.	50.00
1 Jennings Bobtail, F.P.	50.00

ONE BALL

1 Special Entry, F.P.	\$275.00
2 Victory Specials, F.P.	200.00
1 Turf King, P.O.	65.00
1 Long Shot, P.O.	55.00

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Wurlitzer 918 Speaker	15.00
Wurlitzer 24-500-800 Speaker	15.00
Seeburg Vogue, Gem, Regal, Etc., Speaker	15.00
Seeburg-Mills Speaker	15.00
Seeburg Hi-Tone Speaker	20.00
Wurlitzer P 12, Amplifier & Tubes	10.00
Wurlitzer 412, Amplifier & Tubes	12.50
Wurlitzer 918, Amplifier & Tubes	17.50
Wurlitzer 900-24-500, Amplifier & Tubes	22.50
Seeburg Classic, Vogue, Gem, etc., Amplifier & Tubes	19.50

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Aireon Holds First Wis. Service School

MILWAUKEE, April 17.—Initial service school for operators of Aireon music machines to be held in the Midwest region took place Tuesday (13) at the headquarters of the Hastings Distributing Company here. According to Fred Mann, Aireon regional manager, 61 servicemen from 47 firms thruout Wisconsin were in attendance at the afternoon and evening sessions.

School was conducted by a factory representative, and the Hastings company played host at a buffet supper.

Mann reported that other schools will be held in Detroit, Pittsburgh, Minneapolis and Chicago at a future date.

Conrad Joins Nelson Co.

CHICAGO, April 17.—Roy Conrad, who for many years conducted his own cabinet refinishing business here, servicing juke boxes for operators and distributors, has sold out his business and joined the Jack Nelson Distributing Company as a sales representative. He will handle the new Filben Maestro, for which Nelson is a distributor. Announcement of Conrad's addition to the firm was made by Jack Nelson Sr.

ADVANCE RECORD RELEASES

POPULAR

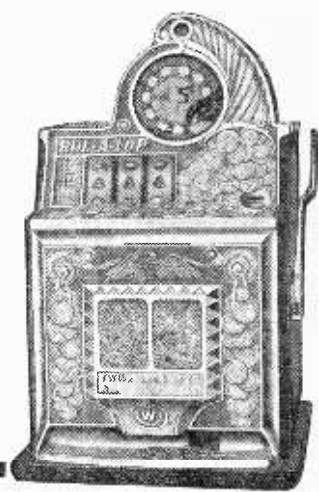
(Continued from page 34)

- On the Village Green**
C. Dennis (Jalousie) Capitol 15075
- Pagan Love Song**
T. Meyn (Merry Widow) Spiro S-9002
- Poinciana**
A. Dale (I Went) Signature 15184
- Popcorn Polka (Buttered All Over)**
Bennett Sisters-E. Ballantine Ork
(Wishee Washee) Tower 1296
- Put 'Em in a Box, Tie 'Em With a Ribbon (and Throw 'Em in the Deep Blue Sea)**
D. Day (It's Magic) Columbia 38188
- Put 'Em in a Box, Tie 'Em With a Ribbon (and Throw 'Em in the Deep Blue Sea)**
R. McKinley (You Can't) Victor 20-2873
- Raisins and Almonds**
H. Kipling (Ol' Poppa) Apollo 1120
- Seymour Reichtzeit Sings Your Favorite Songs in His Intimate Style Album (3-10")**
S. Reichtzeit . . . Banner M-103
Anniversary Waltz . . . Banner B-538
Deep as the Night . . . Banner B-538
Forget Me Not . . . Banner B-539
I Love You Much Too Much . . . Banner B-537
Miserlou . . . Banner B-539
Oh Promise Me . . . Banner B-537
- Ritual Fire Dance**
The Three Harpers (Mean to) Apollo 1109
- Run, Run, Run**
Andrews Sisters (Don't Blame) Decca 23827
- (Every Time They Play the) Sabre Dance**
Andrews Sisters (Heartbreaker) Decca 24427
- *Serenade in Blue**
G. Miller (Blue Evening) Victor 20-2889
- Sidewalks of New York Album (4-10")**
G. Lombardo . . . Decca A-655
After the Ball . . . Decca 25342
Give Me the Moon Over Brooklyn . . . Decca 23928
My Gal Sal . . . Decca 25341
Seems Like Old Times . . . Decca 23928
Sidewalks of New York . . . Hildegarde . . . Decca 23550
Sweet Rosie O'Grady . . . Hildegarde . . . Decca 23550
The Band Played On . . . Decca 25341
Yip-I-Addy-I-Ay . . . Decca 25342
- Silver Threads Among the Gold**
L. Douglas-R. Bloch Ork (I Kiss) Signature 15203
- Somebody Else Is Taking My Place**
B. Goodman-P. Lee (Why Don't) Columbia 38198
- Someday Afterwhile**
F. Haywood (Don't Blame) Clover CL-702
- Songs of Our Times (1934) Album (4-10")**
B. Grant Ork . . . Decca A-1934
1. I'll Follow My Secret Heart; 2. The Champagne Waltz . . . Decca 24070
1. June in January; 2. Love Thy Neighbor; 3. Love in Bloom . . . Decca 24068
1. Solitude; 2. The Very Thought of You; 3. Lost in a Fog . . . Decca 24071
1. The Moon Was Yellow; 2. The Isle of Capri; 3. The Continental . . . Decca 24069
1. The Object of My Affection; 2. Little Man You've Had a Busy Day; 3. The Beat of My Heart . . . Decca 24069
1. Wagon Wheels; 2. Cocktails for Two; 3. Two Cigarettes in the Dark . . . Decca 24071
1. You Oughta Be in Pictures; 2. With My Eyes Wide Open I'm Dreaming; 3. Stay as Sweet as You Are . . . Decca 24068
1. You're the Top; 2. I Get a Kick Out of You; 3. Be Still My Heart! . . . Decca 24070
- Spring in December**
G. MacRag (It's Magic) Capitol 15072
- Spring in December**
H. McIntyre (Bim Bam) MGM 10167
- Jo Stafford Sings American Folk Songs Album (3-10")**
J. Stafford . . . Capitol CC-75
Barbara Allen . . . Capitol 10121
Black Is the Colour . . . Capitol 10122
He's Gone Away . . . Capitol 10121
Poor Wayfaring Stranger . . . Capitol 10122
Red Rosey Bush . . . Capitol 10123
The Nightingale . . . Capitol 10123
- Stop Going Through the Motions**
U. Mae Carlisle (Where the) National 9044
- Sunrise Boogie**
F. Carle (Moon Dust Rhapsody) Columbia 38175
- Tacos, Enchilados and Beans**
Buddy Rich Ork (A Man) MGM 10174
- Takin' Miss Mary to the Ball**
J. Smith (The Flower) Capitol 15073
- Tell Me Why**
A. Gerard Trio (Melody Time) National 7023
- The Day I Read a Book**
J. Durante (Chidabee-Ch-Ch) MGM 30084
- The Flower Seller**
J. Smith (Takin' Miss) Capitol 15073
- The Green Cockatoo**
E. Smith-The Bando Carioca . . . (Blame It) Decca 23828
- The Hukilau Song**
J. Owens (I'll Weave) Tower 1436
- The Last Thing I Want Is Your Pity**
The Dinning Sisters (Bride and) Capitol 15074
- The Mexican Shuffle (La Raspa)**
X. Cugat (Cugat's Nugats) Columbia 38185
- These Foolish Things (Remind Me of You)**
The Accordionaires (Oh, Marie) Majestic 1240
- Tiger Rag**
Phillie All Star String Band (Minnie the) Apollo 1117
- Toolie Oolie Doolie (The Yodel Polka)**
The Sportsmen (You Can't) Capitol 15077
- Toolie Oolie Doolie (The Yodel Polka)**
The Larkin Sisters (Jolly Peter) Spiro S-5505
- Troika**
V. Sorey Gamboleers (Two Guitars) Spiro S-8001
- Twelve o'Clock Flight**
P. Page (Confess) Mercury 5129
- Two Guitars**
R. Bloch Ork (Bala) Signature 15204
- Two Guitars**
V. Sorey Gamboleers (Troika) Spiro S-8001
- Where the River Meets the Sea**
U. Mae Carlisle Sextet (Stop Going) National 9044
- Why Don't You Do Right?**
B. Goodman-P. Lee (Somebody Else) Columbia 38198
- William Tell Overture**
Spike Jones (By the) Victor 20-2861
- Wishee Washee (Laundry Man)**
Bennett Sisters-E. Ballantine Ork (Pop-Corn Polka) Tower 1296
- Worry, Worry, Worry**
H. Forrest (Cincinnati) MGM 10168
- You Can't Be True, Dear**
N. Emmett (Mike) Apollo 1121
- You Can't Be True, Dear**
The Sportsmen (Toolie Oolie) Capitol 15077
- You Can't Run Away From Love**
R. McKinley (Put 'Em) Victor 20-2873
- You'll Be There**
L. Hayes (My Darling) Clover CL-705

FOLK

- A Dollar Down (and a Dime a Day)**
The Georgia Crackers (Rats in) Victor 20-2854
- *Ace in the Hole**
Shelton Brothers (Choo Choo) Decca 46095
- A Million Memories**
J. Rivers (Night After) San Fernando 504
- Answer to Drivin' Nails in My Coffin**
M. Estes and His Musical Millers (New Filipino) Decca 46128
- Anytime**
A. Haley and His Ozark Ramblers (I Wouldn't) Mercury 6099
- Bananas Ain't Got No Bonies**
J. Canova (Go to) Majestic 1222
- Beneath the Old Kentucky Moon**
J. Holden (Mama Quilt) Red Barn 1151
- Black Mountain Blues**
J. Holden-The Mountain Boys (Mama, I'm) Red Barn 1152
- Born to Lose**
R. Smith and His Pine Toppers (Hell's Fire) National 5019
- Born to Lose**
D. Thomas and His Nashville Ramblers (When the) Decca 46127
- Broke, But Happy**
S. Madden Ork (Die Dorfmusic) Chord 104
- California Women**
H. Thompson and His Brazos Valley Boys (Mary Had) Capitol Americana 40112
- *Choo Choo Blues**
Shelton Brothers (Ace in) Decca 46095
- Deck of Cards**
Tex Ritter (Rounded Up) Capitol Americana 40114
- Die Dorfmusic**
S. Madden Ork (Broke, But) Chord 104
- Don't Make Me Go to Bed and I'll Be Good**
Red Foley-The Cumberland Valley Boys (I'm Waiting) Decca 46126
- Go To Sleepy, Little Baby**
J. Canova (Bananas Ain't) Majestic 1222
- He Lived in Texas (and She Lived in Arkansas)**
R. Allen-B. Williams (Whoa, Sailor) Victor 20-2853
- Hell's Fire**
R. Smith and His Pine Toppers (Born To) National 5019
- Hold Your Hat**
C. Robison and His Pleasant Valley Boys (The Midnight) MGM 10173
- I Love You Waltz**
J. Check Ork (Scare-Crow Polka) Chord 151
- I Wouldn't Trade the Silver (In My Mother's Hair)**
A. Haley and His Ozark Ramblers (Anytime) Mercury 6099
- I'll Have Somebody Else**
B. Willis and His Texas Playboys (Keeper of) MGM 10175
- I'll Never Believe It**
Red Woodward and His Red Hawks (No Tears) Signature 1025
- I'm Only in the Way**
J. Davis (Just Thinking) Decca 46100
- I'm Takin' It Easy Here**
E. Linn (You're Always) Red Barn 1181

(Continued on page 121)



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Bostonians Face New Pinball Tax

(Continued from page 99)

broad powers in determining the proper conduct of the premises they license and probably can maintain their rule against pinball machines if they choose to do so.

Boys and girls under 21 will be barred from playing the pinball machines and police will be given greater power in supervising and regulating their use under the new ordinance. One provision prevents the issuance of a permit for a pinball machine or amusement device to any place located within 300 feet of a church or school until after a public hearing has been held on the application and notices sent to the clergy or school officials.

The ordinance was approved unanimously by the city council without debate. A similar one providing for a \$1,000 fee was vetoed by Mayor Curley as being excessive, a few weeks after the city law department had informed him in an opinion that such a charge would be declared excessive and invalid by the courts.

The proposal for setting a license fee on pinball games was first advanced by Police Commissioner Thomas F. Sullivan last fall, and at that time the former acting mayor, John B. Hynes, submitted an ordinance to the city council calling for a \$25 annual fee. The measure was held in committee until a few weeks ago when the amount was raised to \$1,000.

After May 1, under the provisions of the ordinance, no pinball machines or automatic amusement devices can be operated without a municipal license.

Operators in the city, who had been advocating opening up the city for licensed pinball at a "nominal fee," were pleased with the new ordinance. They had previously predicted that the \$1,000 fee would not go thru because it was excessive.

Attempt To Stop Nashville Tax Fails

(Continued from page 99)

within the city council would fight its passage.

To become a law the bill must pass three readings, but the action this week by the council was believed to be tantamount to final passage.

Only a small representation of the city's larger coin machine operators appeared at the open council meeting to fight the bill. Some of those in attendance declared they did not intend to oppose its passage.

At the meeting several weeks ago when operators attempted to stop the bill, Wayne Queen, acting spokesman for the operators, told the committee (city council of seven studying the proposal before its second reading) that the ordinance would be virtually as stringent as the Memphis regulations which supposedly have driven all but seven pinball operators out of business since the bill was passed.

Others who took part in that discussion included Councilman Walter Morgan and William Ayers, and James A. Newman, attorney for the operators and a former State Senator. Morgan, at that time, stated that he did not believe the ordinance would create the same kind of situation in Nashville that allegedly existed in Memphis. Newman, taking the floor, stated that the proposed ordinance would amount to double taxation on coin machines (a view with which Mayor Cummings differed).

Altho it had been planned by the committee to hold another open meeting with Nashville councilmen prior to the second reading of the bill, this was not possible, and the bill went before the council this week as scheduled.

COIN SHIPMENTS

(Continued from page 99)

manufacturers ship their products to distributors via rails when there is a long haul involved. When shipments are made to firms within a few hundred miles of the plant they are sent by truck. Therefore, the Midwestern or Eastern coin machine manufacturer shipping products to the West Coast or Deep South would use rail routes. Same shipment made to a neighboring State would be more apt to travel via truck.

Coin manufacturers ship an average of 35 per cent of their wares via rail, with the individual estimates varying from 25 to 55 per cent.

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ADVANCE RECORD RELEASES

FOLK

(Continued from page 119)

- I'm Waltzing With a Broken Heart Red Foley-The Cumberland Valley Boys (Don't Make) Decca 46126
Indian Waltz E. Hazelwood (Texarkana Baby) Decca 46129
Just Thinking of You J. Davis (I'm Only) Decca 46100
Keeper of My Heart B. Wills and His Texas Playboys (I'll Have) MGM 10175
Mama, I'm Sick J. Holden-The Mountain Blues (Black Mountain) Red Barn 1152
Mama, Quit Teasin' Me J. Holden (Beneath the) Red Barn 1152
Mary Had a Little Lamb H. Thompson and His Brazos Valley Boys (California Women) Capitol Americana 40112
New Filipino Baby M. Estes and His Musical Millers (Answer To) Decca 46128
No Tears Tomorrow Red Woodward and His Red Hawks (I'll Never) Signature 1025
Put Your Little Foot C. Stone Barn Dance Band (Sugar Pie) Capitol Americana 40113
Rounded Up in Glory Tex Ritter (Deck of) Capitol Americana 40114

- Night After Night J. Rivers (A Million) San Fernando 504
Ruby Red Lips Red Foley-The Cumberland Valley Boys (Television) Decca 46124
Rats in My Closet The Georgia Crackers (A Dollar) Victor 20-2854
Scare-Crow Polka J. Cizek Ork (I Love) Chord 151
Sugar Pie C. Stone Barn Dance Band (Put Your) Capitol Americana 40113
Television Red Foley-The Cumberland Valley Boys (Ruby Red) Decca 46124
Texarkana Baby E. Hazelwood (Indiana Waltz) Decca 46129
The Midnight Express C. Robison and His Pleasant Valley Boys (Hold Your) MGM 10173
When the Blue Moon Turns to Gold Again D. Thomas and His Nashville Ramblers (Born to) Decca 46127
Whoa, Sailor R. Allen-B. Williams (He Lived) Victor 20-2853
Who Put the Law in Mother-in-Law D. Thomas (National Polka) National 5017
You're Always On My Mind E. Linn (I'm Takin') Red Barn 1181

RACE

- Baby, Don't Feel Lowdown F. Dunn (The Morning) Signature 1027
Brown Gal 4 Steps of Jive (Oshkosh-Bob-a-Losh) Chord 656
Clinging Vine M. Taylor (It's a) Mercury 8081
Confess The Four Tunes (Don't Know) Manor 1131
Dead Man's Blues Scat Man Crothers (The Thing) Capitol 15076
Don't Know The Four Tunes (Confess) Manor 1131
Dues in Blues G. Ammons Ork (Odd-en-Dow) Mercury 8080
Fool About That Woman Washboard Sam's Washboard Band (She's Just) Victor 20-2856
For You The Ravens (Searching for) National 9039
Get Yourself Together Baron Bill (Run and) Manor 1130
I Want to Cry D. Washington (Resolution Blues) Mercury 8082
In a Shanty in Old Shanty Town H. Brooks Trio (The Best) Modern 158
It's a Sin To Tell a Lie M. Taylor (Clinging Vine) Mercury 8081
Money, Money, Money Slim Gaillard Trio (The Hogan) MGM 10164
Odd-en-Dow G. Ammons Ork (Dues in) Mercury 8080

- Never Underestimate the Power of a Woman Delta Rhythm Boys (You're Mine) Victor 20-2855
Oshkosh-Bob-a-Losh 4 Steps of Jive (Brown Gal) Chord 656
Resolution Blues D. Washington (I Want) Mercury 8082
Run and Get a Preacher Baron Bill (Get Yourself) Manor 1130
Searching for Love The Ravens (For You) National 9039
She's Just My Size Washboard Sam's Washboard Band (Fool About) Victor 20-2856
She's Really Sweet to Me C. Butler (You Bring) Signature 1028
That's What Really Hurts J. Turner Boogie-Woogie Boys (Whistle Stop) National 4017
The Best Things in Life Are Free H. Brooks Trio (In a) Modern 158
The Hogan Song Slim Gaillard Trio (Money, Money) MGM 10164
The Morning After F. Dunn (Baby, Don't) Signature 1027
The Thing Scat Man Crothers (Dead Man's) Capitol 15076
Whistle Stop Blues J. Turner Boogie-Woogie Boys (That's What) National 4017
You Bring Happiness To Me C. Butler (She's Really) Signature 1028
You're Mine, You! Delta Rhythm Boys (Never Underestimate) Victor 20-2855

RELIGIOUS

- Didn't It Rain Prof. J. E. Hines Goodwill Singers (Thank You) Sacred 120
Does Jesus Care? The Soul Comforters (Working on) DeLuxe 1157
Good News The Pilgrim Travelers (He Will) Specialty SP310
He Will Remember Me The Pilgrim Travelers (Good News) Specialty SP310
I Am Going Back to Jesus Sister V. Copeland (I Know) Decca 48077
I Don't Want to Walk Without Him Daniel Family Quartet (You Must) Columbia 38167
I Know It Was the Blood Sister V. Copeland (I Am) Decca 48077
Just a Closer Walk With Thee The St. Paul Church Choir of Los Angeles (I'll be) Capitol Americana 40110
Just a Little Talk With Jesus Deep South Boys (One Morning) Columbia 38176
(Look For Me in Heaven) I'll Be There The St. Paul Church Choir of Los Angeles (Just a) Capitol Americana 40110
One Morning Soon Deep South Boys (Just a) Columbia 38176
Thank You, Jesus Prof. J. E. Hines Goodwill Singers (Didn't It) Sacred 120
Working on the Building The Soul Comforters (Does Jesus) DeLuxe 1157
*Re-issue.
You Must Come in at the Door Daniel Family Quartet (I Don't) Columbia 38167

INTERNATIONAL

- Dew Drop Waltz L. Bashell Ork (Linda Polka) Mercury 6100
Jeannine Polka "Whoopie" J. Wilfahrt Ork (Stand Pat) Decca 46065
Linda Polka L. Bashell Ork (Dew Drop) Mercury 6100
Long Island Polka E. Gronet Ork (Trambulanka) Apollo 179
Main Street Polka H. Rene Musette Ork (Piano Polka) Victor 25-1111
Main Street Polka H. Rene Musette Ork (Piano Polka) Victor 25-1111
National Polka F. Zarewski Polka Ork (Who Put) National 5017
Oj' Mari, Oj' Mari E. Di Mola (Quei Mazzolin) Spiro S-7301
Piano Polka H. Rene Musette Ork (Main Street) Victor 25-1111
Quei Mazzolin Di Fiori E. Di Mola (Oj' Mari) Spiro S-7301
Stand Pat Polka "Whoopie" J. Wilfahrt Ork (Jeannine Polka) Decca 46065
Turnpike Polka (Sunday Picnic Polka) H. Rene Musette Ork (You Can't) Victor 25-1117
Tutte 'E Ssere J. Masello (Voglio Turna) Spiro S-7006
Voglio Turna a Napule J. Masello (Tutte 'E) Spiro S-7006
Wonder Waltzes by Waldeufel Album (4-10")
H. Rene Ork . . . Victor S-54
Charming . . . Victor 25-0108
Dolores . . . Victor 25-0109
España . . . Victor 25-0108
Estudiantina . . . Victor 25-0109
Golden Rain (Pluie D'Or) . . . Victor 25-0110
The Sirens (Les Sirenes) . . . Victor 25-0107
The Skaters (Les Patineurs) . . . Victor 25-0110
Violets . . . Victor 25-0107
You Can't Be True, Dear W. Glahe Ork (Turnpike Polka) Victor 25-1117

LATIN-AMERICAN

- Casa Cuna Angellilo (Juan Palomo) Victor 38628
Concerto to the Moon O. Maderna T'pica Ork (Don Juan) Victor 25-0111
Don Juan O. Maderna T'pica Ork (Concerto to) Victor 25-0111
Juan Palomo Angellilo (Casa Cuna) Victor 38628

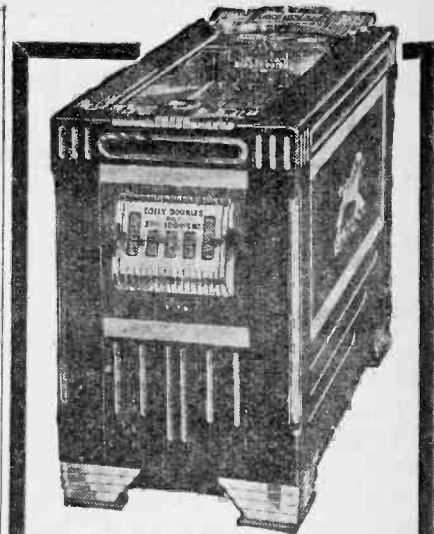
Angott Opens New Quarters

DETROIT, April 17.—Grand opening of the new display rooms and shops of the Angott Sales Company, local representative for Packard, was held Saturday (10), with a heavy attendance of local operators, music business leaders, radio and show people, and other guests.

The new salesrooms are designed in dark natural finish woodwork with marquetry-type ceiling of alternating walnut and mahogany panels, and beech wall panels, with glass brick trim. The entire design was laid out and installed by Golden Brooks, who is also an operator of music machines here under the name of the Golden Music Company.

A record department handling retail sales has been added to the Angott operations for the first time. This is in the former front office space. Actual size of the headquarters has been doubled, including the erection of a new twin building to the east of the original structure on Puritan Avenue. Both buildings have full display window space.

Tony Hicklin, general sales manager of Packard, was on hand at the opening Saturday. Ruth Wallis, DeLuxe recording artist who is currently at the Town Pump here, made a personal appearance. Another guest was Clare Linn, chief announcer of WHRV, Ann Arbor, Mich.



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- Standard Chief, 5c . . . \$269.50
Standard Chief, 10c . . . 279.00
Standard Chief, 25c . . . 289.00
Standard Chief, 50c . . . 599.00
Standard Chief, \$1 . . . 324.00
Super DeLuxe Lite Up Chief, 5c 334.00
Super DeLuxe Lite Up Chief, 10c 344.00
Super DeLuxe Lite Up Chief, 25c 454.00
Super DeLuxe Lite Up Chief, 50c 369.00
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*With Tic-Tac-Toe Reels, Same Prices.

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Ev. Bang Tails . . . 671.50
Wild Lemon . . . 542.50
Double Up . . . 542.50
Triple Bell . . . 895.00
25c Evans Races, J.P., P.O., Fl. Sample 550.00

PHONOGRAPHS

- Seeburg Cadet . . . \$245.00
Wurlitzer 600 . . . 195.00
Wurlitzer 616 . . . 89.50
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
Seeburg Royal . . . 169.50
Rock-Ola DeLuxe . . . 169.50
Rock-Ola Master, '40 . . . 145.00
Mills Throne . . . 169.50
Mills Empress . . . 169.50
SEEBURG LO-TONE. 295.00

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- 5c Pace Reels Jr. . . . \$ 49.50
25c Pace Reels . . . 49.50
Bang Tails . . . 425.00
Jennings Silver Moon . . . 59.50
5c Jennings Club Console . . . 79.50
25c Jennings Club Console . . . 89.50
Super Bell, 5-5-5-25 . . . 125.00
5c Big Game . . . 49.50

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- 10c 4-Star Chief . . \$ 74.50
10c Silver Club . . . 89.50
10c Silver Chief . . . 125.00
5c Bronze Bell . . . 125.00
5c Extra Bell . . . 79.50
10c Bonus Bell . . . 74.50
25c War Eagle . . . 89.50
10c Gold Chrome . . . 110.00

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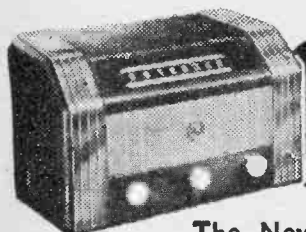
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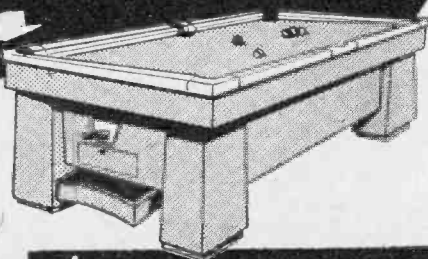
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**The VENDING
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FAYETTEVILLE, NORTH CAROLINA
U. S. A.

Coin Export Report Reveals Diversified Markets Need

(Continued from page 106)

matic merchandisers and 73 amusement games. Altogether these purchases represented an outlay of \$12,908.

Canadian Sales

The fact that Canada imported 19 juke boxes and 20 venders may come as a surprise to coinmen who make a practice of keeping up on coin machine export tabulations. For the ban that the Canadian trade ministry imposed on non-essential imports, effective midnight November 17, 1947, is still very much in vogue. As explained by a spokesman for the U. S. Department of Commerce, Canadian imports listed on the January report in all probability represent official purchases made by the Canadian government in the interest of replacing worn juke and venders used by that nation's armed forces. This, the spokesman said, could be done by special trade permits issued by the Canadian Trade Ministry.

Altho the total coin machine exports during January were small in number, the average price per machine paid by foreign coinmen compared favorably with machine prices during 1947. Jukes brought the highest average price, \$445, while venders averaged \$51 and games \$99. During December, 1947, music machines were sold at an average of \$453 per machine, venders only \$20 and games \$103. In the current report the Union of South Africa paid the highest average price for juke, \$834, while Canada paid the lowest average price, \$121. Reason for the apparent wide difference in price is that South African coinmen were in all probability buying late model machines, while Canadian coinmen were concentrating their purchases on older juke. China paid the top price per machine for automatic merchandisers, \$333, which was closely followed by Jamaica with \$299. The Philippine Republic and Mexico both paid the lowest average vender price, \$11. Most plausible explanation for this more than \$300 variation is that China and Jamaica were buying some type of electrically operated machine, probably drink venders, while Mexico and the Philippines were in the market for penny-operated machines such as candy, gum or nut venders.

Whether the comparatively low figure for coin exports in January

by post-war standards will continue thru 1948, few coinmen are able to predict at this time. Factors influencing a prognostication of this type include the virtual iron-clad ban on exports to both Mexico and Canada, two nations who together accounted for more than 60 per cent of the entire 1947 total number of machine exports and more than \$2,000,000 of coin export dollar sales. The bans both of these border neighbors now have in full effect have no established time limit therefore could end suddenly. However, most export authorities believe that both bans will remain on the books until early 1949. Should these two nations suddenly erase their embargos on exports, the whole situation would change overnight.

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Dynamite	49.00
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Torchy	79.00
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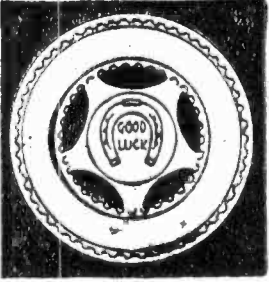
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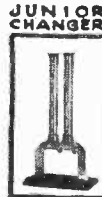
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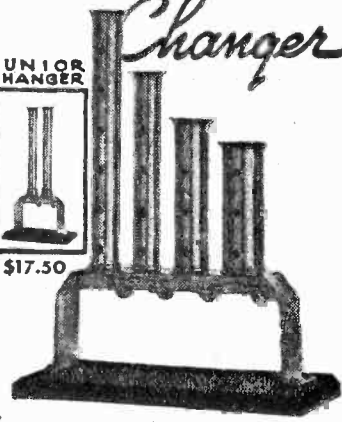
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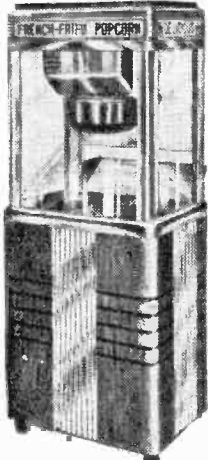
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TERMS:

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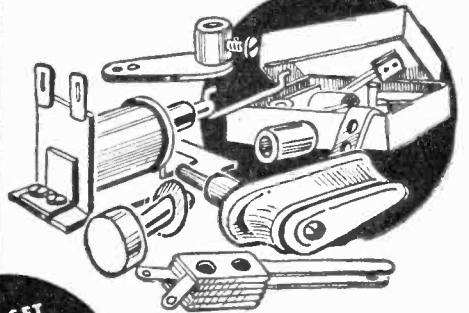


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PUT NEW LIFE TO YOUR EARLIER EXHIBIT GAMES with FLIPPERS

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

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IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT

TRIMOUNT IS DELIVERING WILLIAMS NEW 5 BALL "VIRGINIA" THE FASTEST FLIPPER GAME MADE!

Features 6 Flippers . . . Novel Bonus Setup . . . Double Bonus Setup
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Unexcelled Workmanship.
Location tests show this game is percentage perfect.

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Trimount is exclusive Williams Distributor in Maine, New Hampshire, Vermont, Massachusetts and Rhode Island.

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Only one of each available.

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20 New Packard Wall Boxes, \$25.00 ea.
 8 Wurlitzer 5-10-25 3-wire Boxes, used one week, \$49.50
 5000 Used Records, 8c ea.
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The *New* EXTRA AWARD

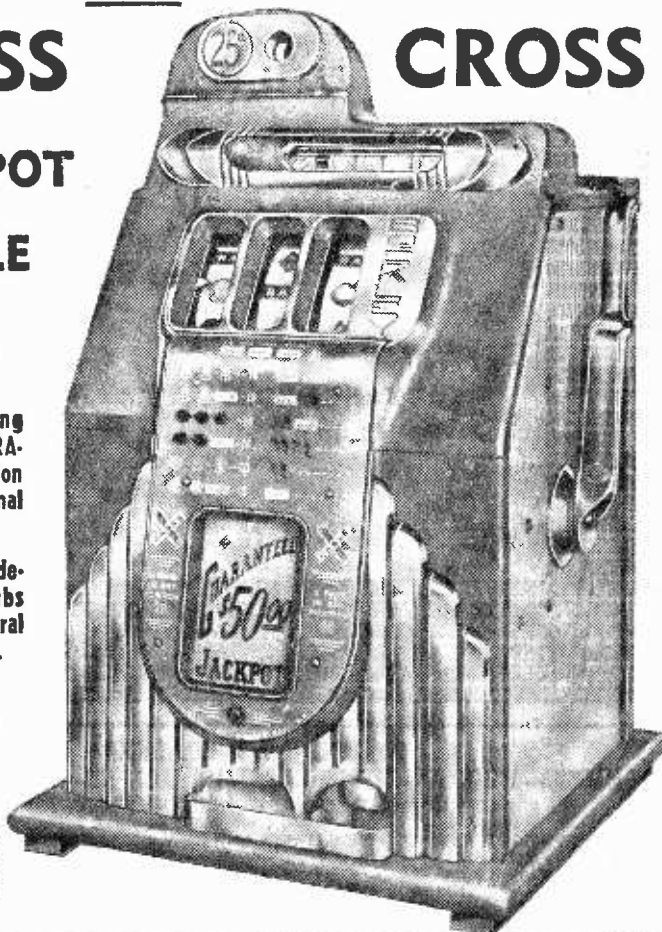
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X X X

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

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Table listing pinball games like Air Circus, Boloway, and Defense.

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PIN BALLS, \$19.50 Ea.

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Table listing safes and stands with prices.

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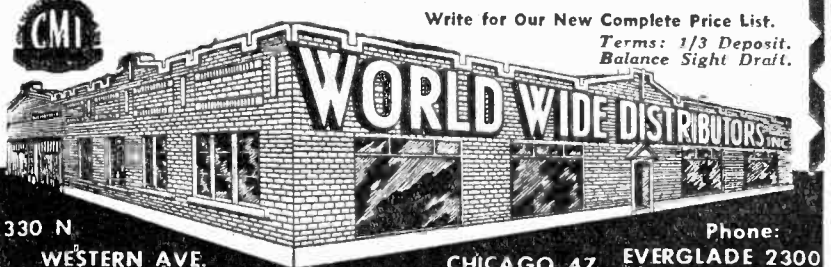
NEW FIVE BALL GAMES

Table listing new five ball games and prices.

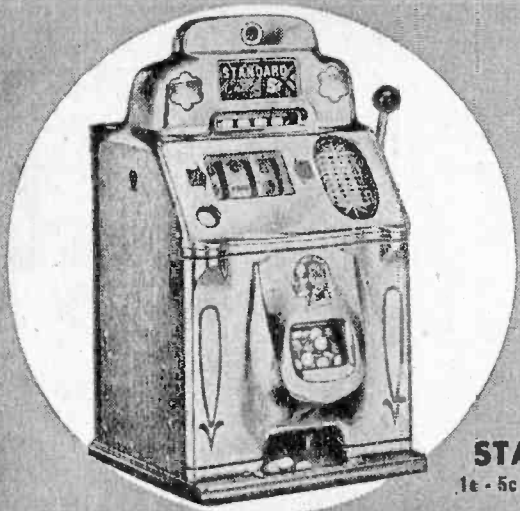
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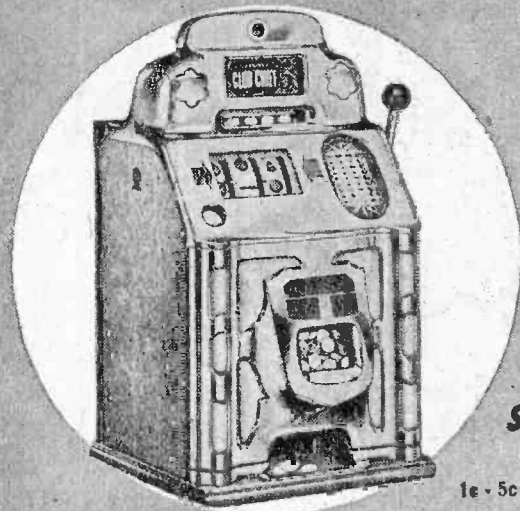


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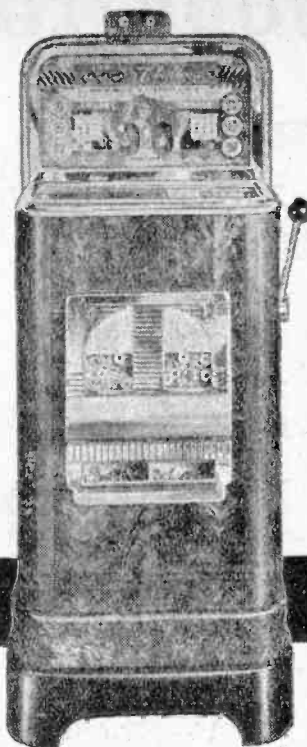


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STANDARD CHIEF**
1c - 5c - 10c - 25c - 50c - \$1.00 Play

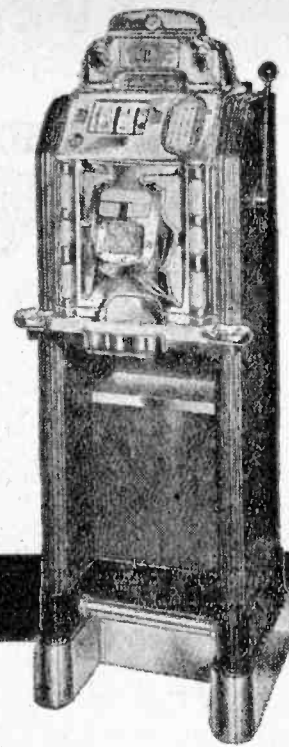
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Above Phonographs Professionally Rebuilt and
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Evans' new electro-pneumatic control speeds up play faster than ever before!

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One each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

3 GREAT MODELS—5c or 25c PLAY

<p>FREE PLAY</p> <p>ODDS CHANGE WITH EVERY SELECTION</p> <p>CONVERTIBLE</p>	<p>CASH MODEL</p> <p>5c or 25c PLAY</p>	<p>CASH MODEL</p> <p>5c PLAY WITH 25c DAILY DOUBLE FEATURE</p>
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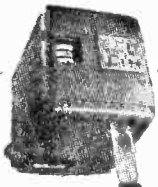
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5c-10c-25c MELON BELL

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BLACK GOLD, HANDLOAD

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Mills Golden Falls, Handload, 5c	60.00
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Mills Golden Falls, Handload, 25c	170.00
Mills Black Cherry, 5c, 2/5 or 3/5	55.00
Mills Black Cherry, 10c, 2/5 or 3/5	60.00
Mills Black Cherry, 25c, 2/5 or 3/5	65.00
Mills Silver Chrome, 5c, 2/5 or 3/5	119.50
Mills Silver Chrome, 10c, 2/5 or 3/5	124.50
Mills Silver Chrome, 25c, 2/5 or 3/5	29.50
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PACE '48 DELUXE BELLS

CRISS CROSS

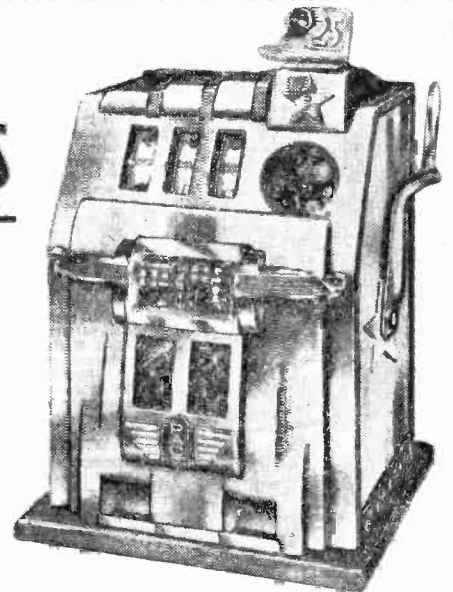
BAR 1ST REEL — 2

BAR 1ST & 2ND — 5

BAR & CHERRY — 5

CHERRY & BAR — 5

3 BARS ANY
POSITION — PAYS 20



CRISS-CROSS MACHINES MAKE ONLY 11%

FOR OPERATOR OR OWNER

WE CAN AND WILL SUPPLY — BUT DO NOT RECOMMEND

YOU CAN TRY — IF NO GOOD — WE WILL CHANGE

NO OTHER MFR. CAN DO THIS!!

FOR FAIR DEALING — DEAL WITH PACE

THREE COIN CONSOLES — CASH OR FREE PLAY

WE LEAD THE WORLD

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\$19.50 EACH!

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SEEBURG DISTRIBUTORS IN CINCINNATI · DAYTON · FT. WAYNE INDIANAPOLIS · LEXINGTON



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BUILD UP	159.50	STARLITE	139.50
COVER GIRL	139.50	STEP UP	59.50
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HI RIDE	129.50	SEA BREEZE	39.50
HUMPTY DUMPTY	169.50	SPELLBOUND	29.50
KILROY	59.50	SUPERLINER	29.50
LADY ROBIN HOOD	169.50	SUPER SCORE	39.50
LUCKY STAR	109.50	TORNADO	79.50
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TREASURE CHEST.....\$129.50

WRITE FOR NEW LIST JUST OUT ON OTHER GAMES, ONE-BALLS, CONSOLES, SLOTS, PHONOGRAPHS, WALL BOXES.

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603 LINDEN AVE., DAYTON 3, OHIO
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.
410 MARKET ST., CHATTANOOGA 2, TENN.

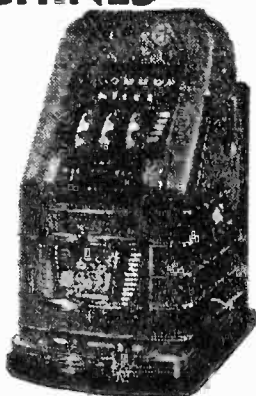


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MILLS LATEST MACHINES



← 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

IMMEDIATE DELIVERY



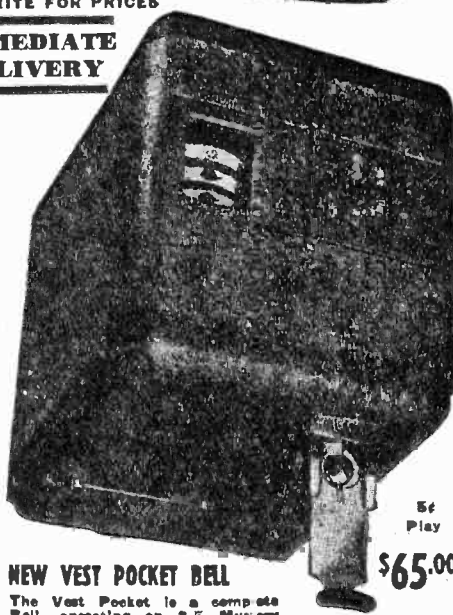
MILLS QT
A "Pony-Size" Bell. Weighs only 35 lbs.

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.

\$65.00

1/3 Deposit

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JOE ASH

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

BAFFLE CARD	\$ 39.50	MARJORIE	\$84.50
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CO-ED	99.50	RIO	44.50
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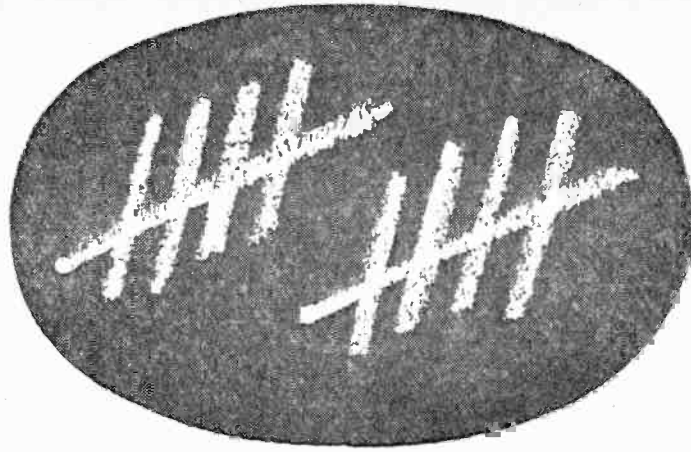
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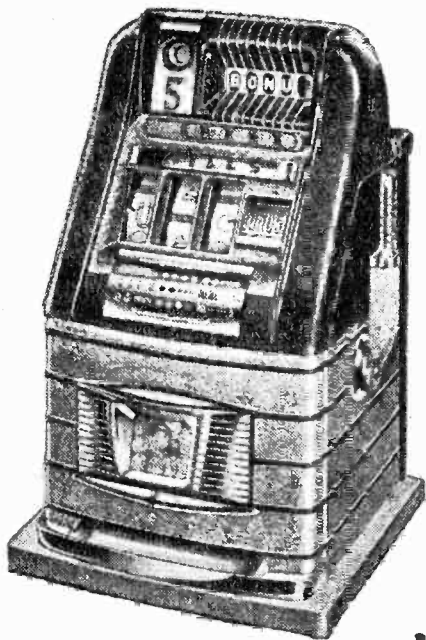


"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

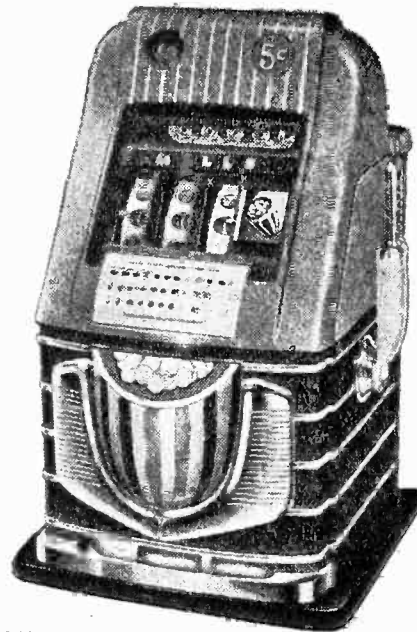


YOU CAN COUNT ON MILLS BELLS!

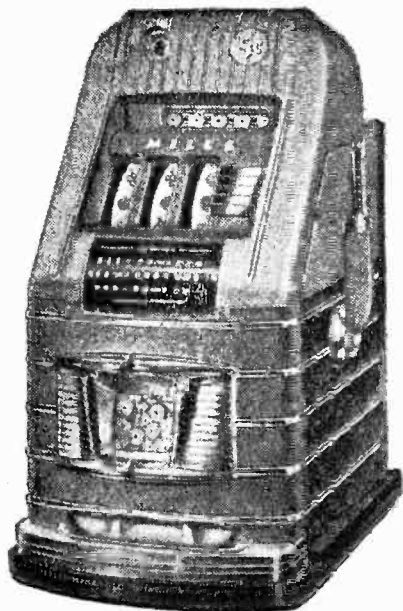
And the real count will be in the cash box!



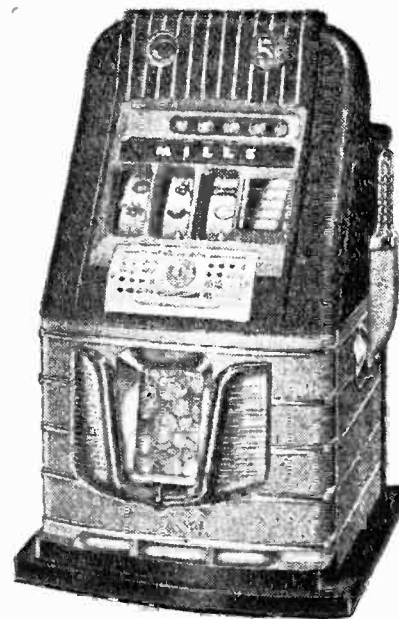
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MELON



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BLACK GOLD

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★ OFFERED ONLY
TO MUSIC
OPERATORS..



★ Illustrated:

1941-1942 Seeburg
8800, 9800, 8200 ES \$250

1941-1942 Seeburg
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Tell your nearest S. H. Lynch & Co. office your needs in
USED PHONOGRAPHS

Our stocks of **Seeburg** MUSIC SYSTEMS and others are
changing constantly . . . your needs supplied quickly!

Seeburg Symphonolas in various models, and other trade-ins, are completely repaired and refinished in our own shops . . . our guarantee of a good-looking instrument that will operate properly.

In a few cases . . . minor substitutions of parts are made . . . but we consider our selection of used phonographs the outstanding buys available in this type of instrument.

Tell us your needs . . . write for complete lists available currently . . . there is a good chance we can supply your needs quickly!

S. H. LYNCH & CO.

Exclusive Southwest Seeburg Distributors

Dallas, Pacific at Olive
Houston, 910 Galhoun

New Orleans, 832 Baronne
San Antonio, 241 Broadway

Memphis, 1049 Union Avenue
Oklahoma City, 900 N. Western

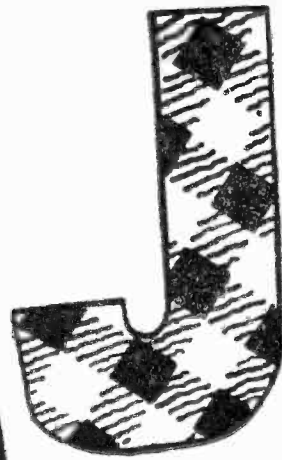
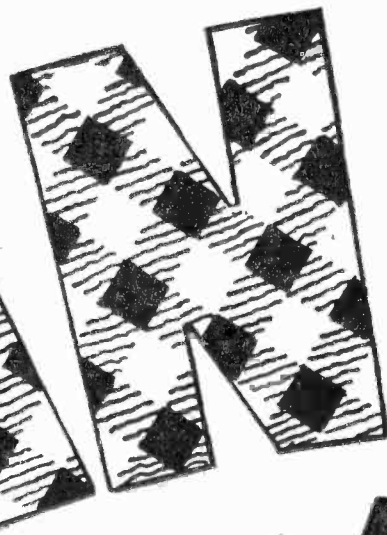
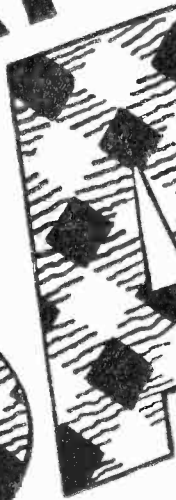
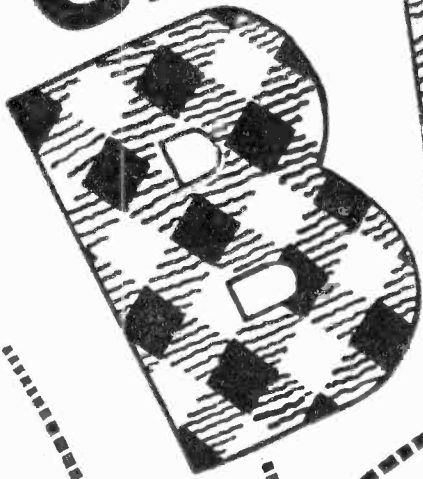
TERMS:

5% Discount for cash
OUR SOUTHWEST TERRITORY: 1/3 down —
balance 10 months. One-half of 1% per
month carrying charge.

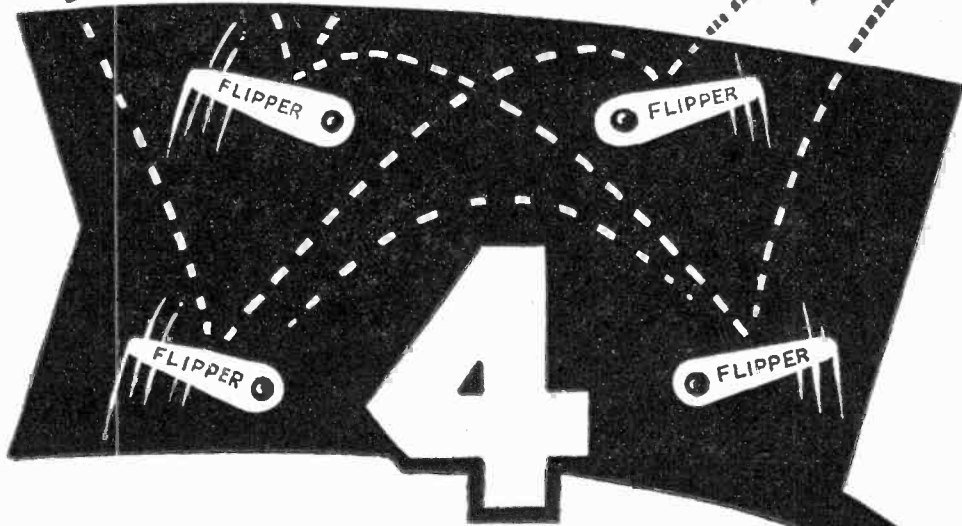
OUTSIDE SOUTHWEST TERRITORY: 1/3 cash
with order — balance C. O. D., or S/D Bill of
Lading attached.

In case you're not on our list of recognized
music operators, it will be necessary to
substantiate your status as such.

EXHIBIT'S
GREAT!!!



with



SKILL FLIPPERS

**WITH BANK SHOT ACTION
GIVING FAST FASCINATING
BUILD-UP POSSIBILITIES
• • WITH NO DELAY • •**

Wherever this great popular
EXHIBIT game is on the
job—it has proven to be the
greatest player attraction of
all to-day.

**ASK ANY SMART OPER-
ATOR WHO HAS THEM.**

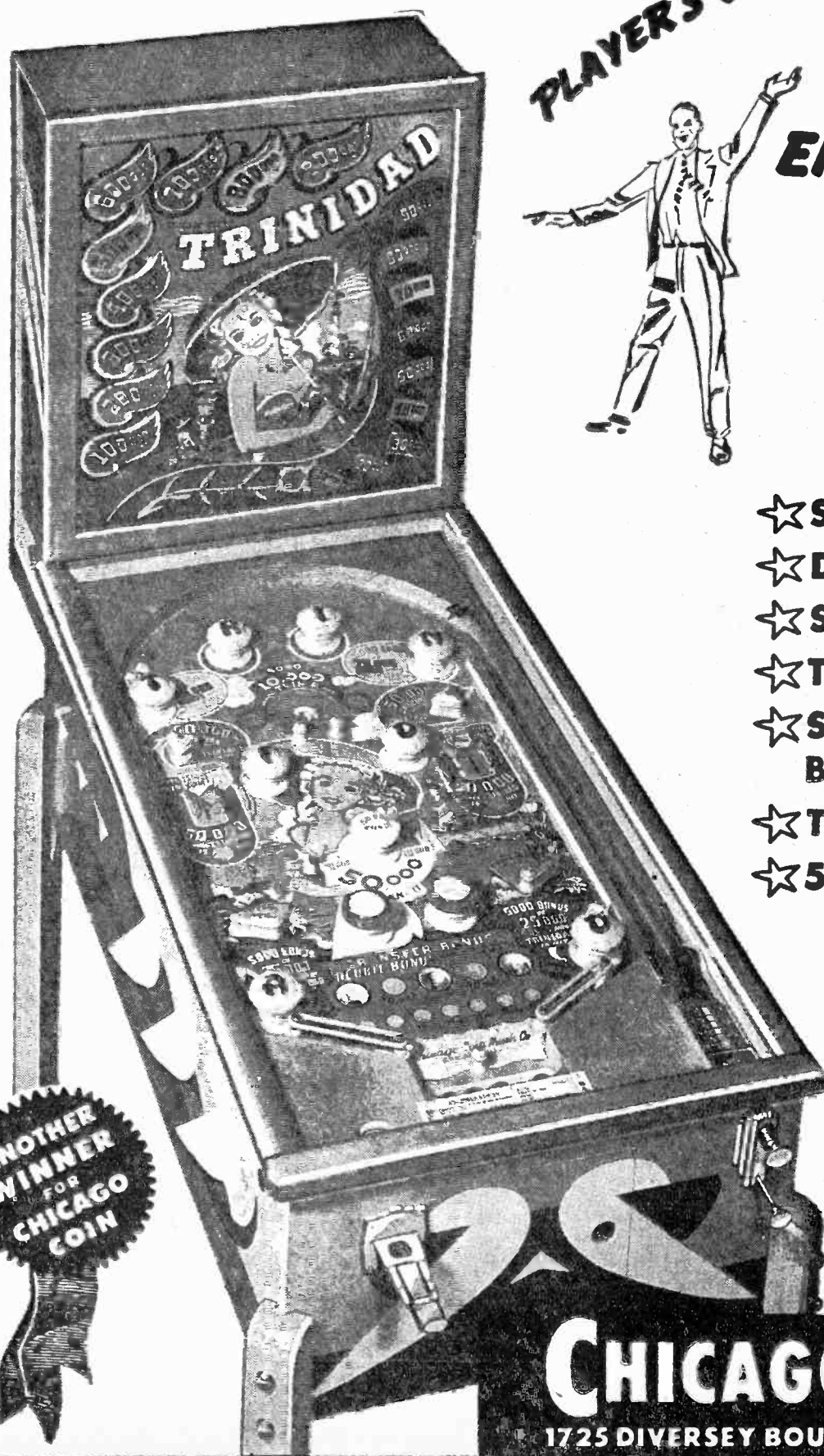
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EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)

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IT'S THE SHREWD OPERERATOR
WHO BUYS *Chicago Coin's*
TRINIDAD



**ANOTHER
 WINNER
 FOR
 CHICAGO
 COIN**

**PLAYER'S CHOICE FOR ACTION
 THRILLS!
 ENTERTAINMENT!
 FEATURES
 Galore!**



- ★ SINGLE BONUS
- ★ DOUBLE BONUS
- ★ SUPER HIGH SCORE
- ★ TWO FLIPPERS
- ★ SUPER BONUS
BUILD-UP POCKETS
- ★ TWO SPECIAL PLAY LANES
- ★ 50,000 BONUS BUMPER

**SEE
 TRINIDAD**
**ORDER FROM YOUR
 DISTRIBUTOR TODAY!**



CHICAGO COIN MACHINE
 COMPANY
 1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



GENCO'S Trade Winds



WILL BLOW GREATER PROFITS YOUR WAY

- Extra Special Adjustable Free Game Feature.
- More Ways To Advance Bonus Scores.
- Speedier Flipper Action to The Top of Board.
- The Player Action Is Exciting and Fast.
- **SIX Original FRB Features.**
(FLOATING ROLL-OVER BUTTONS)

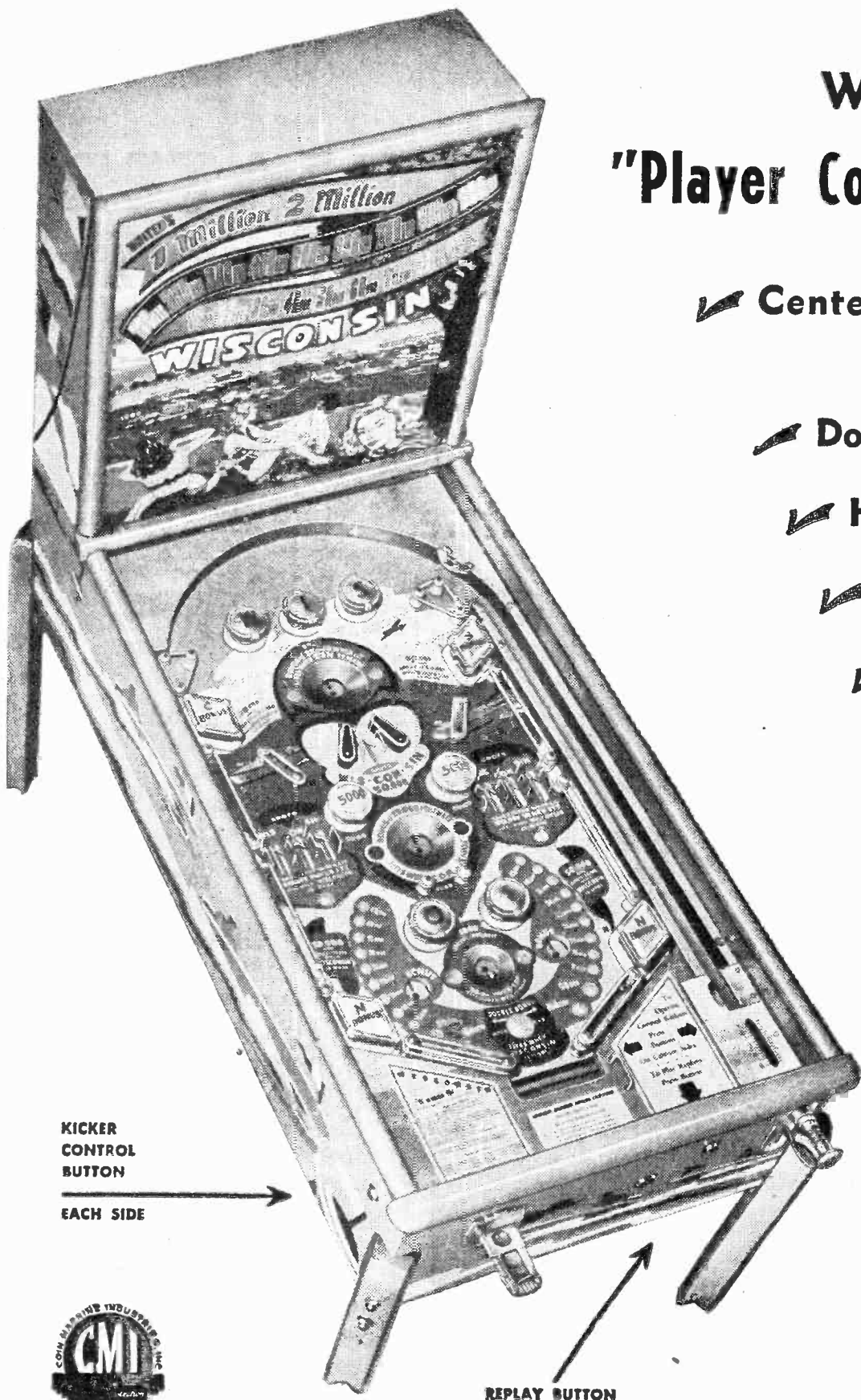


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Genco MANUFACTURING and SALES CO.
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

UNITED'S WISCONSIN



With New
"Player Controlled Kickers"

- ✓ Center Roll-Over Lights
WIS-CON-SIN
- ✓ Double-Double Bonus
- ✓ High Scoring Units
- ✓ Automatic Shuffle
- ✓ Replay Button
- ✓ Fast Action

FIVE-BALL
NOVELTY
REPLAY

SEE YOUR
DISTRIBUTOR

KICKER
CONTROL
BUTTON
→
EACH SIDE

↑
REPLAY BUTTON



UNITED MANUFACTURING COMPANY

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CHICAGO 40, ILLINOIS

WANT YOUR OPERATING PEPPY AND PROFITABLE?

"Go Steady" with

Cinderella



Players sit up and take notice . . . earnings start zooming when Operators bring CINDERELLA'S lively action and thrilling appeal into locations!

*Popular
Everywhere
with
Everybody*

The Original **FLIPPER BUMPERS**
ROTATION • SEQUENCE • HIGH SCORE • KICKER POCKETS

Plus **DOUBLE BONUS**
and **BONUS BUILD-UP**

ORDER FROM YOUR
DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. Kostner Ave. MEMBER
Chicago 51, Illinois





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
WILD LEMON • DOUBLE UP • HI-BOY • TRIPLE BELL
BALLY BOWLER



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

3 MUSICAL MUSTS

1. THE SEEBURG SYMPHONOLA with

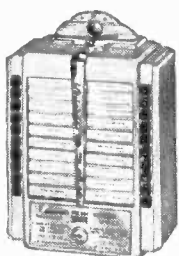
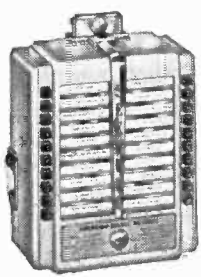
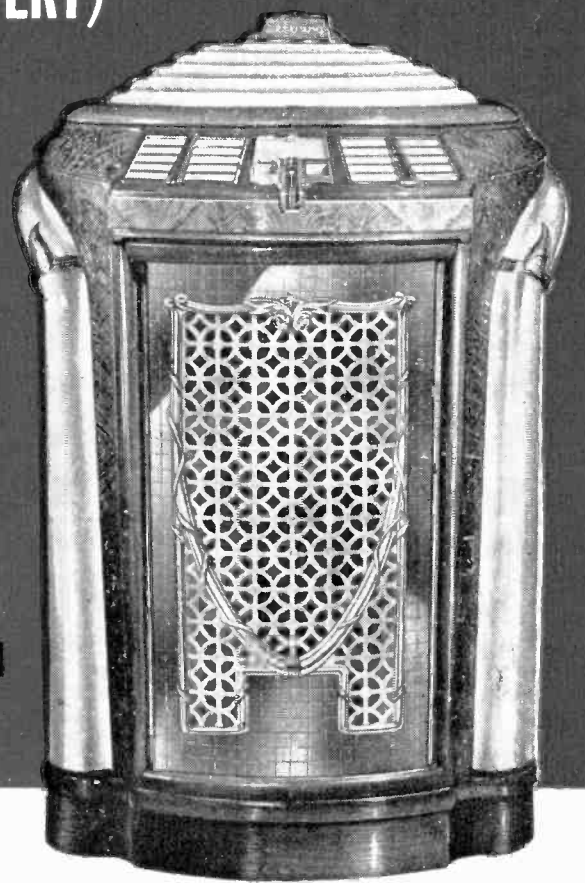
2. SCIENTIFIC SOUND DISTRIBUTION

(NOTHING TO ADAPT - NOTHING TO CONVERT)

3. REMOTE CONTROL

3-WIRE OR WIRELESS

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1948
J. P. SEEBURG CORPORATION
1500 N. Davton St., Chicago 22



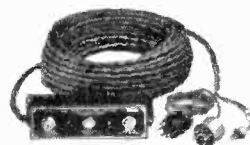
Wireless and 3-Wire
Wallomatics



Pre-Amplifier and
Public Address System



Dual Remote
Volume Control



Auxiliary Remote
Control Amplifier



Mirror and Tear Drop
Speakers

Now... **BETTER MUSIC** *that means*
BIGGER PROFITS FROM WURLITZER 1100s



ZENITH
COBRA
TONE ARM

**Records played over
2000 times retain
95% fidelity...
(test it yourself!)**

Selling music is much like selling anything else. The better the quality the bigger the sales.

That's why the pace-setting new Wurlitzers have the power to make people play them over and over again. Only from Wurlitzers, with the famous Zenith Cobra Tone Arm, can you hear tone so sparkling, so natural that it's like hearing the artists in person!

And with conventional pickups, record fidelity starts to fall off at from 50 to 300 plays—and falls off FAST. With the Zenith Cobra Tone Arm, records still have 95% fidelity after 2000 plays.

With less than $\frac{2}{3}$ ounce pressure on the record, the Zenith Cobra Tone Arm reduces record surface noise, prolongs record life. Yet it faithfully reproduces the finest modulations, produces clear-as-a-bell tone that sets new high standards for recorded music.

Replace your old phonographs that take in too little, cost too much to service. Trade them in on Wurlitzer 1100s. Put your route on a good profit paying basis by moving a better paying phonograph into every location.

Ask your Wurlitzer Distributor about the
**GENEROUS TRADE-IN
ALLOWANCES**
on your old phonographs
**EASY TERMS ON
WURLITZER 1100s**



In Person
BOX OFFICE

A Personal Appearances
Supplement

SECTION TWO

The Billboard

APRIL 24, 1948

Smash Success!

on recently concluded
CANADIAN TOUR
of **ONE-NIGHTERS**
... every date on this
tour went solidly into
percentages.

a Sensation!

... on Fred Robbins' **ONE-NITE STAND** at **CARNEGIE HALL CONCERT**
APRIL 9

(presented by Ernest Anderson)

... a performance that
really rocked the hall

Booked Solid thru May

... on a series of theatre
and one-nighter dates —
watch **HAMP** set more
sensational record grosses

*... and on the Air
By Popular Demand*

MBS Coast to Coast
Every Saturday for
U. S. Treasury

**DECCA
RECORDS**

Your 'GO' Sign
TO BOX OFFICE DRAW



Lionel
HAMPTON

and his Orchestra

EXCLUSIVE MANAGEMENT
ASSOCIATED BOOKING CORPORATION

NEW YORK, N. Y. 745 FIFTH AVE. PL. 5-5572

JOE L. SERR, President

CHICAGO 54 W. ...

AMERICA'S NO.1 BAND ATTRACTION

proves it again!!!

...on ten one-nighter concert dates

LOUISVILLE, KY.	\$11,089
GRAND RAPIDS, MICH.	13,923
POTTSTOWN, PA.	7,800
MONTGOMERY, ALA.	6,554
KNOXVILLE, TENN.	7,300
MAHANAY CITY, PA.	9,633
NASHVILLE, TENN.	8,492
MILWAUKEE, WISC.	10,200
SAGINAW, MICH.	8,522
WASHINGTON, D. C.	11,228



*Vaughn
Monroe*
and his Orchestra

The Vaughn Monroe Show
for Camel Cigarettes
CBS Coast to Coast
Saturdays 9:30-10:00 P.M., E.S.T.

RCA
VICTOR
RECORDS

EXCLUSIVE MANAGEMENT
Willard  *Alexander*
INC.
30 ROCKEFELLER PLAZA
NEW YORK



Direction:
MARSHARD MUSIC

Personal Appearances Supplement

Section Two, April 24, 1948

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Running a Successful Night Club

The industry's top operators outline their formulae: A definite policy, customer relations, live exploitation and advertising, careful selection and grooming of talent are factors . . . not to mention working 7 days a week, unless you're in Philadelphia.

"HOVER'S in clover," people say, and when they ask me for the secret of my success I usually reply that I'm just lucky. Actually, it took me 20 years to gain the know-how of running a night club.

I bought *Ciro's* in 1942. Today, *Ciro's* is one of the most highly publicized firms in the world, receiving more space in newspaper and magazine columns and more mentions on radio and television shows than almost any other. It is a natural for publicity. The name has become synonymous with Hollywood glamour and intrigue—and also fights. Over \$1,000,000 a year is spent on it.

We spend approximately \$125,000 a year on publicity and advertising. We take all the space we can get in Los Angeles newspaper ads, and advertise as well in the trade papers. Approximately \$25,000 a year is spent on advertising, \$15,000 on publicity and \$85,000 on special exploitation—

which includes sending gifts to our regular patrons, movie stars and other celebrities.

A Good Story

In publicizing *Ciro's* we consider the viewpoint of the newspaper man who is interested in giving free space to a company only if there is a good story there. Altho *Ciro's* is a natural for publicity, we leave very little to chance, taking advantage of every worthwhile situation. Particularly we try to create interest in each new opening. For example, when Mitzi Green was to open at *Ciro's*, it was learned that Raymond Duncan, Isadora Duncan's brother, had come to Los Angeles. He is always a good bet for publicity because of his habit of wearing a Greek toga. I threw a big dinner for Duncan at the opening during which he posed with Mitzi Green. The combination of the two—the child star who has made good, and

Ciro's actually runs in the red . . . but, oh, those five sidelines!

by

H. D. HOVER



H. D. Hover, Owner-Operator, *Ciro's*, Hollywood



Duke Ellington . . . he draws the music mob.



Joe E. Lewis . . . the *Ciroese* love him.



Mitzi Green . . . a Lewis impersonation clicked.



Harry Richman . . . for him a swimming party.



Jerry Lester . . . from not-up-to-standard to one-of-the-greatest.



Kay Thompson and the Four Williams Brothers . . . they busted all records.

Isadora's toga-garbed brother—made an irresistible picture for the newspapers. The picture and story hit the front pages the next day.

Included in our \$85,000 budget for special exploitation are such gifts as lipsticks to both men and women patrons (the men like to give the gifts to their fem friends), fountain pens and cigarette lighters. Any regular patron of *Ciro's* is apt to receive such gifts in his mail. For each new attraction, I throw a big party at my home for over 200 people—namely motion picture celebrities and the press. For Harry Richman, for instance, I gave a swimming party.

New Decor Every 18 Months

My formula for satisfactory customer relations is simple: Give the patron the best of everything that money and prestige can buy. To make sure that customers will want to come to *Ciro's*, we endeavor to provide the finest entertainment we can get, the best food and two orchestras. We strive to create the most pleasant possible surroundings for our customers. I have the room redecorated approximately once every 18 months.

Altho most of the patrons are my friends, I work on the theory that they come to enjoy themselves, not to see me. I believe that any time the owner of a night club thinks that people come merely because they like him, or want to see him, he makes a mistake. There should be a certain friendly aloofness on the part of the night club operator. If a fellow comes

in with his girl and wants you to sit at his table, sit there for a few minutes — but don't plant yourself there for the evening.

Patrons want the best you can give them in entertainment, food and atmosphere. Our budget for shows and music runs from \$3,500 to \$8,000 per week.

A Definite Policy

I believe that every night club should have a definite policy and a special type of clientele to which it caters. Without such a policy you're sunk. The night club operator must decide whether he wants a large or a small room, a floor show, or just music, and so on. I decided on a small, intimate room and two floor shows an evening. We select our entertainment with the clientele it would attract always in mind. As a result, *Ciro's* has developed into one of the most exclusive night clubs in the country.

We base our records on gross business: One orchestra leader with a national reputation is a man whom I shall never again sign for *Ciro's* because he draws in the chili bowl crowd which doesn't spend much per person. In addition, I have learned long ago that the graciousness of a performer has as much to do with his success at a night club as his talent. This particular orchestra leader wouldn't smile at the audience, (See *Running a Night Club*, page 50)

Serve better food than any restaurant in town
 pick out the best headwaiter, captains and waiters
 serve nothing except the best "branded" liquors
 cater to every whim of your customers
 give everyone a ringside table, even on Saturday nights
 pay five times as much as you can afford for a show
 be sure that it is as good or better than any show in any theater in town
 hire the two best orchestras you can get
 redecorate every year
 pay strict attention to every detail
 come in early and stay late work seven days a week (unless you're in Philadelphia—and then spend Sunday in New York visiting night clubs, trying to find acts that you can use)

spend three times as much for advertising as you can afford never charge a cover charge
 take the minimum charge off for every steady customer in order to keep his good will
 take the minimum charge off for every new customer in order to generate his good will
 charge less for your dinner than the same dinner would cost at Childs
 Then if there's a war on, you should do business, and make enough money to stay in business for a year or so after the war ends
 or until your money runs out
 or until there's another war
 never worry about your club. Always watch what Miami is doing. If your competitor offers an act \$2,000, offer the act \$3,000. If the other guy's offer is raised to \$4,000, you up it to \$5,000. If he raises again to \$7,500, don't be scared. Offer him \$20,000. That's to learn your competition they can't monkey with you.

Lou Walters, headman at the Latin Quarter, says it's as easy as can be. And that thing in his cheek is his tongue.



by
LOU WALTERS

Properly showcasing unique talent is the firm and fixed policy at the Blue Angel.

by
HERBERT JACOBY

LIKE in any other business, the most important requirement for a successful operation in a night club is policy—knowing what you want to do, what clientele you plan to aim for, and what to give them that they are anxious to find.

Failure to establish a set policy, or to continue to maintain it, is a great mistake. There is a public for good food, one for good music and dancing and one for good talent. These groups are not always the same and a successful policy must specialize in one.

In my case I decided to try, to the best of my ability, to present talent. That required the atmosphere of a smart, relatively quiet room with good service combined with a planned production of the actual show, including timing, staging and accompaniment.

Well-Balanced Production

To select an artist for a night club requires a personal taste or flair which cannot be acquired. It is important to remember that your taste



Some of Jacoby's Blue Angel "Discoveries"—

Left to right, Alice Pearce, Pearl Bailey, Florence Desmond and the Bernard Brothers

is personal and individual and that you cannot please everyone. However, if you present some talent according to your standards, and you like it well enough to gamble on it, it is easy to convince a portion of the public and so you acquire your own following. This following comes because it knows it will find an interesting display of talent; it is not

attracted by one name, but by a well-balanced production.

Comedy Wanted

The greatest demand is for comedy, and comedians are the most difficult to find. I have always tried to present people who are funny without being vulgar. Some of the acts which I have discovered have made people laugh most are the Bernards, who were the first to compose an entirely

angle and the line of girls, is good music, good singing and good rhythm. Here I would like to mention two groups which have worked for me, the Herman Chittison and Ellis Larkin trios. They have been called the best accompanists in the country by some of the outstanding singers. These groups accompanied singers such as Evelyn Knight and Joan Nichols when they got their

creative mimicry, timed to other peoples' records, and Paula Laurence and Alice Pearce, both with new zany characters and ideas. Along with these I would like to mention Florence Desmond as one of the most distinguished comedienne, unique in the art of imitation.

After comedy the most important item, if you decide to omit the sex

first break with me. Another artist who should be mentioned is Pearl Bailey, who has combined music and comedy in a rare and effective manner.

If I can consistently find talent with the qualities and unique capabilities of those I have mentioned, I have no fears about continued profitable business at the Blue Angel.

WE ARE starting our 20th year at Leon & Eddie's. They tell me that with the fickle public this is some kind of a miracle. Doors have opened and closed around us with such rapidity it is hard to keep track of who's who.

After all these years our mailing list embraces every corner of the globe and every address was given to us personally. I feel that the people who have made our place a "must" like our spot because of the friendly atmosphere and the homey touch we try to give it. I think that in the course of some evenings I walk a good 15 miles shaking hands and greeting old friends and new, and that's how I feel about my customers . . . they are my friends.

Square the Beefs

We try to correct any complaints that may arise before the customer leaves so that he is completely satis-

fied. I insist on the finest of food, moderately priced, expertly prepared and served, and our tables are plenty large enough to eat on.

I change my shows every four weeks. I like fresh new acts and many have graduated real stars from here, including Jackie Miles, Jan Murray, Jackie Gleason, Donald Richards, Lee Sullivan, Archie Robbins, Joey Adams, Iris Adrian, Marie McDonald and many others. I have no business gimmicks outside of our 8 by 10-foot television screen on which we show major sporting events. The customers love it and incidentally so do I, as it gives me a chance to keep up on sports and attend to business, too. Our Sunday night celebrity parties have been going on for 15 years and we have a wonderful time. The public has never tired of these nights and they are a tradition with us.

Mostly 20-Year Men

Most of my staff have been with me since the place opened, and the

100,000 songs and 15 miles a night is part of Leon & Eddie's story. Maybe it's trite but who can argue with 20 years.

by
EDDIE DAVIS



waiters and captains have memorized faces and names from all over the world and have the same friendly interest in our patrons as I have. I

think that in these past 20 years I must have sung over 100,000 songs and the way I feel right now I could sing 100,000 more.

A Decade of Band and Singer Toppers

with America's College Kids

As determined in the annual poll of colleges conducted by The Billboard.

College Poll Winners—1938-1948

YEAR	FAVORITE BANDS	MOST PROMISING NEWER BANDS	FAVORITE MALE SINGERS	FAVORITE FEMALE SINGERS
1938	Benny Goodman Tommy Dorsey Hal Kemp			
1939	Artie Shaw Kay Kyser Tommy Dorsey		Bing Crosby Jack Leonard Kenny Baker	Bea Wain Ella Fitzgerald Ginny Simms
1940	Glenn Miller Kay Kyser Tommy Dorsey		Ray Eberle Jack Leonard Bob Eberly	Bonnie Baker Ginny Simms Ella Fitzgerald
1941	Glenn Miller Tommy Dorsey Kay Kyser	Vaughn Monroe Will Bradley- Charlie Spivak Bobby Byrne	Frank Sinatra Ray Eberle Bob Eberly	Ginny Simms Helen O'Connell Helen Forrest
1942	Glenn Miller Tommy Dorsey Harry James	Hal McIntyre- Claude Thornhill Vaughn Monroe Charlie Spivak	Ray Eberle Frank Sinatra Bob Eberly	Helen O'Connell Marion Hutton Ginny Simms
1943	Harry James Tommy Dorsey Glenn Miller	Hal McIntyre Stan Kenton Vaughn Monroe	Frank Sinatra Bob Eberly Ray Eberle	Helen Forrest Helen O'Connell Peggy Lee
1944	No Poll	No Poll	No Poll	No Poll
1945	Tommy Dorsey- Harry James Glenn Miller Benny Goodman	Stan Kenton Hal McIntyre Les Brown	Bing Crosby Frank Sinatra Dick Haymes	Dinah Shore Jo Stafford Ginny Simms
1946	Tommy Dorsey Woody Herman Stan Kenton	Stan Kenton Tex Beneke & G. Miller Ork Elliot Lawrence	Bing Crosby Frank Sinatra Perry Como	Jo Stafford Dinah Shore Peggy Lee
1947	Stan Kenton Tex Beneke & G. Miller Ork Tommy Dorsey	Elliot Lawrence Eddy Howard Ray McKinley	Frank Sinatra Bing Crosby Perry Como	Jo Stafford Dinah Shore Peggy Lee
1948	Stan Kenton Vaughn Monroe Tex Beneke	Elliot Lawrence Art Mooney Randy Brooks	Bing Crosby Perry Como Frankie Laine	Peggy Lee Jo Stafford Dinah Shore



Bing Crosby



Peggy Lee



Stan Kenton



Jo Stafford



Tommy Dorsey



Frank Sinatra



Harry James



Hal McIntyre



Helen Forrest



Artie Shaw



Dinah Shore



Ray Eberle



Ginny Simms



Benny Goodman



Claude Thornhill



Woody Herman



Frankie Laine



Bob Eberly



Kenny Baker



Perry Como



Art Mooney



Will Bradley



Ella Fitzgerald



Eddy Howard



Charlie Spivak



Tex Beneke



Vaughn Monroe



Jack Leonard



Randy Brooks



Kay Kyser



Elliot Lawrence



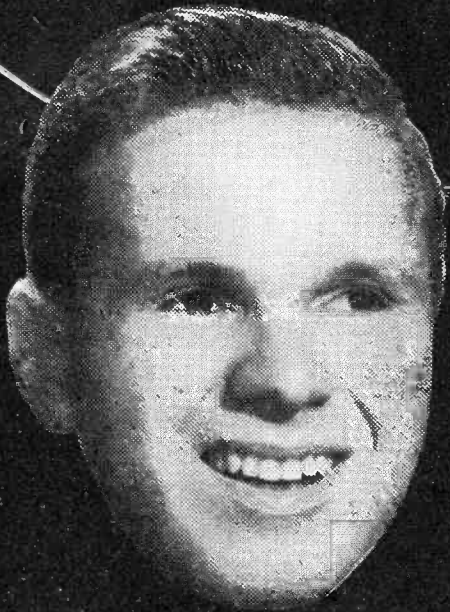
Marion Hutton



Ray McKinley

cum laude

with a repeat performance
in their Sophomore Year!



The Billboard
10th Annual College Poll

BANDS

All-Around Favorite

1. Stan Kenton	1,370
2. Vaughn Monroe	1,133
3. Tex Beneke	873
4. Tommy Dorsey	720
5. Harry James	594
6. Guy Lombardo	378
7. <u>Elliot Lawrence</u>	364
8. Eddy Howard	341
9. Claude Thornhill	292
10. Les Brown	240

Sweet

1. Vaughn Monroe	131
2. <u>Elliot Lawrence</u>	80
3. Tex Beneke	69

Swing

1. Stan Kenton	303
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Most Promising Newer

1. <u>Elliot Lawrence</u>	591
2. Art Mooney	143
3. Randy Brooks	129
4. Eddy Howard	114
5. Skitch Henderson	101
6. Ray McKinley	89
7. Claude Thornhill	72
8. ... Anthony	65

Lawrence Does Repeat as Most Promising Ork

Mooney Grabs Place Money

NEW YORK, March 27.—For the second straight year, Elliot Lawrence's crew emerges as the campus choice for the most promising newer ork title, according to *The Billboard's* 10th Annual College Poll results. Tabulation shows the youthful 88-er far in front of Art Mooney, Randy Brooks, Eddy Howard and Skitch Henderson, who round out the first five listings. Lawrence's repeat comes as no surprise considering the predominance of

Elliot Lawrence

and his Orchestra

We're extremely grateful to the collegians who helped make our 2nd birthday such a memorable one.

Our many, many thanks to those who voted us overwhelmingly tops in the Most Promising Newer Bands Division, and boosted us

to 2nd place in the Sweet Bands Division.

We've thoroughly enjoyed the privilege of playing in person for the students of more than eighty colleges during the past two years... and look forward to playing for them many more times in the years to come.

Returning —

CAFE ROUGE
HOTEL PENNSYLVANIA, NEW YORK
MAY 24th

Latest Columbia Record Release —

SHAUNY O'SHAY
SUGAR BEAT

Soon to be Released —

AT THE FLYING "W"
DONNA BELLA

Personal Management **STAN LEE BROZA**
RKO Bldg. • Rockefeller Center New York 20, N. Y.

Press Relations
GEORGE B. EVANS

Direction —



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

GREAT MUSIC*



Currently

COMMODORE HOTEL

NEW YORK CITY

Opening

CAPITOL THEATER

NEW YORK CITY

MAY 20TH

*** WOODY
HERMAN**

and his orchestra

Personal Management: ABE TURCHEN

King of Modern-Western Swing

**SPADE
COOLEY**

and his great entertaining band



Establishing new house records on
his first **NATIONAL TOUR**

Available for
FAIRS AND PARKS

CARNEGIE HALL—MAY 17TH

EXCLUSIVE DIRECTION

Continental Artists Corporation

BEVERLY WILSHIRE HOTEL
BEVERLY HILLS, CALIF.

131 WEST 52ND ST.
NEW YORK 19, N. Y.

Click Concerts

... and How They Get That Way

Pop concerts featuring straight names, jazz artists, folk and race stars have all made money for promoters, bookers and talent in recent years. But there are good solid reasons why they do.

IT'S about time for a few calm words on a thing called "concerts." In the pop field (name bands, acts, singers) concerts achieved such widespread fame this year as compared with past seasons that a lot of "experts" formed dangerous opinions; dangerous because of the over-generalization. There seems to be no doubt that popular concerts are in ever-growing vogue and are paying off with ever-greater success, but there are barriers and qualifications that the promoter and performer must familiarize himself with before deciding to junk the ballroom circuit and head for any and all concert halls in sight.

Concerts, of course, are nothing new: for years the bigger metropolis in the nation have housed pop attractions on the concert stage frequently with good results. Today various phenomena explain the increased tempo of the concert trend. At the same time these phenomena are self-explanatory "proceed with caution" signposts for the one-night promoter.

No. 1 phenomenon seems to be the disk jockey. In the East impresario Ernie Anderson has wisely pulsed the exact exploitation potential of the disk jockey as related to the concert stage and has brought the jockeys into business with himself. Anderson has a good record of concert tour promotions behind him, mostly in the jazz field. In New York he has been presiding over Town Hall and Carnegie Hall (at the former usually in association with platter spinner Freddie Robbins); he's booked the Illinois Jacquet-Ella Fitzgerald package concert thru Hartford, Detroit, Philadelphia, Boston, Washington and Cleveland. This tour ran at \$1,500 guarantee (\$500 to Ella and the remainder to the ork, while Jacquet worked at 50 per cent over the gross and Fitzgerald 20 per cent over the gross). Meanwhile Anderson took out money at virtually every concert stop. Locally he sold out the Stan Kenton house at Carnegie Hall (prices scaled as high of \$4.80); at Town Hall he's loaded up weekly concerts with lower scaled ducats but enough to go over the top. His personal abilities as a promoter may be important—grant that he knows exploitation and advertising gimmicks and uses them well. But his conceded practice of promoting in conjunction with disk jockeys probably holds the key to his best results. Anderson's normal arrangement is to give the hottest disk jockey in each town where one of his concerts is being staged, a small piece of the percentage. The jock, in turn, usually acts as emcee for

the given concert. In addition, and this is important, you can be sure that the jock lends plenty of vociferous support via the radio waves for the concert promotion. Fact that Anderson has been "coming out" validates (business-wise) his practice of going into "partnership" with jocks.

On an out-and-out basis promoters may not care to pattern their business after Anderson's jockey tie-in set-up. But the important lesson to learn is that the local jockey can be all important in concert planning and staging. The wise concert promoter better look to his jocks as friends, if not partners.

The most significant "new look" about pop concerts, of course, is their widespread reach into the name-band brackets.

Name Clicks

Name bands playing concerts are usually surprisingly successful when compared with those trodding the routine one-nighter dance lanes. But wait a minute, Mr. Promoter—don't junk your ballroom and grab for a tent with chairs—there's more to it than meets the eye. Certainly Spike Jones has been a tremendous grosser (better than 8G in every one of 24 cities and as much as 14G and 15G in concert dates at Minneapolis and Worcester). Yeah, Vaughn Monroe can boff out 7 to 10G on a concert tour; soon Sammy Kaye goes out on concert tour (five concerts in three days) teamed with Milton Berle, but let's get a few practical points straight.

The important consideration is the "entertainment formula." Jones, Monroe, etc., only prove that large doses of stage production will spice the concert box office. Spike has a 14-act Musical Depreciation Revue; Monroe is loaded with production routines on top of his own vocal appeal; when Kaye goes out, not only will Berle be the comedy kid as always, but look for Sammy to lead out with his "So You Want To Lead a Band," his poetry readings and his clownings with a Latin-American dancer and bongo beater. So stop and reconsider before striking out as a concert impresario. Ordinary band bookings without previously considered special characteristics may not bind. People who sit thru one or two hours of solid band entertaining are definitely more caustic and critical than ordinary terps who will suffer thru routine music (up to a point) to satisfy the objective of dancing with the gal friend and getting in a few drinks or vittles to boot. Packaging (supplementing of ordinary dance bands

with stage acts, singers or "gimmicks") may be an agency function, but it often depends on the stated whim and requirement of "promoters."

60-Day Top

Apart from the aesthetic values, there are solid business fundamentals for the performer and promoter to understand about concerts. Concerts currently are estimated as offering no better than 60 days a year for any given ork or act. This 60-day figure is one with considerable "gate milking" involved and may be presumed to apply only to No. 1 bands, vocal and act attractions. While it has no immediate bearing on the promoter (new concert promotions can be developed) it does point up the available talent problem. If large enough quarters can be found to house enough people to bring in enough money to pay the price of top talent, the question still remains: Will location of concert halls fit into the agency or performer's itinerary. As the concert field broadens out (if it broadens out) the problem may efface itself and the promoter may find it simpler to catch on to a Jones, Monroe or Kaye passing thru; meanwhile there are lesser names to consider.

Folk and Racers

Today, in terms of concert promotion, what is a lesser name? In the specialized recording fields (which can provide ideal concert names when properly examined) the big pop names are non-contenders. Newly arrived race and hillbilly record artists, for example, offer enterprising opportunities in the personal-appearance belt. There's no surprise when established hillbilly-Western names such as Ernest Tubb and Eddy Arnold, or the race stars, including Louis Jordan, King Cole, Three Players, draw packed concert houses, but the promoter can also cull thru the Nellie Lutchers, Julia Lees, Tex Williams and Cowboy Copas or Sarah Vaughans. Frequently in given areas the disks of these artists provide the greatest exploitation builders any concert could require. Territorial requirements for concerts are extensive and go hand in hand with record-sale characteristics; yet, surprising as it may seem, some territories are misunderstood by local concert promoters. In New York a concentrated hot and modern jazz following can fill up concert halls for attractions spaced out at not-too-saturating intervals; in other large metropolises the same, but some of your Midwest sites apart from Detroit, Cleveland, etc., may be death on jazz attractions

but are set-ups for Spike Jones's comedy or Vaughn Monroe's sweet ballading.

Big Town Corn

The hillbilly field follows its local favorites around just as close, too. In the Nashville area the *Grand Ole Opry* stars boom Tennessee concert promotions; in New York hillbilly jamborees lately have been surprisingly successful due to the influence of only one or two local disk jockeys who corner the big city's corn belt.

Interspersed thru all the concert promoting the one factor which remains within the province of the prospective promoter to measure falls under the heading of the old axiom: Records make the attraction. Whatever the field—jazz, hillbilly, name band—so long as it's not pure comedy or cafe stuff, the platter popularity of an attraction offers one good clue to the possibilities of concert success. As the concert-packaging trend continues, and more and more comics, dance teams, etc., are thrown in on the traveling bill with orks, the promoter can evaluate a musical attraction's record power, compute the vaude-nitery quotients of affiliated acts independently and still come up with a pretty good index for local concert planning.

The TIP OFF

on the box-office potential
of music attractions is their
current popularity on records

Check the
MUSIC
POPULARITY
CHARTS

in
The
Billboard

EVERY WEEK!



Irving



Nat



Johnny

Continuing to set
the pace as the
Greatest
Musical
Combination

King Cole Trio

Capitol Records

Now Sweeping the Nation

"NATURE BOY"

Personal Management

CARLOS GASTEL

Direction



GENERAL ARTISTS CORPORATION



Corner view of Click sign which runs around the entire building. It contains 3,455 electric bulbs and two 20-foot electric flashcaster signs. Corner of 16th and Market, Philadelphia, is equivalent of 42d Street and Broadway, New York.

Name Bands and Smart Promotion **CLICK**

by
FRANK PALUMBO

If Philadelphia's Click doesn't do the most intelligent, aggressive job of promotion in the nitery field, it will certainly do until a more intelligent, aggressive promotion job turns up. Here, the well-liked, well-known Mr. Palumbo tells the whole story.



RADIANT KID on top of the juke box is the winner of a home-conditioned juke box won at a monthly Click's Tune Party, run by disk jockeys, left to right, Ed Hirst, Stu Wayne and Joe Grady. At right, Frank Palumbo and Tony Pastor, guest star, watch the kids yell approval.

WE HAVE a Wishing Well at one of the exits at the Click, here in Philadelphia, into which our patrons drop some secret wish as they leave. I read these wishes carefully for they often reflect the public's opinion of our place more clearly than any other medium.

The wish I remember best among the hundreds I've read was one written by a young customer on what was apparently her first visit to the Click. It said, "I wish to come back here again soon." That wish, in eight words, really tells the whole story of the Click. When we opened the place September 7, 1946, we knew it would be no easy job to get Philadelphians behind the project, and then spread its name somewhat to the rest of the country. The citizenry here demand a lot of value for their money. We knew that from operating four other entertainment places here.

Past Experience

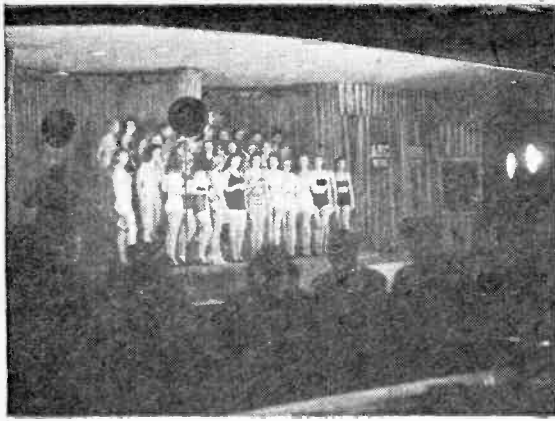
So, we put into the Click the lessons we learned from years of supplying entertainment. We remembered their gripes and complaints,

their long memory of places where they were "clipped."

There is no cover or minimum or admission charge at the Click, never was, and never will be. We tried to make it easy for a person to get something to eat or drink and see some first-class entertainment without going home broke. The average person in Philadelphia had to be impressed with the fact that he could enter the Click without having to pay any charges at the door, without having to tip everybody from the headwaiter on down to the kitchen boy in order to get a seat, without fear of being shown to a back row seat unless he "gets it up"; without all the other phony practices that are so prevalent in the night club business.

We had to sell a bill of goods to Philadelphians that permitted them to buy as little as they wanted to at the bar, or as much as they wanted to within reason, leave when they wanted to, and see a full bill of entertainment.

With our policy set up, we started the Click rolling with Louis Prima's



A scene from the contest to pick Miss Press Photographer of Philadelphia, an annual contest by the lensmen of Philly papers, held at the Click there March 14, 1948. All-round co-operation on this one is excellent; entries are numerous, and results gratifying.



New field of television opened another promotion outlet for Click. Here Desi Arnaz awards a \$1,000 coat to the winner of the Miss Television of Philadelphia contest, September, 1947. To date, 295 appearances and television plugs have been made with band leaders and Click stage itself.



One phase of band promotion is selling records of the band at Click, usually for benefit of some charity. Here Stan Kenton and Juke Christy are shown looking at Showtime magazine award made to Stan at Click, as they get ready to sell their records between sets. It's solid and profitable publicity.

orchestra, and have followed it with a line-up that included practically all the top names in the band business. We utilize the revolving stage idea, with an alternating band on the second stage, so that there is never any lag in entertainment.

The bandstand is placed in relation to the room so that no customer is over 70 feet from the band, and can see the stage perfectly with as many as 2,700 people in the place. Directly in front of the bandstand a 373-foot bar runs twice the length of the room, on two levels, capable of seating some 500 people, and of serving some 1,800 at one time. Two other circular bars, one to the front, and on each side of the bandstand, boost the total footage of the bar in the Click to 590 feet.

Remote Shots

We realized early the value of radio as a medium for advertising the music from the Click and installed lines from each of the networks, NBC, CBS, ABC and Mutual. Between 20 and 26 remotes a week originate on our stage over these lines to all over the country. Philadelphia is not a radio show center like New York, and many of the people here had never seen broadcasts before. So we built our ordinary remotes into small-scale productions, and they started to draw new customers. Soon mail began to come in from other States and the patron here sensed they were becoming part of a center of attraction. We start every remote from the Click with a warm-up by the announcer to the audience here which goes something like this: "We're going coast to coast over the network, so

let's show them across the country that here in Philly we're wide awake and enjoying the music of so-an-so and his band." And you should hear the customers here applaud as we go on the air!

We use regular radio station equipment at the Click, and we try to make our shows look and sound as nearly perfect as we can. I think it was Ben Gross, radio editor of *The New York Daily News* who said, after visiting the Click, "It's the only radio station in the world with a real bar."

Commercial Originations

Since September, 1946, we originated on four networks, a total of 1,495 air shows from the Click, including programs like the Vaughn Monroe show, the *Chesterfield Supper Club* last summer with Tex Beneke, and the *Old Gold* program with Xavier Cugat. All these radio broadcasts going out over the country, with Philadelphia as the key, helped sell the Click all the more to the Philadelphia public itself.

Jocks and Jukes

Remotes, we know, do not have the value they once had in band promotion. But coupled with disk jockey and juke box promotion, radio became our most powerful medium. Philadelphia has 26 disk jockeys, with a total of 41 different record shows, on 7 stations. In the past 19 months, our bandleaders, vocalists and band members have made 1,220 separate personal appearances on these shows. They've also made 655 transcriptions for use on shows they couldn't attend in person. And we've used some 800 transcribed messages from band lead-

ers before they opened at the Click, which announced their coming engagement.

We try to work about three weeks ahead of a band's engagement at the Click, as far as promotion is concerned. Printed matter, releases, advertising, disk jockey plugs and lobby displays are prepared early in order to give the band plenty of attention weeks before it opens. Our newspaper advertising, ever since the Click started, consists of a full column ad, using a Ben Day or reverse plate, and usually placed on the outside column of the entertainment page. We keep it clean, telling the message simply as possible. For instance, with Cugat, we used about six words in the whole column! "Click—opening October 6—Xavier Cugat." A picture of Cugat, or of any other artist we advertise is always placed in the ad, with the head outlined in white.

112,000 Lines of Ads

Since September, 1946, we have advertised 32 different bands for a total of 112,000 lines of space in three metropolitan newspapers whose daily combined circulation is 1,846,000.

We didn't believe the usual promotion gimmicks would go over too well in Philadelphia so we had to get up some promotions that weren't routine for night spots or band locations. The Click Tune-of-the-Month-Party is a monthly gathering of some 2,000 teenagers who come in on a Saturday morning to pick their favorite juke box tune for the coming month. The place is converted into a huge milk bar, with Cookie Nook signs and regular soda fountain equipment com-

pletely altering the night club atmosphere.

At the party the kids dance to the music of the records played in a juke box on the stage and then cast their votes. All the record distributors in the area compete in this promotion to have the kids select their tune, and once it is picked, the Phonograph Operators' Association places that tune with a title strip in the No. 1 position on about 80 per cent of the 5,200 juke boxes in the area.

This promotion has gained more attention than perhaps any other because the kids go home full of cokes, pretzels, candy, with pictures of their favorite band leaders, and the autographs of such guest stars as Frank Sinatra, Vic Damone, Vaughn Monroe, Charles Coburn, Leo Carillo and many others. And we've found out that a happy teen-ager is a wonderful advertisement.

Gal Appeal Shows

Fashion shows, beauty contests and even a breakfast show for women all have helped promote the Click to the Philadelphia public, and in turn to the country. There are many promotion details that go unannounced, but are important. There are a thousand and one things that go into the promotion of any business. The attitude of the waiters and employees, the courtesy of the doormen, the general feeling of friendliness in a place, these are all things that have been stressed at the Click. And continuing objective is simple: It's to get more people to write and to think the way that young girl did when she said: "I wish to come back here again soon."



Altho Philadelphia can never compare with New York for guest star appearances, when they are in Philly they usually wind up at the Click. Here Bob Hope and Jerry Colonna clown with Tommy Tucker's band.



For our Treasury Bandstand shows, editors of high school and college papers are invited to attend and interview the bands at the Click. Here Vaughn Monroe and the band play for a coast-to-coast hook-up while some of the editors watch.



Burke E. Dorworth, 19, freshman at Westminster College, New Wilmington, Pa., had to hitch-hike to Philadelphia to lead the band at Click with his fraternity paddle as part of his initiation chores. Johnny Long obliges.

VIC DAMONE



*Singing his way
into the heart
of America*



Press Relations
SID ASCHER

Personal Management
LOU CAPONE

WILLIAM MORRIS AGENCY, INC.

The Midwest Ballroom Picture

Paced by the Midwest Ballroom Operators' Association, dancery moguls in the Middle West are utilizing every known gimmick to fight their way back out of the longest sustained business slump since depression.

WHILE Midwest ballroom ops are facing their biggest sustained biz slump since the latter days of the depression, dancery owners and independent promoters are a bit more optimistic in their outlook because they have already weathered out such a depression situation in the '30's and because they are now able to cling to their own organization, the Midwest Ballroom Operators' Association (MBOA) as a bulwark.

While the MBOA has contributed some major improvements for dance band buyers, such as the revocation of the Form B contract clause, which made the orchestra leader responsible for payment of social security and unemployment stipends to the feds, it has assisted most as an agency to disseminate necessary advice and information among its approximately 175 members. Previous to the organization eight years ago ops were forced to meet changes in business by themselves, while now the MBOA, thru its annual meetings and its monthly confidential business paper, correlates individual problems and makes it possible for ops to learn more easily thru the experience of cohorts in the same field.

Membership Drive

At present, the MBOA is prepping for a strong membership campaign, feeling that issues such as the ASCAP and BMI music licensing programs and federal amusement taxation, demand concerted co-operation from as many representative ops in the field as possible. In order to engender stronger co-operation, the MBOA just finished its first board of directors' meeting in Chicago. At this meeting, it was planned to hold a series of regional meetings, at which problems, typical of that particular area alone, could be more fully discussed. It is planned to make these section meetings and board of directors' confabs at more regular intervals, not only to stimulate interest, but also to facilitate passage of important news from member to member.

Old-Timer Revival

As a result of their depression experiences, Midwest ops are prepping all their promotional media to meet the present gross decline. A major aid in perk-ing sagging box-office receipts has been the stronger emphasis on old-time dancing during the past year. Will Wittig, of the Plamor, Kansas City, Mo., and George Devine, Million Dollar Ballroom, Milwaukee, have been especially successful with these off-night dances, aimed at the older dancers. While Wittig

has confined his over-30 dances to a local crew, playing a regular dance program, emphasizing two-beat, live-ly tempo music, Devine, who has given over his important Saturday nights to the oldsters, reports that he is making enough moo on the promotion to fly in out-of-town units, such as Frank Yankovics' Cleveland ork, which waxes for Columbia. In addition, Devine is using an 11-piece old-time band and has also used other out-of-town waxing crews, such as Lawrence Duchow (Victor) and Rudy Pochar (Mercury-Rondo). Ralph Webster, who has been a prominent territory band booker and leader as well as personal manager and is now operating Woodcliff Ballroom, Spencer, Ia., has increased his old-time dancing pull by setting up a "picnic intermission" gimmick that is bringing dancers from within a radius of 100 miles. Webster has allowed his dancers to bring a picnic basket of lunch to the dance, with the ballroom serving free coffee. Webster allows payees to use his booths as tables for their lunch layout. The Aragon and Trianon, Chicago dancieries operated by Bill Karzas, have hiked their mid-week night takes considerably with an over-30 dance, with regular orks playing more waltzes and old standards.

College Stunts

Ops are finding too that the youngsters go in heavily for nights specially created for them. In college towns ops are finding that catering to sororities and frats pays off. Vern Byers, of the Rainbow, Denver, reports that they are readying Friday nights with plans to have the bands play the chapter songs, select a prince-and-princess evening, and at the end of the season pick the campus faves, who will get a free trip to Gotham. At the Turnpike, Lincoln, Neb., George Dinsdale selects a campus group each week, which is invited to dance free that week.

In addition, ops are finding other night promotions, such as Hard Time, costumed Gay '90's and a free-women's night, are paying off. Ralph Webster reports that he has run very successful leap year parties, which have been highlighted by a make-shift jail for stags and other gimmicks.

While many Midwest dancieries, especially those in the sticks and a few in Detroit and Milwaukee, where there are large transient Southern migrations, use hillbilly and Western bands occasionally, Jimmy Hix, manager of Tom Archer's Frog Hop, St. Joseph, Mo., has been working one night per week with a Western

local radio band and the gimmick is working out okay.

Radio Brings 'Em In

More than ever before ops are finding radio a good bet in moving their talent merchandise. Alice McMahon, of the Indiana Roof, Indianapolis, has worked out a co-operative deal with a local disk jockey who does commercial time for her and plugs her bands with records on his other shows and does air interviews with the leaders and vocalists during the week. Ralph Webster has a 15-minute show five times per week on KIDC, Spencer, Ia., where he utilizes live old-time music Mondays, with recorded music and news of forthcoming attractions the remainder of the week. In addition, this small-town station does sustaining remotes from the Woodcliff Ballroom on week ends. Many ops have found trouble in persuading local radio stations to grant them sustaining time, but Webster said he pitched the station to the angle that they would be doing a service to the community. Webster also does a good deal of the announcing, a factor which he finds helps immeasurably in warming up his patrons to the new dancery.

Free Birthday Ducat

Ballroom owners are finding the direct mail advertising a good payoff, with a number of methods used to obtain addresses and names of dancers. Most successful thus far is the "free birthday ducat," in which the dancer signs a card and gives his birthday and receives a free pair of admissions on that day.

While ops are still using traveling orks booked by the major agency part of the time, business has settled down to the pre-war policy generally where it's the territory bands that pay the steady gravy. Ops have found that the territory bands are still the best bet because of the economy of the booking (orks run from \$125 to \$350) and the fact that these bands are in the sector constantly and have a better chance to recognize and evaluate the demands of the dancers at each particular stand. Majority of the orks are booked thru Howard White, Vic Schroeder or Serl Hutton, Omaha, and Jimmy Barnette, Sioux Falls, whose combined stables hold approximately 25 bands at the present time.

Territory band business, at the present time, is the most competitive in years, as there are more good bands out in the Midwest than there were in the pre-war days. Prices for territory orks, too, have held up pretty well, because high living costs

have made it impossible for leaders to go below a certain figure and still keep their nine or ten sidemen.

Less Name Dates

Big and semi-name bands are finding that they get less work per month out of Midwest ops than they did two years ago. Ops have found generally the major-office booked bands are not as conversant with their clientel's wants and don't seem to take the same interest in doing a good job. Gamble, which they are forced to take on a heavy guarantee and a percentage, is forcing ops to cut down on the number of name band dates. Ops, too, want more showmanship from bands, something which territory orks are emphasizing, and which ballroom tycoons are finding is a passing thing with the top names.

A major concern of operators is best possible personal service to patrons when they are in the ballrooms. Spearheaded by a talk by Alice McMahon at the 1947 MBOA convention, ops have been working more to put across the need for top-notch service in every department from check-rooms to the dancery's concessions.

Altho MBOA members and ops still outside the org's folds are still hindered by bad business conditions, their general outlook on the future is good. Most feel that the org should put on a Let's Dance Week to promote dancing, as opposed to the vigorous promotion jobs put on by competitive industries such as bowling. Ops feel that some revisions must be made soon in the matter of semi and name band prices, especially a lowering of the guarantee and a hike in the percentage or vice versa. Feeling on part of ops now is that the booking offices and frontiers will have to share the chance angle. Feeling is that the patronage is bound to come up again, if and when the national income readjusts itself to fit the individual pocketbook.

A LIVE Organization
Dedicated To Furthering
and Improving the Dance
Business

The Midwest Ballroom
Operators' Association

If you operate a ballroom, the MBOA
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Midwest Ballroom Operations' Assn.
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Fort Dodge, Ia.

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Booker Tips to Band Buyers

Smart use of mailing lists; standard and new exploitation gimmicks; tie-ups with record dealers and disk jockeys; refurbishing of grimy locations; more thoughtful talent buying are all contributing factors to a successful operation. In tough times they're "musts."

PHIL BROWN

One-Nighter Department,
William Morris Agency,
New York:

"If a name band isn't drawing, maybe a package deal is the answer."

Phil Brown, of the William Morris Agency one-nighter department in New York, maintains that with one-nighter business conditions in bad shape, the promoter must exercise a little ingenuity in buying talent and in running his operation. In buying, the promoter should try to get the most for the least. In other words, if a name band doesn't pull the crowds, the operator should look around for something that may help strengthen the ork's appeal. "It was with this in mind," says Brown, "that William Morris has been experimenting with one-night package deals built around an orchestra and a recording artist like Francis Craig."

Many promoters, according to the WM booker, could help themselves considerably if they polished up their ballrooms to create a more appealing atmosphere. "Many places," says Brown, "just haven't got the type of atmosphere that makes the customers come back for more."

Operators who depend on bands for a living should have a regular night operation—every Monday or every other Wednesday, for example; this to implant in the customer's mind that there will always be a name band dance on that particular night. The operator should also attempt to properly exploit his dances thru advertising, disk jockey ties, full use of a thoro mailing list, giveaways and miscellaneous ideas.

"I have one recommendation" offers Brown, "for a not-too-commonly used idea which may prove effective in some locations. Operators may run free community dancing classes as box-office incentive. In addition, the promoters might run Saturday afternoon dancing classes for teen-agers, thus getting the potential future customers warmed up to the ballroom at an early age."

HENRY MILLER

One-Nighter Department,
General Artists Corporation,
Hollywood:

"Promoters should arrange band leader personal appearances at record shops and department stores before the band gets in town . . ."

Henry Miller, Coast one-nighter booker for General Artists' Corporation, feels that admission prices should be kept in line with the draw-

ing power of the band on the stand. People still come out for the attractions when they get a bargain, he said. The days when a promoter could charge \$2.50 at the gate for a band that was getting \$750 have passed. Promoters, he feels, are realizing that today prices are gradually being readjusted to fit existing biz conditions. One-night dance dates are considerably different from concerts. Stan Kenton, he pointed out, is getting a \$3.60 top for a concert. This is because the public is used to paying a little more for a concert, and the frame of mind of the concertgoer and general psychological approach is considerably different from that of the patron attending a dance.

As an example of the advantages of keeping the admission down to a reasonable figure, Miller mentioned Tex Beneke's two-day stand at the Seattle Armory last February.

"We got together with Ellis Coder, the Seattle promoter, to keep the price down," Miller said. "As a result, Coder charged only \$1.50 at the gate, and during Beneke's Friday-Saturday stay he drew approximately \$11,000 at the box office."

Miller stressed the importance of proper publicity and promotion that goes to making a one-nighter successful. Among the more important, he feels, are record shop and department store personal appearances, which should be arranged by the promoters in advance of the band's arrival in town. With strong promotion and level prices, Miller feels one-night biz still holds profits for the promoters.

BILLY SHAW

Executive Vice-President
The Gale Agency,
New York:

"Promoters don't have the good old Barnum touch any more."

Billy Shaw, executive vice-president, Gale Agency, New York, opines:

"One of the major causes for the decline of the dance business is the loss by promoters of the good old Barnum touch. They just aren't doing a good job of selling the merchandise they have to offer the public. They aren't creating any real demand by whetting the appetite of the prospective customers.

"Promotion is an art just as is any other vocation. During the war when the public's pocket was bulging with money and people actually were searching for places to spend it, promoters had little more to do than get a hall, a date, an attraction—any attraction—open the box office and then stand back while the customers flowed in. Those days are gone. Today a promoter not only has to have an attraction with something special on the ball but he must use super salesmanship to complement the talent, particularly to meet competition and at the same time keep

together the strings of lowered entertainment budgets.

More Ballyhoo

"Primarily, the promoter today must resort to the age-old art of ballyhoo. Call it any name you choose—advertising, promotion, exploitation—but in the long run still comes out ballyhoo. Noise, commotion and stunts coupled with new ideas and resourcefulness are what the promoter needs.

"It's the promoter's job to convince the customer that he is being offered the opportunity to get in on the greatest entertainment buy of the day—week after week. The customers will buy if the promoters make them buy."

HAL HOWARD

One-Nighter Department,
Music Corporation of America,
Hollywood:

"Don't just cut admission prices. Let the customers know you're cutting them."

Not enough one-nighter promoters have discovered that their best bet in promotion and advertising is in direct mail, according to Hal Howard, Coast one-nighter booker for Music Corporation of America (MCA). Howard contends that promoters should build up a strong mailing list in each area they operate. Then, when it comes time to announce the arrival of the next band, the promoter is sure of reaching a potential dance-minded segment of a town's population via direct mail.

Simplest and surest way of getting a live mailing list, according to Howard, is by using the standard door-prize gimmick. Promoter offers a prize for which competing patrons must sign a card with their names and addresses. These cards automatically make available to promoters the names and addresses of people who are definitely interested in dancing and who have proven their interest by attending the dance where they filled out the card.

As an example of the advantages of direct mail, Howard pointed to an intermountain territory city (he didn't want to mention the name) where two ballrooms compete for that town's dancing biz. Both promoters playing comparable bands, one dancery outdraws the other by about 90 per cent, thanks to his use of direct mail.

Another sure-fire gimmick, according to Howard, are tie-ins with the local record distributor who handles the batoner's disks. Promoters are wise to exchange record shop window displays for a disk display in the ballroom lobby plugging the dealer or distrib who handles the leader's platters. According to Howard, one method of promoting interest in a band soon to arrive is for the promoter to work a deal with one of the larger concerns in town. He gives as an example one promoter who set up a "dedication" tie-up with Bank

(See HAL HOWARD on page 50)

HOWARD SINNOTT

One-Nighter Department,
General Artists Corporation,
New York:

"Operators should make greater use of advance ticket sales on spot bookings. It creates word-of-mouth advertising and serves as insurance for the date."

Howard Sinnott, of the New York office, General Artists Corporation, one-nighter department, tells buyers:

"Essentially, the success of a one-night operation depends in good part on the regularity of promotion. A promoter who has one particular day each week set aside for name band dances has a better chance of creating an attendance habit among his customers. Thus, he builds a steady following to a far greater degree than the sporadic operator who hopes to lure them in every time he gets his hands on a reasonably good name band.

Direct Mail a Must

"Regular operators should develop a thoro direct mail advertising campaign. This too can help to create (See HOWARD SINNOTT, page 50)

MIDWEST BOOKERS SUGGEST:

"A return to some type of group dancing." "Ops would do well to associate closely with any community enterprise." "More advertising money for weekly territory band dates." "Ops should study demand of their clientele." "Bring down admission prices."

Territory band bookers, who deal more closely with the Midwest's dance promoters (because they must keep their bands working five to seven nights per week in that particular territory) than do the major office one-night skedders, had more comment for improvement in ballroom operation than their big-city cohorts.

The territory ork skedders felt generally that ballroom ops must start a general program to revive interest in dancing. Jimmy Barnett, Sioux Falls, S. D., band booker, suggested a return to some old or perhaps new type of group dancing in order to provide for more mixing and new friendships in terperies. He recommended that a group, such as the Midwest Ballroom Operators' Association, make a pitch to some national dancing teachers' group so that the campaign might be worked (See MIDWEST BOOKERS, page 50)

The Promoter Lays It on the Line

High ork prices and guarantees; rising costs of operation; wedge booking; fronters' indifference all seen as contributing to promoters' current woes

LARRY GEER

President,
Midwest Ballroom Operators' Association
and operator of
Laramar Ballroom and Expo Park,
Fort Dodge, Ia.:

"Each one-night date today may make or break an operator . . ."

Larry Geer, prexy of the Midwest Ballroom Operators' Association and op of the Laramar Ballroom and Expo Park, Fort Dodge, Ia., and the Ahambra Ballroom, Twin Lakes, Ia., urged fronters, their personal managers and bookers to realize the urgent situation confronting all in the one-night biz. Geer pointed out that each one-night date today may make or break an operator and that all involved realize the critical conditions. As prexy of MBOA, Geer receives (See LARRY GEER on page 49)

IRVING SCHWARTZ

One-Nighter promoter,
Sacramento, Calif.:

"Booking agencies ought to stop sending out age-old material on the bands . . . and often they even send that too late."

If the one-nighter biz is to survive, bands must lower their guarantees and percentage splits, their leaders must make a greater effort to entertain the crowds, and bookers and personal managers must pay more attention to publicity, promotion and exploitation of the bands. This is the opinion of Irving Schwartz, who with his partner Steve George, has been active thruout the Sacramento area in promoting, one-nighter dance dates. Schwartz maintains that band guarantees will have to be lopped 25 per (See Irving Schwartz on page 48)

ALICE McMAHON

Operator, Indiana Roof,
Indianapolis:

"With the government getting 20 cents of every admission dollar and the bands asking 50 or 60 per cent privilege, which means 40 cents to 48 cents more out of the remaining 80 cents, there is very little left for the operator . . ."

Alice McMahon, operator of the Indiana Roof, Indianapolis, four-night-per-week location dancery, stressed the emphasis which orksters should place on one-nighters in a location. Actually, location ops. she pointed out, are sacrificing more than the one-night operator when working a name band on the single date basis, for they must break into their regu-

lar policy to make room for the name.

Location ops, playing the names on the single night, face a decreased gate on the preceding and succeeding nights and also break the normal dance night of regular patrons, who change to the night of the visiting name ork. The name band will cost the op anywhere from three to seven (See Alice McMahon on page 49)

CHARLIE SHRIBMAN

New England promoter and operator
of the Symphony and State ballrooms,
Boston:

"Bands and agencies must knock down prices on one-nighters . . ."

Charlie Shribman, New England promoter and operator of the Symphony and State ballrooms in Boston, says: "There's only one way the bands and agencies can help promoters. They've got to knock the one-night prices down. I know that in many cases it's tough to cut prices and in others it's impractical to clip the nut. Band leaders shouldn't lose dough but at the same time they shouldn't keep their prices at such a level that they leave the promoter vulnerable in the event of a poor turnout.

All Costs Up

"The promoter's got his headaches trying to keep the nut down without having to worry more about getting his bands at fair prices. Local newspaper advertising rates have doubled and tripled in the past year or two. Auditorium rents and labor costs are way up. A wise promoter has to play it close to the vest to come out a little ahead these days. Otherwise two or three consecutive bad dates can put a guy out of business or force him to revert to local bands.

"With the promoter's business at a low point and with overhead way up, he finds it tough to knock his own admission price down unless this in turn is compromised by band price cuts. High admission prices have been one solid reason for the letdown in one-nighter business.

GEORGE DEVINE

Operator of
Million Dollar Ballroom, Milwaukee:

"Personal managers would do well to stick closer to their bands and sound out the dancing public at the various spots . . ."

George Devine, op of the Million-Dollar Ballroom, Milwaukee, opines that personal managers would do well to stick closer to their chattels, traveling with them occasionally and sounding out the dancing public at various spots to see what the band lacks. Devine, a Beer City dance promoter since the '30s, says he has built up his business thru close contact with his clientele and has found that he's able to pass some valuable

L. A. Promoterless

The one-nighter business in the Los Angeles area has been virtually left without a regularly operating one-nighter promoter. Marty Landau, formerly the outstanding local one-nighter promoter, has forsaken the regular dance field and is devoting his time and efforts to staging folk and Western events. A. B. Banford, also a former one-nighter promoter in these parts, has also left the dance field. Business has been so bad that even the regularly operating ballrooms have pulled in their horns.

tips to visiting orkmen. Too many p.m.'s seem too distant from their properties, he said.

Devine recommended that orksters pay more attention to what's going on in front of the bandstand than to what their bands are doing. At present, the younger dancers especially want to feel that they are getting special attention, and even a smile from the touring name sells the guy 100 per cent to a ballroom crowd.

Prices must come down on bands, Devine said. His operating costs are climbing and he is unable, except on the very top names, to ask a ducat hike. Devine urged that guarantees as well as percentages drop considerably so that ticket prices may be cut in proportion.

WALTER STUTZ

One-Nighter promoter,
San Diego, Calif.:

"Bookers are faced with the job of supplying name bands that will draw to the 'slump' territories—the territories that need 'em most—if the one-nighter business is to survive . . ."

Walter Stutz, San Diego and Southern California promoter, finds bookers faced with a "tremendous task," that of keeping the "slump territories" alive with top-name attractions until the present low ebb of business passes. Stutz feels present low box-office conditions at the danceries can be pinned partially to the fact that during the war people were forced to resort almost exclusively to indoor recreation. Now that they have been freed from travel restrictions, many are making up for lost time, going on trips and, in general, enjoying outdoor recreations. This, coupled with general unsettled (See WALTER STUTZ on page 49)

RALPH WEINBERG

One-Nighter promoter,
Southern territory:

"As a rule the advance man is some punk who knows nothing about publicizing a band. A good man would be an asset but they must be hard to find."

Ralph Weinberg, one-nighter promoter of both white and colored attractions thru the South, a top figure

in the field for the past 11 years, says:

"I believe bands are getting too much money in the face of high prices and living expenses. Salaries in the South are far below what they are in the East and West and consequently by the time the average dance customer is thru paying high living and (See Ralph Weinberg on page 48)

JOE BARRY

Co-owner, Ritz Ballroom,
Bridgeport, Conn.:

"It's a far cry from the days when the agency used to sell us a bona fide band leader—without a band—who would work a date with a pick-up outfit. We're fully satisfied."

Joe Barry, co-owner of the Ritz Ballroom, Bridgeport, Conn., a veteran in the dance promotion business for 38 years, evidently is content with his relations with orks and their representatives. He says: "I have been fully satisfied with our dealings with the booking agencies and the attractions which have played in our ballroom. The agencies have been trying to sell us worth-while attractions and have been pleasant to deal with. The agents don't try to cut one another's throat or double cross one another in their dealings.

"Today's business is a far cry from that of years ago when the agency (See JOE BARRY on page 48)

ANDY SHEETS

One-Nighter promoter,
Oakland, Calif.:

"Band guarantees should be brought down to \$1,000 and there should be a substantial decrease in percentages. The tab should generally be no more than \$1.25 . . ."

Admissions will have to be lowered if promoters are to pack the halls for one-nighter dances, but this can come only after band guarantees are lowered, according to Andy Sheets, Oakland and Northern California promoter. "Guarantees are just as high if not higher than during the war," Sheets said, "but the wartime business is gone." A greater volume of biz could be realized if admissions were lowered, but this isn't possible (See ANDY SHEETS on page 48)

Box-Office Barometer

of Top Music Attractions by Territories

NEW ENGLAND

POS.	ARTIST	POINTS
1.	ART MOONEY	422
2.	PEGGY LEE	417
3.	GRACIE FIELDS	397
4.	BING CROSBY	208
5.	VAUGHN MONROE	139
6.	LARRY GREEN	138
7.	PERRY COMO	115
8.	ARTHUR GODFREY	94
9.	FRANK YANKOVIC	76
10.	FRANKIE CARLE	71
11.	BUDDY CLARK	69
12.	FRANCIS CRAIG	61
13.	RUSS MORGAN-MILT HERTH	57
14.	FRANKIE LAINE	50
15.	KEN GRIFFIN	49
16.	WOODY HERMAN	38
17.	GUY LOMBARDO	35
18.	MILLS BROS.	33
19.	SAMMY KAYE	31
20.	FERKO STRING BAND	27
21.	BUDDY CLARK-RAY NOBLE	25
21.	DICK HAYMES	25
23.	FREDDY MARTIN	24
24.	C. SPIVAK	23
25.	V. HORTON AND HIS POLKA DEBS	21
26.	MILLS BROS.	18

MID-ATLANTIC

(New York, New Jersey, Penna.)

POS.	ARTIST	POINTS
1.	PEGGY LEE	1165
2.	BING CROSBY	1009
3.	ART MOONEY	674
4.	PERRY COMO	334
5.	VAUGHN MONROE	306
6.	GRACIE FIELDS	287
7.	DICK HAYMES	260
8.	ARTHUR GODFREY	233
9.	FRANCIS CRAIG	191
10.	LOUIS PRIMA	168
11.	FRANKIE CARLE	165
12.	RUSS MORGAN-MILT HERTH	144
13.	MARGARET WHITING	138
14.	FRANKIE LAINE	131
15.	KEN GRIFFIN	130
16.	SAMMY KAYE	127
17.	LARRY GREEN	108
18.	FREDDY MARTIN	99
19.	V. HORTON AND HIS POLKA DEBS	92
20.	EDDY HOWARD	83
21.	TEX BENEKE	79
22.	UPTOWN STRING BAND	70
23.	BUDDY CLARK	67
24.	WOODY HERMAN	65
25.	ANDREWS SISTERS	59
25.	FERKO STRING BAND	59
27.	THREE SUNS	58
28.	GUY LOMBARDO	55
29.	ROSETTA HOWARD	53
29.	JO STAFFORD	53

SOUTHEAST

(Virginia, District of Columbia, Maryland, Del., N. & S. Carolina, Ga., W. Va.)

POS.	ARTIST	POINTS
1.	BING CROSBY	500
2.	PEGGY LEE	499
3.	ART MOONEY	408
4.	GRACIE FIELDS	271
5.	FRANCIS CRAIG	201
6.	ARTHUR GODFREY	144
7.	PERRY COMO	143
8.	RUSS MORGAN	140
9.	VAUGHN MONROE	128
10.	MARGARET WHITING	107
11.	FRANKIE CARLE	88
12.	SAMMY KAYE	64
13.	FREDDY MARTIN	60
13.	NELLIE LUTCHER	60
15.	DICK HAYMES	56
15.	UPTOWN STRING BAND	56
17.	JO STAFFORD	52
18.	FERKO STRING BAND	45
19.	LONNIE JOHNSON	44
20.	GUY LOMBARDO	42
21.	BUDDY CLARK	38
21.	WOODY HERMAN	38
21.	FRANKIE LAINE	38
24.	TEX BENEKE	32
25.	CHARLIE SPIVAK	30
26.	PAUL WILLIAMS	29
27.	JULIA LEE	26
28.	EDDY HOWARD	23
29.	BUDDY CLARK-RAY NOBLE	22
29.	BULL MOOSE JACKSON	22
29.	T. TEX TYLOR	22

RETAIL record sales have often proved to be a sure-fire barometer to the box-office potency of a music attraction. *The Billboard* therefore has evaluated its *Best Selling Retail Records Charts* on a territorial basis (broken down as below), and by giving point values for each time a record by an artist appears in the chart. Tabulation covers the weeks of March 13, 20, 27 and April 3 and 10. Obviously some of the leading attractions (Bing Crosby, for example) are not available for personal appearance dates. Others, equally obviously are, and bookers will find the territorial standing of such artists in this barometer a pretty fair indication to what they may expect these attractions to do at the box office.

SOUTH

(Alabama, Mississippi, Louisiana, Kentucky, Tennessee, Florida)

POS.	ARTIST	POINTS
1.	BING CROSBY	472
2.	PEGGY LEE	427
3.	ART MOONEY	310
4.	FRANCIS CRAIG	173
5.	VAUGHN MONROE	114
6.	MARGARET WHITING	113
7.	ARTHUR GODFREY	111
8.	RUSS MORGAN-MILT HERTH	95
9.	PERRY COMO	85
10.	LARRY GREEN	74
11.	GRACIE FIELDS	68
12.	FREDDY MARTIN	63
13.	FRANKIE CARLE	59
14.	THREE SUNS	58
15.	ALVINO REY	57
16.	WOODY HERMAN	53
17.	JULIA LEE	47
18.	EDDY HOWARD	46
19.	BUDDY CLARK	39
20.	CHARLIE SPIVAK	35
21.	GUY LOMBARDO	32
22.	TEX BENEKE	31
22.	BUDDY CLARK-RAY NOBLE	31
24.	FRANKIE LAINE	28
25.	DINAH SHORE	26
26.	FRANK SINATRA	25
27.	DICK HAYMES	24
28.	VIC DAMONE	22
29.	LOUIS PRIMA	21
29.	JO STAFFORD	21

N. CENTRAL

(Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa)

POS.	ARTIST	POINTS
1.	PEGGY LEE	1682
2.	BING CROSBY	1215
3.	ART MOONEY	971
4.	FRANCIS CRAIG	584
5.	GRACIE FIELDS	579
6.	FRANKIE CARLE	491
7.	ARTHUR GODFREY	478
8.	PERRY COMO	348
9.	FRANKIE LAINE	346
10.	EDDY HOWARD	337
11.	KEN GRIFFIN	307
12.	RUSS MORGAN	303
13.	MARGARET WHITING	293
14.	FREDDY MARTIN	287
15.	VAUGHN MONROE	224
16.	LARRY GREEN	217
17.	WOODY HERMAN	178
18.	BUDDY CLARK	165
19.	ROSETTA HOWARD	159
20.	TEX BENEKE	152
21.	DICK HAYMES	143
22.	UPTOWN STRING BAND	124
23.	GUY LOMBARDO	121
24.	SAMMY KAYE	120
25.	THREE SUNS	118
26.	ALVINO REY	112
27.	MILLS BROS.	107
28.	NELLIE LUTCHER	95
29.	FERKO STRING BAND	92
30.	CHARLIE SPIVAK	80

SOUTH CENTRAL

(Missouri, Arkansas, Oklahoma, Texas, Nebraska, Kansas)

POS.	ARTIST	POINTS
1.	PEGGY LEE	782
2.	BING CROSBY	627
3.	ART MOONEY	497
4.	FRANKIE CARLE	328
5.	RUSS MORGAN-MILT HERTH	283
6.	MARGARET WHITING	259
7.	FRANCIS CRAIG	228
8.	LARRY GREEN	225
9.	ARTHUR GODFREY	194
10.	EDDY HOWARD	170
11.	CHARLIE SPIVAK	169
12.	VAUGHN MONROE	162
13.	GRACIE FIELDS	126
14.	BUDDY CLARK	121
15.	ALVINO REY	119
16.	SAMMY KAYE	113
17.	THREE SUNS	105
18.	FREDDY MARTIN	89
19.	PERRY COMO	71
20.	TEX BENEKE	66
21.	GUY LOMBARDO	65
22.	WOODY HERMAN	56
23.	FRANKIE LAINE	54
24.	JIM AND SANDRA STEELE	50
25.	DICK HAYMES	48
26.	TINY HILL	41
27.	MILLS BROS.	39
28.	NELLIE LUTCHER	37
29.	FRANK SINATRA	32
30.	VIC DAMONE	31

MOUNTAIN

(Arizona, Nevada, New Mexico, Colorado, Idaho, Montana, N. & S. Dakota, Wyoming, Utah)

POS.	ARTIST	POINTS
1.	PEGGY LEE	276
2.	BING CROSBY	194
3.	ART MOONEY	155
4.	EDDY HOWARD	98
5.	FRANKIE CARLE	92
6.	FRANCIS CRAIG	90
7.	LARRY GREEN	73
8.	SAMMY KAYE	59
9.	THREE SUNS	58
10.	CHARLIE SPIVAK	47
11.	RUSS MORGAN-MILT HERTH	46
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WEST COAST

(Washington, California, Oregon)

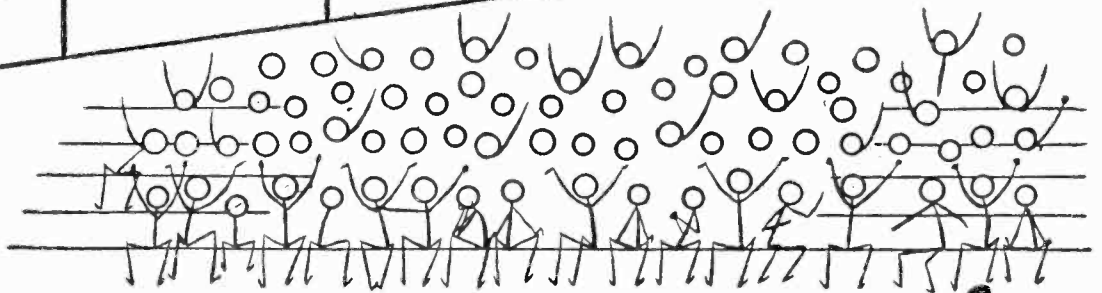
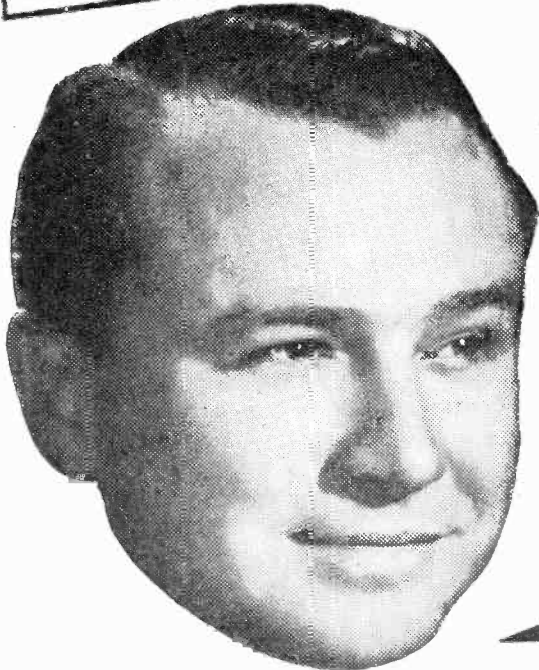
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"The Heat's On!"

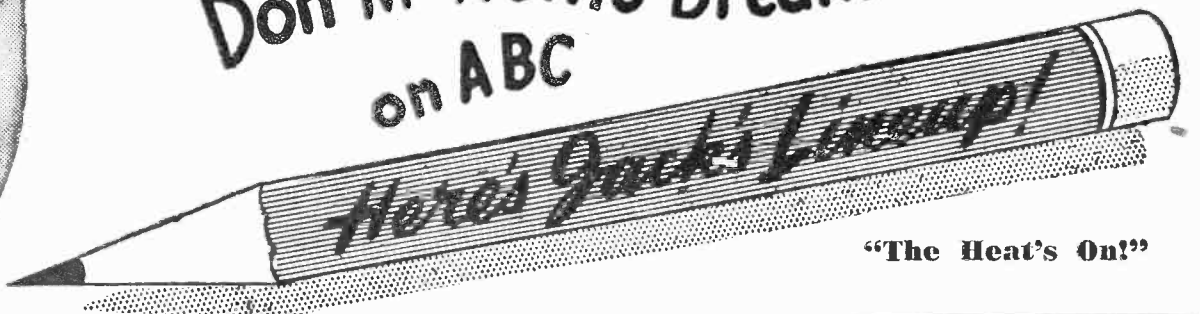
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Comic's Eye-View

of the Guys Who Run the Clubs

Bones Remer didn't want no Mexicans yelling around his joint . . . The deal Tom McGinty missed . . . And other impressions of impresarios



by
PETER LIND HAYES

OUR FIRST date this past season was the Cal-Neva Lodge at Lake Tahoe. Boss man was Bones Remer. Now I wouldn't say that Bones was a road company of Brian Donlevy—no, I wouldn't. I might say, tho, that he was a No. 5 company of Wallace Berry—rough, gruff and tough. Freud would classify his emotional struggle as a constant thwarting of an earnest desire to destroy musicians by beating them to death with comedians. Bones had booked us in with the newly organized and highly

competent orchestra known as Miguelito Valdez. Opening night, mid brassy fanfare, Miguelito suddenly relinquished his baton to his first fiddle player, latched on to his famous conga drum and, with eyes bulging, shouted something that sounded like "Ba ba lu ah eh. . . ." Immediately after the show Bones sent for the fiddle player and asked the name of the kid with the drum. The fiddle player was astonished, and awkwardly replied: "Why, Mr. Remer, that's Miguelito Valdez!" Bones thought a moment, then said: "Well, tell him to cut it out. I don't want no Mexicans yelling in my joint!"

"B" Dialog

After Tahoe we folded our jokes and silently slipped away to an outpost called Cleveland (after the Indians, I imagine). If you follow the headlines you know what happened to us there. A lot of disappointed actors descended upon us with Gene Autry guns, phantom masks and B picture dialog. They made off with quite a haul, too. That was principally because the boss, a great man named Tom McGinty, was away at the time. I tremble at the thought of what might have happened had they made their melodramatic entrance while that two-fisted Irishman was on the premises. I think Tommy would have made money on the deal.

From Cleveland we played the Blackstone Hotel in Chicago. We still get flowers at every opening from the two charming people who made our stay such a pleasant one, Evelyn Nelson and George Fox Jr. All this even after Kay Thompson and the Williams Brothers broke our record for the room.

Fahrenheit and Payers

Next came the Club Charles in Baltimore, Md. An M.D. is what I needed in Baltimore. Closing night the boss, Tom Shaw, gave me a set of golf clubs and my wife a set of luggage. My temperature at the time was 104. Which is more than I can say for the number of people in the audience. Tom Shaw was just great.

Next came the Copa and the man I love to work for, Jack Entratter. We almost went into the gas station business. He to rest his aching feet, me to soothe my nervous nerves. Following the Copa came the Beachcomber in Miami. Ned Schuyler was the boss. We liked him but didn't see much of him. As soon as it was established that Sophie, Carl Ravazza, Mary and myself would do business, he rejoined the social whirl which kept him in a lonely place with a good rumba band.

Next came New Orleans, which is my wife's home town (Miss New Orleans of 1867). Phil Castel was the boss there and a wonderful guy. He was having trouble with his eyes that week and couldn't "see" much of us.

Even a Cadillac

Now we are in St. Louis, at the Chase. Harold Kopler has been very nice and even offered to get me a Cadillac for seven thousand dollars. From here we go to Cincinnati for Barney Glatt. Haven't met him yet but in the language of Phil Silvers I will probably be "Glatt to see ya." Of course, if you want to discuss the four years I worked for my mother

With his fishing rod in one hand, and holding up his shorts with the other, Danny Davis booked many a comic into Kitty's Airliner . . . The ex-nitery boss did all right

by
JOEY ADAMS



I WAS always very timid and shy when I met a night club or theater boss. If I didn't like the billing or dressing room or spot in the show I was afraid to approach the owner to complain. Then Tony Canzoneri joined me and later six-foot four-inch Mark Plant. Now I get what I want by just a sarcastic look. Especially when the boys are behind me.

Naturally we never have any trouble. What owner would complain to Tony or Mark? If it's bad they blame the audience and apologize for their club or theater. I'm the only comedian with a bodyguard for my talent.

The night club boss who stands out in my mind is not Monty Proser or Nicky Blair or Fritzl and Jacobson, but a fabulous character named Danny Davis, former owner of Kitty Davis's in Miami Beach, Fla.

Oh, the new owner, Michel Rosenberg (famous Jewish actor) is a great guy and a wonderful host. Instead of a round of drinks he sends his friends a round of Kishke—but the real character is Davis.

Calling B. S.

Danny is famous for the notes he sends his stars. He tries to change everybody's act, and sends them notations often when they are on stage. Maxie Rosenbloom and Maxie Baer were so annoyed with him (not because they couldn't read) for bothering them constantly, they went to B. S. Pully to get lines strong enough to insult Davis.

Leo Fuld had a unit called *Fun for Your Money*. For six weeks they broke every record at the Davis club. The seventh week business dropped off. Danny called Leo into his office and screamed: "You got a great show, get it the hell out of my room."

Danny considers himself a great producer—a sort of night club Ziegfeld. He once called all his musicians and entertainers together and after a lengthy lecture on show business said: "Okay now. Synchronize your watches. We attack at 2 a.m. for the last show."

The Paperweight

Tony Canzoneri, Maxie Rosenbloom, Max Baer and Mark Plant were sitting in the lobby when an irate customer, half the size of Danny, slapped him in the kisser. Davis warned him but the guy punched him harder this time. "Don't do that," threatened the 240-pound owner, "or I'll tell these fighters to beat you up." What Danny doesn't know, until he reads this here, is that the "fighters" put the little guy up to it, since they couldn't hit Davis without going to jail.

Most entertainers have learned to dismiss Davis as a madman. Almost every comic has worked for him one time or another. And usually at Danny's terms. He would call you from Miami during the coldest day in New York and say: "I'm here sitting in front of my house with a fishing rod in one hand and holding my shorts up with the other. Why don't you come on down? It's 86 in the shade here. You can stay in my guest house."

That always made the comic weaken. Danny wasn't kidding about the temperature. But the guest house often cost you about \$20 a day. Oh, don't get me wrong. I love Danny Davis. Especially since he is an ex-night club boss.

at the Grace Hayes Lodge, that's another matter. I knew I couldn't get fired, but I also knew I couldn't quit. My mother was a pretty good boss at that. We had a remarkable deal worked out. Fifty-two weeks a year, no salary and meals at half price. Where else could I get a deal like that? Never mind.

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Stillman Pond

Jack Middleton Theatrical Bureau (A, B, U)
Cincinnati: 505 Bell Block,
606 Vine St.
Jack Middleton
Mrs. Jack Middleton

Alan Morris Agency (A, B, U)
Los Angeles: 8732 Sunset Blvd.
Alan Morris
Howard Bruce
Robert Helm
Marty Kramer
Lloyd Hanson

William Morris Agency, Inc. (A, B, U)
New York: 1270 Sixth Ave.
William Morris, Jr.
Nat Lefkowitz
Cress Courtney
Nat Kalcheim
Harry Kalcheim
Phil Brown
Barry Winton
Joe Wolfson

Beverly Hills, Calif.: 202 N. Canon Dr.
Abe Lastfogel
Ben Holzman
Fred Elswit
Pat Robkins
Archie Loveland
Morris Stoller
Chicago: 203 N. Wabash Ave.
Leo Salkin
Pat Lombard
London: Picadilly Circus

Mus-Art Management Corp. (B, U)
New York: Hotel Sheraton,
37th and Lexington Ave.
Jack Whitemore
Al Gazley
Chicago: 203 N. Wabash
Russell Facchine

Howard Christensen
Bill Polk
Phil Levant
Hollywood: 9151 Sunset Blvd.
Lyle Thayer
Bob Harthun

San Francisco: 681 Market St.
Arthur Rowley
Kansas City, Mo.: 210 Midland Bldg.
Johnny Sandusky
Dallas: 927 Kirby Bldg.
Chic Scoggin
Jimmy Joy

Music Attractions Agency (A, B)
New York: 1697 Broadway
A. L. Lyons
James Barry
Paul Barry

Music Corporation of America (A, B, U)
New York: 745 Fifth Ave.
London: 17-18 Dover St.
San Francisco: 106 Montgomery St.
Dallas: Tower Petroleum Bldg.
Chicago: 430 N. Michigan Ave.
Cleveland: Union Commerce Bldg.
Detroit: 1612 Book Tower Bldg.
Beverly Hills, Calif.: 9200 Wilshire Blvd.

Mutual Entertainment Agency (A, U)
Chicago: 203 N. Wabash Ave.
Jack Russell
J. J. Levin
Sid Harris
William C. Vidas
Mac McCoy
Johnny Jones
Jack Brown

Roy Myers Entertainment Service (A)
Cincinnati: 211 E. Fourth St.
Roy Myers

Abe Neff
Philadelphia: Shubert Bldg. and 6042 Carpenter St.
Abe Neff
Edna Graham

Meyer B. North (A)
New York: 1564 Broadway

David P. O'Malley (A)
Chicago: 203 N. Wabash
David P. O'Malley
David P. O'Malley, Jr.
Johnny Mullaney
Tommy Martin
Doris Hurtig
Mort Infield

Orchestra Bureau of Philadelphia (A, B, U)
Philadelphia: Benjamin Franklin Hotel
John J. Crowley

Orchestras Artists Bureau
Philadelphia: 630 N. Brooklyn St.
Thomas A. Kennedy

Sidney J. Page
Chicago: 203 N. Wabash

Pan American Agency (A, B, U)
Los Angeles: 8820 Sunset Blvd.
George C. LaVega
Ramon Reach
Mexico City, Mexico: Atenas 21

Paramount Attractions (A, B)
Chicago: 203 N. Wabash Ave.
Art Goldsmith

Thomas A. Parker
Madison, Tenn.: 747 Walnut Ave.
Thomas A. Parker

Personalized Orchestra Service (A, B, U)
Chicago: 4740 W. Madison St.
Carl Schreiber
E. D. Lynn

Anthony Phillips (A)
New York: 48 W. 48th St.
Willie Weber

Polan & Rosenberg (A)
Los Angeles: 451 N. LaCienega
Barron Polan
George Rosenberg
Michael Meshekow

Charlie Price Orchestra Agency (B)
Danville, Va.
Charlie Price
Harry Keller

Gertrude M. Quinton (A)
New York: 1619 Broadway

Barney Rapp Agency (A, B, U)
Cincinnati: 702-703 Union Central Bldg.
Barney Rapp
Sammy Leeds
Jan Harris
Richard Heim
Ed Tucker

Margaret Rhodes Agency (A, B, U)
Los Angeles: 8437 Wilshire Blvd.
Margaret Rhodes

Max Richard Agency (A)
New York: 1776 Broadway
Bobby Bernard
Oscar Liese
M. L. Greenwald

James A. Roberts Agency (A, B)
Chicago: 203 N. Wabash
James A. Roberts
Floyd Shaw
Paul Wittenmeyer

Sam Roberts Agency (A)
Chicago: 203 N. Wabash
Sam Roberts

Roehn & Boone (A)
New York: 1619 Broadway
Aldah C. Roehn
Don C. Boone

Al Rogers Agency (A)
New York: 1650 Broadway
Al Rogers

Harry Rogers Agency (A)
Los Angeles: 6233 Hollywood Blvd.
Harry Rogers

Jerry Rosen (A)
New York: 204 Central Park, S.

Matty Rosen (A, B)
New York: 515 Madison Ave.
(Booking Offices, page 48)

ERNIE FELICE Quartet



PERSONAL APPEARANCES

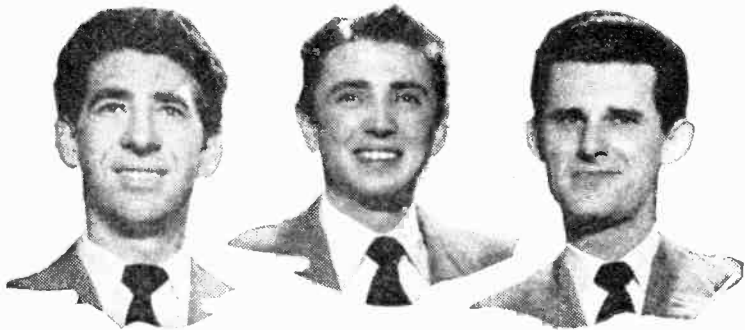
Cesar's, Hollywood
Ciro's, Hollywood
Ambassador Hotel, Los Angeles

CAPITOL RECORDS

PICTURES

"Smooth Sailing"—Paramount
"The Big Clock"—Paramount
ABC Coast to Coast

PAGE CAVANAUGH Trio



PERSONAL APPEARANCES

Waldorf Astoria, N. Y.
Warwick Hotel, N. Y.
Click Club, Philadelphia
Ciro's, Hollywood

Opening STRAND THEATER, N. Y.

RCA VICTOR RECORDS

PICTURES

"The Big City"—MGM
"Romance On the High Seas"—Warner Bros.
"A Song Is Born"—Sam Goldwyn
"Jingle Jangle Jingle"—Paramount

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Booking Major Convention Shows

by
ABNER J. GRESHLER

Hundreds of thousands of dollars are spent by industry for talent at conventions, trade shows, etc. Here's an outline of the problems faced by a leading booker and producer of this type of show.

THE show business outlook for conventions, trade shows and club dates today is, in general, good. Some of our largest conventions and trade shows are being held this April, May, June and July—many for the first time since the war began. During the war years these conventions and trade shows were greatly curtailed because of travel difficulties, shortages of products, etc.

National conventions of trade associations usually last four days and consist of breakfasts, luncheons, cocktail parties, banquets, etc., where conventioners are to be continually entertained. It is usual to have an important speaker scheduled for luncheons and dinners. An entertaining musical trio or a fine magic act may be used for cocktail parties and afternoon meetings in various suites in the convention headquarters hotel. This is a very important social aspect of the convention, for it is here that the manufacturer will invite everyone to come in to get acquainted with his sales executives and products and enjoy a drink or a snack.

The ladies' luncheon will usually feature a fashion show. We have even staged a circus for the youngsters attending conventions. If there are to be exhibits, we furnish models, music, lighting effects, etc., for the various clients.

The entertainment highlight of the convention is at the evening banquets, where shows are put on for the entertainment of the delegates and their wives. Sponsors usually vie with each other for the privilege of producing these shows, and at times it is customary to have as many as 20 sponsors share the expense of a show for the privilege of having their name mentioned in a program. Or three different companies may sponsor shows on three consecutive nights and each will try to outdo the others in producing a bigger and better show.

In preparing programs for these banquet shows we are very careful to select the types of artists that will best suit our audience. If business executives and their wives are to be entertained we may give them Metro-

politan Opera stars such as Jan Peerce or Robert Merrill, artists such as Dinah Shore, Hildegard or Mary Raye and Naldi. An audience composed mainly of salesmen might call for the talents of artists such as Gertrude Niesen or Rosaria and Antonio. In shows we have staged in the past we have used, on various occasions, such stars as Tommy Dorsey, Henry Busse, Ted Lewis, Xavier Cugat, Benny Goodman, Milton Berle, Eddie Cantor, Judy Canova, Jackie Miles, Mitzi Green, Dean Martin and Jerry Lewis, Hazel Scott, Henry Youngman, Maurice Rocco, Peter Donald and a host of others.

Many times the conventions are held in hotels where facilities for staging a show are nil. In such hotels we have to build stages, bring in lighting and sound equipment, backdrops and curtains, to overcome the many handicaps. Only recently at a hotel in Chicago, when we asked for dressing rooms, I was asked whether I wanted the \$6 or \$8 per day rooms for my acts to dress in. Many times, while an afternoon meeting is being held in the main

ballroom, we have had to rehearse shows in a small side room, crowding as many as 35 musicians and entertainers into a room not large enough to comfortably accommodate 10 people.

Inasmuch as we have staged shows for conventions held in all parts of the country, we have, at times, found difficulty in securing the type of acts we want in that particular territory. In that case we have had to fly complete package shows in from New York or Hollywood or Chicago for the night and then fly them back again.

Each show we produce during a convention is different. We have never repeated the same shows for an organization. Each show, too, receives individual attention. From the first telephone call telling us the date, the place and the budget for a convention, until the last guest has left we are at work to help make the convention a success. In that way we have been able to work for our clients on their conventions year after year, wherever their convention is to be held.



Yank Acts Abroad

Despite unsettled world conditions, despite England's tough struggle to get into the black, American acts are finding a live market and extremely receptive audiences in Great Britain. Here's a flock of Yank performers cutting up a couple of crumpets in London. Left to right, standing: Lynn Allen, Judd McMichael and Roy Chamberlain (arranger for the Merry Macs). Sitting and kneeling, left to right: Marjorie McMichael, Ted McMichael, Irene Manning, Harry Green, Chic Johnson and Ole Olsen. Making like a Jeeves is, of course, Danny Kaye, who fractured box-office records all around the tight little isle.

Review of the

AGVA Situation

Confusion and chaos has been the order of the day ever since Shelvey went on "sick leave." Here is a step-by-step review of the complex American Guild of Variety Artists situation.

THE END RESULT of the conflict of the internal battle within the American Guild of Variety Artists (AGVA) may be an actors' union in which the members will have a voice. Battles in AGVA are nothing new. Ever since there was an actors' union somebody seemed to pop up and get control. The present situation, therefore has ample historic precedent.

Matt Shelvey was appointed by the Associated Actors and Artistes of America (Four A's) in 1943 to run AGVA as national director until the union paid off its debt to the Four A's, and had a national convention. When that occurred the union would receive its full autonomy and a national director would be elected by the new board, which the members, thru elected delegates, would choose.

In fairness to Shelvey it must be admitted that during his reign, 1943-1947, AGVA managed to pay off the debt to the parent org. It also won increased minimums for members and improved general working conditions. It has been charged that the method of dues collection smacked of coercion but by and large the union prospered.

The Four A's, which agreed to give AGVA back its autonomy after all debts were paid and a legally constituted convention was held, seemed happy. At least it followed a policy of laissez faire until something happened early last December.

The Tiff Begins

At that time Shelvey was in the midst of getting the convention organized and was in constant huddles with the Four A's. There were some violent differences about the constitution, rumblings of which reached the membership. Shelvey, it seemed, wanted the right to hire, fire and set compensations. This, the Four A's said, would make him a dictator and objected.

At the same time it became evident that the various meetings held by AGVA members thruout the country for the purpose of nominating delegates to the forthcoming convention had some queer results. For example,

in some cases where an area was entitled to four delegates, the meeting brought forward only four nominations. This picture was repeated all over the country with few exceptions. The question of local against national control also cropped up, with Jack Irving, Chicago; Dick Jones, Philly, and one or two others demanding local autonomy.

Shelvey's Sick Leave

The Four A's had in the meantime received numerous petitions from AGVA members demanding it look into the AGVA picture. In late November, 1947 the Four A's called in Shelvey and demanded to see the minutes of the meetings. It discovered what it said were discrepancies and asked for explanations. A series of meetings followed and on the morning of November 20, Shelvey asked for and was granted sick leave for four weeks. He also asked to be relieved of all duties for that period.

The Four A's appointed its own committee to run AGVA during Shelvey's absence. It consisted of Hy Faine, chairman, head of American Guild of Musical Artists (AGMA); Florence Marston, Screen Actors' Guild (SAG); Ray Cook, Chorus Equity; Dewey Barto, AGVA; A. Frank Reel, American Federation of Radio Artists (AFRA); George Heller, AFRA, and Angus Duncan, Equity.

At this point the committee claimed that when it went over to Shelvey's AGVA office they discovered "missing records and general confusion." It also claimed that AGVA personnel was moving records out. To stop this the committee changed the locks on the doors and began an intensive investigation of Shelvey's administration.

Battle Is Joined

During this four-week sick-leave period it developed that Shelvey, instead of being confined to a sick bed, was making hurried trips around the country conferring with AGVA reps and sending communiques to members and cafe and theater ops telling them to disregard the Four A's. On December 1 the Four A's discharged

Shelvey, charging him with insubordination and disruption. Shelvey replied by setting up national offices of the actors' union in Philadelphia. He hired Arthur W. A. Cowan as the union attorney, firing Jonas Silverstone and Mort Rosenthal, who had been AGVA lawyers up to then.

Actors, Ops in Middle

The Four A's disregarded this move but discovered that there was considerable division of opinion among AGVA reps and members. Latter were meanwhile hopelessly confused by the two unions, both of which demanded dues. Cafe ops who had been accustomed to putting up cash bonds were equally confused. With both sides demanding bonds ops refused to pay either side.

The Four A's countered Shelvey's moves with a request to members that they pay no dues at all, or pay direct to the New York office. Dues collections promptly dropped, particularly in cities outside of New York. The Four A's, however, got to the ops thru the help of the Artists Representative Association (ARA) of which the biggest talent agencies in the country are members. ARA, thru its membership, warned all cafe ops that no acts could move out of New York unless cash bonds were deposited with the Four A's. With the Miami season beginning the ops capitulated to the Four A's.

During its investigations of Shelvey's records the Four A's claimed it discovered evidences of rigging the convention and further charged that had Shelvey's plan gone thru he would have had a job for life as sole ruler of AGVA. It also claims to have uncovered some peculiar dealings regarding the welfare fund management which led to other developments.

The Hotel Grady, Atlanta, filed charges with Fulton County charging Matt Shelvey and Arthur Kaye with fraud and coercion. Kaye was Southeastern AGVA rep for Shelvey. Hotel charged that both men had taken a total of \$20,000 from it as a waiver to permit the hotel to run matinees and that the money was not delivered to AGVA's welfare fund as it was supposed to have been. On January 30 both Shelvey and Kaye were indicted.

Kaye surrendered and was admitted to \$5,000 bail. Shelvey was picked up in Philadelphia and extradited and is out on \$5,000 bail.

Tentative date for his trial was set for early April.

Legal big shots now entered the picture. Shelvey hired Morris L. Ernst to fight his discharge from AGVA, and the Four A's countered by hiring Samuel R. Rosenman, former advisor to the late President Roosevelt.

The first legal fracas was staged in a Philly Court, with both sides charging the other with dictatorship methods. Case is still pending.

During the Four A's investigation it found that some of Shelvey's people had signed loyalty pledges to Shelvey and were to resign if he did. There were wheels within wheels, with portions taking on a comic opera tinge. As Shelvey people moved into one area, the Four A's rep followed. Offices were raided. Locks were changed. Reps changed sides with amazing speed.

More Meetings

While all this legal palaver and muscle stuff was going on both Shelvey and the Four A's announced new meetings preparatory to new conventions. From reports received from the field the Shelvey meetings were either not held or just forgotten. The Four A meetings, on the other hand, were fairly well attended and slates for delegates to the convention began coming in.

But even this wasn't running too smoothly. At least four people are alleged to have cropped up seeking Shelvey's job thru the control of delegates. Among those named as aspirants were Dewey Barto, Henry Dunn, Jack Irving and Dave Fox. Each has so far denied any personal ambition.

Nat'l vs. Local Voting

Ballots have since been mailed out and AGVA members in good standing have lists of candidates from which to choose. Major quarrel now is the method of voting. While delegates are nominated locally, voting will be on a national basis. Some AGVA members oppose this. They claim that voting as well as nominating should be local. Four A's say that migratory nature of the business makes national voting more practical. Insiders, however, say that Four A's fear that on a local voting plan Shelveyites would move in and that local agents would soon control branches.

Whichever side is right will be determined by the AGVA membership at the May convention to be held in New York. And following the convention the air should clear.

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Idle Hour Park
Jesse L. Marlowe, mgr.

ARKANSAS

HOT SPRINGS
Fountain Lake Park
C. E. Welshman, owner

ARIZONA

PHOENIX
Treasure Island Park
Joe Weber, mgr.

CALIFORNIA

NAPA
Vichy Springs Amusement Park
Retzlaff and Harris, owners-mgrs.
PISMO BEACH
Pismo Playway Park
Ross O. Keeler and George A. Doss,
owners-mgrs.

SAN DIEGO
Mission Beach Amusement Center
Warner Austin, mgr.

SAN FRANCISCO
Whitney's Playland-at-the-Beach
George K. Whitney, owner-mgr.

SANTA CRUZ
Santa Cruz Beach
Louis W. Jenkins Jr., mgr.

SANTA MONICA
Newcomb's Santa Monica Pier
W. D. Newcomb Jr., owner-mgr.

COLORADO

DENVER
Lakeside Amusement Park
Benjamin Krasner, mgr.
Elitch Gardens
Arnold B. Gurtler, owner-mgr.

ESTES PARK
Riverside Amusement Park
G. H. Gillan, mgr.

CONNECTICUT

BRIDGEPORT
Pleasure Beach Park
Owned by city

BRISTOL
Lake Compounce Amusement Park
I. E. Pierce, mgr.

KILLINGLY
Wildwood Park
P. J. Sheridan, owner-mgr.

NEW HAVEN
Savin Rock Park
Frederick E. Levere, mgr.

NEW LONDON
Ocean Beach Park
Meredith Lee, supt.

ROCKVILLE
Sandy Beach Park
George D. Bokis, owner-mgr.

DELAWARE

NEW CASTLE
Deemers Beach Park
Shorty Fincher, mgr.

PORT PENN
Augustine Beach Park
Thomas Textis, owner
Martin Stapleton, mgr.

FLORIDA

JACKSONVILLE BEACH
Boardwalk
H. M. Shelley, pres.

MIAMI
P. B. A. Happyland Park
Police Benevolent Association, owners
J. L. Logan, mgr.

PENSACOLA
Pensacola Beach
S. Moses, mgr.
Gulf Beach Amusement Park
Ellis & Richardson, owners
Fred R. Rainey, mgr.

TAMPA
Sulphur Springs Park
Gordon C. Hunt, mgr.

GEORGIA

MACON
Lakeside Park
Irving Scott, mgr.

SAVANNAH
Barbee's Pavilion and Park,
Isle of Hope
Will M. Barbee, owner-mgr.

ILLINOIS

AURORA
Exposition Park
Orville P. Fox, owner-mgr.

CONGERVILLE
Mackinaw Dells Park
David J. Prevost, owner-mgr.

PARIS

Twin Lakes Park,
Owned by the city
I. P. Crose, mgr.

ROUND LAKE

Renehan Park
George P. Renehan, owner

INDIANA

FORT WAYNE

West Swinney Park
Ennis Bros., owners-mgr.

INDIANAPOLIS

Riverside Amusement Park
R. D. and J. L. Coleman, owners
H. E. Parker, mgr.

MICHIGAN CITY

Washington Park
Harold K. Barr, mgr.

MONTICELLO

Ideal Beach Resort
T. E. Spackman, mgr.

SOUTH BEND

Playland Park
Earl J. Redden, owner-mgr.

IOWA

BOONE

Spring Lake Park
Robert McBirnie, owner
Ben B. Wiley Jr., mgr.

DAVENPORT

Mississippi Valley Amusement Park
H. A. Getert, mgr.

DES MOINES

Riverview Park
Robert A. Reinhardt, mgr.

FORT DODGE

Exposition Park
Armstrong Realty Co., owners
Jay Longstaff, mgr.

RUTHVEN

Grand View Park
Ross Hancock, owner-mgr.
Electric Park
J. K. Maple, owner-mgr.

STORM LAKE

Lakeside Amusement Park
J. L. Figl, mgr.

WATERLOO

Electric Park
C. E. Peterson, owner-mgr.

KANSAS

BONNER SPRINGS

Lakewood Park
T. D. Willard, owner-mgr.

KENTUCKY

LEXINGTON

Joyland Park
R. R. Renfrew, mgr.

LOUISVILLE

Fontaine Ferry Park
John F. Singhiser, mgr.

LOUISIANA

NEW ORLEANS

Audubon Park
Owned by city
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MAINE

OLD ORCHARD BEACH
Old Orchard Pier, Whiteway
John W. and W. L. Duffy, mgrs.

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Royal River Park
Howard I. Small, mgr.

MARYLAND

BALTIMORE

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Liberty Park
Harry A. Hale, owner
C. C. Hulsey, mgr.

MIDDLE RIVER

Cape May Beach
Cape May Beach Corp., owners
E. V. Shivers, mgr.

MASSACHUSETTS

AGAWAM (near Springfield)
Riverside Park
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AUBURNDALE
Norumbega Park
Norumbega Park Co., owners
Roy Gill, mgr.

DARTMOUTH

Lincoln Park
John Collins, owner-mgr.

HOLYOKE

Mountain Park
Louis D. Pellissier, mgr.

LUNENBURG

Whalom Park
Harold D. Gilmore, mgr.

MENDON

Lake Nipmuc Park
Florence J. Pyne, mgr.

NANTASKET BEACH

Paragon Park
Lawrence M. Stone, mgr.

REVERE (BOSTON)

Revere Beach
Business Men's Association
J. Victor Shayeb, secy.

WRENTHAM

Lake Pearl Park
E. R. Enegren, owner-mgr.

MICHIGAN

BAY CITY

Wenona Beach Park
O. D. Colbert, mgr.

BENTON HARBOR

House of David Park
Chic Bell, mgr.

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Harry Stahl, supt.
Eastwood Park
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Henry Wagner, mgr.
Tashmoo Park at St. Clair Flats
Arlington R. Fleming, mgr.

FLINT

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Dr. L. H. Firestone, gen. mgr.

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Lake Lansing Park
Roger E. Haney and sons, owners

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Utica Amusement Park
Myron Brown, mgr.

MINNESOTA

EXCELSIOR

Excelsior Amusement Park
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Interlaken Park
Al Menke, mgr.

LYND

Lyndwood Park
Dave Lamphere, owner-mgr.

MISSOURI

KANSAS CITY

Fairyland Park
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Harry Duncan, mgr.

ST. JOSEPH

Lake Contrary Amusement Park
L. F. Ingersoll, owner-mgr.

ST. LOUIS

Forest Park Highlands
A. W. Ketchum, mgr.

MONTANA

MILES CITY

Leon Park Amusements
D. P. Leon, mgr.

NEBRASKA

CRETE

Tuxedo Park
F. J. Kobes, mgr.

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Lib's Park
Lib Phillips, owner-mgr.

LINCOLN

Capitol Beach
Hoyt R. Hawke, owner-mgr.

OMAHA

Peony Park
Joseph Malec, mgr.

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Mollie Copeland Lambert, owner
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Barney J. Williams, mgr.

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BURLINGTON

Sylvan Lake Park
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LAKE HOPATCONG

Bertrand Island Park
Louis Kraus, mgr.

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Jack and Irving Rosenthal, owner-mgr.

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R. Gilbert, owner-mgr.

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Michael T. Guzzetta, mgr.

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Midway Beach Park
Joseph F. Paness, owner-mgr.

PERRY (near Batavia)

Silver Lake Park
Silver Lake Amusement Co., owners

RICHFIELD SPRINGS

Canadarago Park
Joe Magee, mgr.

WILLIAMSVILLE

Glen Park
Harry Altman, mgr.

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Lakewood Park
C. H. Tothill, mgr.

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OHIO

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Frank Rafal, mgr.

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BUCYRUS

Seccatum Park
R. A. Jolly, mgr.

CANTON

Meyers Lake Park
Carl M. Sinclair, mgr.

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Theo V. Temple, mgr.

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Chippewa Lake Park
Parker Beach, owner-mgr.

CINCINNATI

Coney Island
Edward L. Schott, mgr.

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Fletcher A. Reynolds, dir.
Puritas Springs Park
James Gooding, mgr.

COSHOCTON

Coshocton Lake Park
James E. Rice, mgr.

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Lakeside Park Co., owners
Gerald Niermann, mgr.

FINDLAY
Riverside Park
Owned by city
J. M. Malloy, mgr.

GENOA
Forest Park
C. J. Uthoff, owner-mgr.

LAKE MILTON
Craig Beach Park
Chas. H. Rennels, mgr.

MENTOR-ON-THE-LAKE
Mentor Beach Park

MIDDLETOWN
LeSourdsville Lake
Don Dazey, mgr.

NEW PHILADELPHIA
Tuscora Park
Owned by city
Harold E. Meese, mgr.

RUSSELLS POINT
Sandy Beach Park
Indian Lake Amusement Co., owners
Lou Bruno, mgr.
Russells Point Boardwalk
French L. Wilgus, owner
Jack Stone, mgr.

SANDUSKY
Cedar Point-on-Lake Erie
G. A. Boeckling Co., owners
Edw. A. Smith, mgr.

URBANA
Lakewood Beach Park
Conrad and Wingard, owners
Dave Conrad, mgr.

VERMILION
Crystal Beach Park
J. L. Blanchat, owner-mgr.

YOUNGSTOWN
Idora Park
M. A. Rindin, mgr.

ZANESVILLE
Mexahala Park
Tim Nolan, owner-mgr.

OKLAHOMA

TULSA
Crystal City Amusement Park
John C. Mullins, owner

OREGON

PORTLAND
Jantzen Beach
R. W. Owsley, mgr.

PENNSYLVANIA

ALCOLA (Office in Hawthorn)
American Legion Park
H. J. Heffner, mgr.

ALLENTOWN
Central Park
George Joseph, mgr.
Dorney Park
R. L. Plarr, mgr.

BARNESVILLE
Lakeside Park
J. Tomat, mgr.

BELLEFONTE
Hecla Park
A. F. Hockman, owner-mgr.

BRICKERVILLE
Tall Timbers Park
J. Himmelberger, mgr.

CANNONSBURG
Willow Beach Park
Dominick Falconi, owner

CHALFONT
Forest Park
Richard F. Lusse, owner

CONNEAUT LAKE
Conneaut Lake Park
W. J. Tarr, gen. mgr.

ELWOOD CITY
Rocky Point Park
Ray Daellenbach, bus. mgr.

ERIE
Waldameer Beach Park
F. W. A. Moeller, owner
T. C. Foley, mgr.

HALIFAX
Tourist Park
H. Lusk, mgr.

HANOVER
Forest Park
A. Karst, mgr.

HEGINS
Dell Lake Park
Herman C. Otto, owner

HERSHEY
Hershey Park
J. B. Sollenberger, mgr.

LEMONT FURNACE (near Uniontown)
Shady Grove Park
Michael Cabot, mgr.

LEWISTOWN
Kishacoquillas Park
Harry Fisher, owner-mgr.

MAHANAOY CITY
Lakewood Park
Richard Guinan, mgr.

NEW CASTLE
Cascade Park
Owned by city
C. C. Couthard, mgr.

PARKEBURG
Parkeburg Amusement Park
J. W. Talley Jr., owner
Russell P. Pyott, mgr.

PINE GROVE
Twin Grove Park

G. H. Yergey and G. T. McGrady, owners
W. A. Pannepacker, mgr.

PITTSBURGH
Kennywood Park
A. B. McSwigan, pres.
Carl E. Henninger, mgr.
West View Park
George M. Harton, mgr.

READING
Carsonia Park
Joseph Sigg, mgr.

SCRANTON (Moosic)
Rocky Glen Park
Benj. Sterling Jr., mgr.

SOMERTON (Philadelphia)
Somerton Springs Park
Vernon D. Platt, mgr.

SUNBURY
Rolling Green Park
R. M. Spangler, owner-mgr.

UNIONTOWN
Shady Grove Park
Mike Cabot, mgr.

WILKES-BARRE
Sans Souci Park
Hanover Am. Co., owners
Mrs. Nelle Barr, mgr.

RHODE ISLAND

EAST PROVIDENCE
Crescent Park
John T. Clare, mgr.

WARWICK NECK
Rocky Point Park
J. Trillo, mgr.

SOUTH CAROLINA

CHARLESTON
Riverside Beach Park for Negroes
E. A. Hamilton, mgr.

TENNESSEE

COLUMBIA
Mid-State Fair Park
George L. Buchnau, mgr.

KNOXVILLE
Chilhowee Park
Owned by city
H. Mack Franse

TEXAS

CISCO
Lake Cisco Amusement Co.
Bill Berry, mgr.

DALLAS
Vickery Amusement Park
T. R. Hickman, owner-mgr.
Casino Park
George T. Smith, mgr.

PORT ARTHUR
Pleasure Pier
T. J. Gillespie, mgr.

UTAH

SALT LAKE CITY
Sunset Beach
Ira Dern, owner
Black Rock Resort
Elmer K. Aagaard, mgr.
Lagoon Resort
R. S. Kimball, mgr.
Saltair Beach
Wm. M. Armstrong, mgr.

VIRGINIA

BUCKROE BEACH
Buckroe Beach Resort
P. V. Stieffen, mgr.

NORFOLK
Ocean View Park
Albert Miller, mgr.

ROANOKE
Lakeside Park
H. L. Roberts, owner-mgr.

VIRGINIA BEACH
Casino Park
Frank D. Shean, mgr.
Seaside Park
Jack L. Greenspoon, mgr.

WASHINGTON

SPOKANE
Natatorium Park
Louis and Lloyd Vogel, owners-mgrs.

YAKIMA
White City Amusement Park
Harry B. Chipman, mgr.

WEST VIRGINIA

CHESTER
Rock Springs Park
R. L. Hand, owner-mgr.

HUNTINGTON
Camden Park
J. J. Malloy and William Mudd Jr., mgrs.

WISCONSIN

APPLETON
Waverly Beach
Howard Campbell, owner-mgr.

BELOIT
Waverly Beach
S. L. Cashman, owner-mgr.

GREEN BAY
Bay Beach Park
Owned by city
Sylvester Esler, mgr.

MILWAUKEE
State Fair Park
State Fair Park, Inc., owners
C. S. Rose, mgr.

RACINE
Beachland Park
Reg. Freeman, owner-mgr.

CANADA

CRYSTAL BEACH, ONT.
Crystal Beach Park
F. L. Hall, gen. mgr.

HAMILTON, ONT.
La Salle Park
Owned by city

MONTREAL, QUE.
Belmont Park
Rex D. Billings, mgr.

PORT STANLEY, ONT.
Port Stanley Park
Owned by city
Albert A. Marek, mgr.

WINNIPEG BEACH, MAN.
Winnipeg Beach
Winnipeg Beach Amusements, Ltd., owners
A. B. Flett, mgr.

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JAI LAI CAFE
Columbus, Ohio

MUSIC CORP. OF AMERICA

Who's Who at the Box Office

THE ALLAN SISTERS

TWO curvaceous blondes, the Allan Sisters, match their appearance with intriguing voices that run the gamut of melody from humorous specialty numbers to straight warbling of the semi-classics, standards and pops. After several years of radio work in Chicago and the East, the sister team decided to go into the personal appearance field after a series of successful club-date appearances, which were sandwiched in between its daily radio stints.

The Sisters, Vi and Velma, have worked spots such as the Oriental Theater, Helsing's and the Blackhawk, Chicago; Tic-Toc, Milwaukee; Frolics, Omaha; Bowery, Detroit, and Curley's, Minneapolis, the past year. Managed by the Louis Cohan Agency, Chicago.

BARCLAY ALLEN

AFTER a year as featured pianist with Freddy Martin's Cocoanut Grove ork, 29-year-old Barclay Allen organized his own 12-piece ork in February of this year. First date landed by the new crew was at Ciro's swank Hollywood nitery, where the ork is currently drawing favorable notices all around. On the horizon is a recording deal with a major diskery about set, and a road tour which starts at Denver's Elitch's Gardens in May.

The Allen piano stylings, spotlighted on many Martin diskings last year, brought the youthful maestro into national prominence rapidly. Before joining Martin, however, Barclay had amassed a healthy background by fronting smaller combos. During 1946 and 1947, Allen held the musical director's chair at KLAC, Hollywood indie, where he developed his Rhythm Four which eventually became the nucleus of his present crew. Between KLAC chores, he doubled on radio shows, handling ivories with Kay Kyser's ork, among others. With his Rhythm Four, he

cut 10 sides for Van-Es, small indie label during that time.

Allen's return to Denver in May at the helm of his own crew is significant, since the mile-high city is Barclay's home town. Before coming to Hollywood, he handled musical direction on KLZ, Denver, for three years, and played summer location dates at Cosmopolitan Hotel. He was recently featured in Martin Block's MGM musical short of Freddy Martin's ork in action. Booked by Music Corporation of America. Personally managed by Carson Harris.

DAVE BARRY

ANOTHER graduate of the old Major Bowes amateur hour show, Dave Barry played his first professional date at New York's old Palace Theater in April, 1935. From there, he toured with a Major Bowes vaude unit for six years, handling emcee chores and a featured comedy slot. Stints with orks followed, during which he was featured on vaude tours with Glen Gray, Harry James, Jimmy Dorsey and Charlie Barnet.

Following discharge from the army, Dave came to Hollywood and landed at Billy's Gray's Band Box, a small, intimate and popular bistro. His droll humor and smart impersonations scored immediately with the Band Box crowd, and he was held over for months. It was here that his work attracted attention of radio and film execs, bringing the lad plenty of radio guest shots and finally a permanent berth on the Jimmy Durante-Rexall show. Barry plays the "Mr. Ripple" character while his small son, Alan, is "Trickle."

In addition to radio, Barry has landed several pic stints, and will soon start work on a new film for Columbia. He finished a nitery run early this month at Palm Springs's lush Palm House, where he drew several holdovers. Personally managed and booked by Harry Romm.

HADDA BROOKS

TWO and a half years ago, a small Hollywood indie diskery was just starting in biz. The firm, Modern Records, signed as one of its first artists a relatively unknown gal, Hadda Brooks. Event proved lucky for all concerned for today Miss Brooks has become the "Queen of the Boogie" and grown in popularity until the gal tops sales of all Modern artists.

Hadda's first disk click was *Polonaise Boogie* which was released simultaneously with the pic, *Song To Remember*. Modern followed this hit with six sides of modernized boogies. Later, *That's My Desire* and *Don't Take Your Love From Me* also scored.

The Brooks gal was already set as a piano stylist when she took to vocalizing during a vaude stint at Los Angeles's Million-Dollar Theater in 1946. Success was immediate, setting the pattern for her future vocal-piano sides. Vaude and personal appearance stints, coupled with solid record releases followed, bringing her income and box-office draw up steadily. She has completed one pic at Eagle-Lion Studios and is skedded for other film roles when she returns to Hollywood from her present personal appearance tour.

Miss Brooks's record mentors, Jules and Saul Bihari, of Modern, point to her popularity on personal appearance tours as proof that gal's peak fame is still to come. During a recent personal stint in Washington, fans clamoring to catch the act were so thick outside the theater box-office that police were needed to keep order. Managed by Phil Bloom Agency.



KING COLE TRIO

IN 1936, a musical comedy called *Shuffle* Along folded in Los Angeles, leaving a 17-year-old piano player stranded. The 88-er, Nat (King) Cole, landed a job at a small Los Angeles club, the Swanee Inn, which barely kept the wolf from the door. It was here that King Cole formed his now famous group, with Oscar Moore on guitar and Wesley Prince on bass.

Group was strictly instrumental at first until one night when Nat sang *Sweet Lorraine* at the insistence of a customer. Reaction good, the Cole vocalizing immediately became a standard part of the act. From Swanee Inn, the trio moved to several smaller Vine Street clubs, then decided to try their luck in New York. All they got was a trial run at Kelly's Stable on 52d Street and a headache when the army drafted Wesley Prince. Back in Hollywood with a new bassist, Johnny Miller, they started over, slowly building a following.

At this point, shrewd Carlos Gastel stepped in as personal manager, got the trio a contract with the then new Capitol Record outfit, and things began to happen. First off, the lads landed a sock disk seller in *Straighten Up and Fly Right* which established them well enough to get movie bids. Boys did a series of musical shorts, then won a featured role in the *Breakfast in Hollywood* pic.

Since then, the King Cole Trio has climbed upward, earning top dough on personals, radio, and from records. Now 10 years old, the Cole trio still includes Johnny Miller and newcomer Irving Ashby, who replaced Oscar Moore early last fall. Their musical stylings are unique, original and highly listenable. Their Capitol diskings continue to rank high on the best seller lists, and they've won a flock of popularity polls both in the trade and fan groups. Cole trio has been a frequent tenant on *The Billboard* popularity charts.

Off the stands the trio are serious minded boys, contributing their time and energy to working for the National Association for the Advancement of Colored People. Their integrity and talent have won them universal respect.

Booked by General Artists Corporation. Managed by Carlos Gastel.



BELLE-TONES

THE BELLE-TONES are three attractive chicks who first played together with USO Camp Shows overseas. Their work as musicians was so well received that on returning to the States they decided to form a cocktail unit. The girls, tho in no way related—in fact, come from three different sections of the country—have blended their musical abilities as well as their vocal talents into an outstanding girl trio.

Their past engagements include Doc's, Baltimore; B & W Club, in Pennsylvania; Domes, Chicago; Blue Mirror, Washington; Orchid Lounge, Springfield, Ill.; Glass Hat, Shreveport, La., and many others.

Unique comedy combined with excellent vocals and musicianship make this an outstanding unit where the finest is desired.

Managed by Allan Rupert, Philadelphia.

BOB AND EVELYN

BOB and Evelyn's whirlwind roller skate turn not only wins plenty of palm-whacking from onlookers but the act enhances the interior of any night club or theater, for it works on an elevated table with its own radium light equipment to highlight its costumes. Working at a race-track pace, this roller skate duo keeps up a hectic pitch while executing a series of whirls, spins and lifts that keep the excited gasps whispering thru an audience.

During the winter, they appeared at the Plantation Club, Moline, Ill.; the Stork Club, Council Bluffs, Ia;

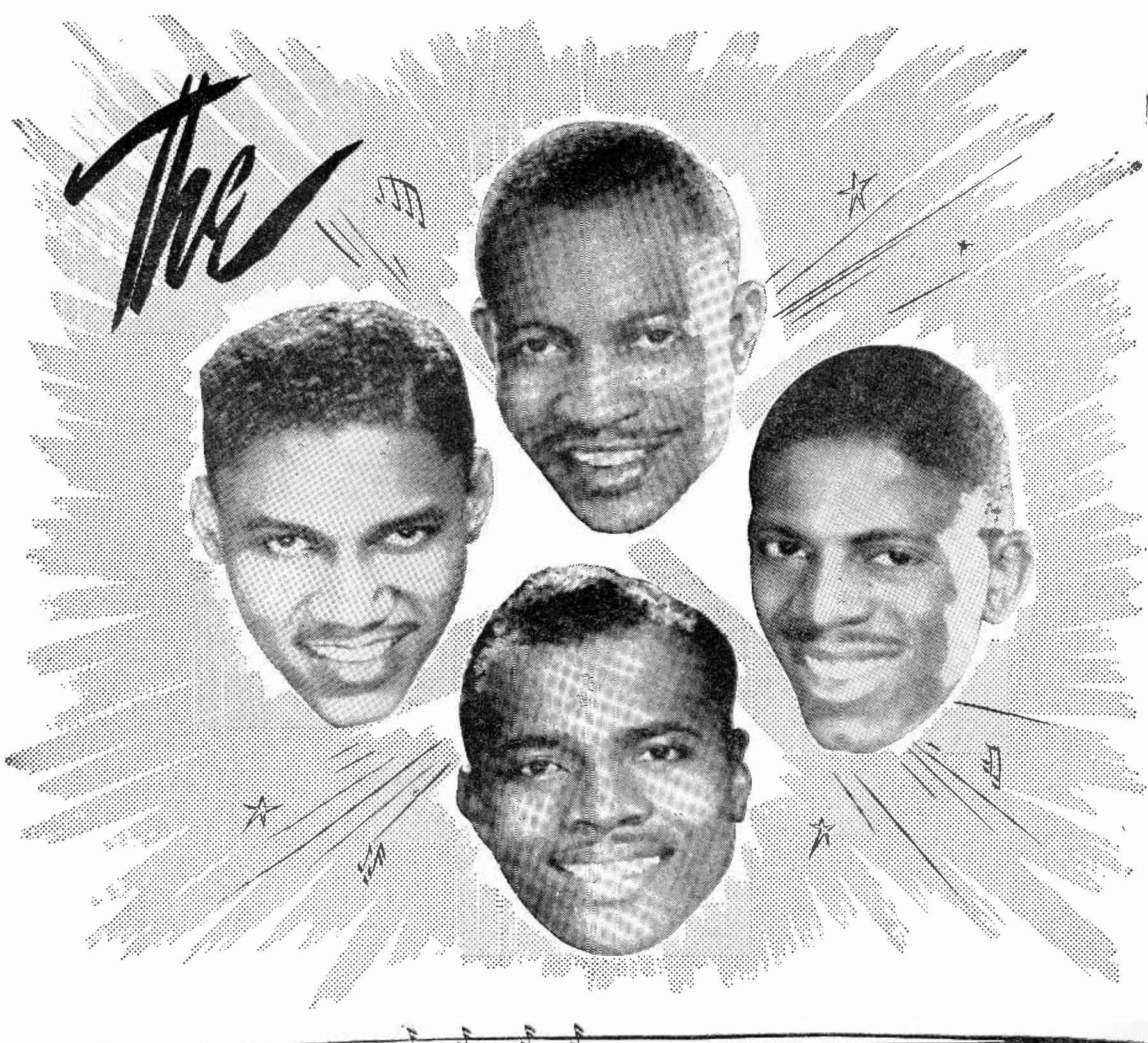
Tony's Venetian Room, Des Moines; the Latin Quarter, Newport, Ky., with the warmer months confined to appearances with the Barnes-Carruthers' fair troupes. Managed by the Louis Cohan Agency, Chicago.

IKE CARPENTER

ONLY 23 years old and fronting his own ork since the summer of 1946, Ike Carpenter has made a solid impression on both trade and fan groups with his smart musical stylings. Ike is a thoroly grounded musician to begin with, having attended Duke University on a music scholarship. His first ork, started while at Duke, led to an offer to join Johnny (Scat) Davis in New York. Later, Carpenter played with the Johnny Long, Bobby Sherwood and Boyd Raeburn crews as featured pianist.

He organized his present 11-man ork a year ago this month, playing first date at Tommy Dorsey's Casino Gardens at Ocean Park, Calif. From there, the crew moved to Horace Heidt's Trianon Ballroom, playing five return engagements within a year for a new house record. As musical director for the Hoosier Hot Shots vaude revue, the fronter toured the Pacific Northwest with marked success.

Last fall the lad shared the stage with Frankie Laine when the crooner played a record-breaking stint at Los Angeles's Million Dollar Theater. More recently, Carpenter set few opening-night figure at Balboa's Rendezvous Ballroom during Easter week. Records for Modern Records and Standard Transcriptions. Personally managed by Hal Gordou. Booked by General Artists Corporation.



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THE HOLLYWOOD REPORTER

There "are few good vocal groups appearing in night clubs around the country, but whatever their number, the Modernaires and Paula Kelly are the best of the lot. As a thrush, Miss Kelly seems to be completely aware of what good showmanship means to an act, and the Modernaires with their top-notch treatment of pop tunes are right up there with her all the way. The quintet demonstrates a bright, wide-eyed vitality which they scatter as generously as rice at a wedding. All of their tunes show careful preparation. The first is as good as the last. We're certain that when you see them you'll wish, as you watch them leave the floor, that they would stay on for just one more number, regardless of how many they do.

Exclusively on
**COLUMBIA
RECORDS**

Personal Management: THOMAS P. SHEILS

Direction



GENERAL ARTISTS CORPORATION

PAGE CAVANAUGH TRIO

CREDIT musically minded G.I.'s with having boosted the Cavanaugh group to the top rungs of the combo field. During the war, Cavanaugh first attracted attention of his fellow soldiers at Camp Kohler, Calif., with his smart piano stylings. The army brass hats caught on and ordered Page to cut some V-disks for overseas distribution.

Page teamed with Al Viola and Alan Burns, also soldiers, to launch the combo in Hollywood, doing off-duty shows and benefits. After a tour of overseas duty entertaining the troops, the lads were discharged from service. Personal Manager Bullets Durgom quickly signed the group, and within a matter of weeks, Page and his boys were creating much favorable comment with the patrons of Hollywood's swank Trocadero, Ciro's and the Bocage Room. Frank Sinatra caught the act and immediately signed the trio to appear with him at the Wedgewood Room of New York's Waldorf Astoria Hotel.

From then on it was clear sailing, with an RCA Victor record pact and a series of lush personals handed to the boys. In between times, the lads did okay with film stints and radio guest shots, being featured last summer on the Jack Parr show over NBC. During their current road tour they scored at the Click, Philadelphia; Raleigh Room, Hotel Warwick in New York, and the Forest Park Hotel, St. Louis.

Best selling disks for Victor to date include *The Three Bears*, *All of Me* and the current *Ok-I, Baby, Dok-I*. Personally managed by Bullets Durgom; booked by General Artists Corporation.

SPADE COOLEY

SPADE COOLEY admits that in 1939 he had "one suit of clothes, a fiddle and three cents," but in 1947, his income was in six figures. For a guy who, in 1940, worked as a stand-in for Roy Rogers, Cooley's present success is no small accomplishment. Between the lean years and today, Spade literally fiddled his way to the top, working first as a sideman with local Western orks, and later organizing his own Western swing crew in 1942.

Spade comes from a musical family and began dabbling with the ork biz as far back as 1934, working with small crews for as little as \$15 a week. From here, he graduated to a berth with the famed Riders of the Purple Sage and later the job with Roy Rogers.

When he organized his own ork in 1942, he was hired for a stint at Foreman Phillips's Venice, Calif., ballroom where he stayed for 72 solid weeks. At the end of that date, his rep had been made and a series of motion pic stints followed, sand-

wich in between one-nighters and other personal appearances. RCA Victor was not long in signing Spade to a long-term record deal.

When Spade isn't fronting his ork, he takes a good try at song writing. Best song hit to date is his *Shame, Shame on You*. He has been featured in over 15 films. Booked by Continental Artists.

KATHLEEN DENNIS

THIS siren of song has won her title as the "Colleen of Song" after critics, operators and patrons had thrown accolades her way for her completely original delivery of lyrics, ranging from the standards to the latest novelties and pops. A dazzling red-head, Miss Dennis enhances her song delivery with a wardrobe that would startle a Parisian designer. The youthful chirp deserves her solo billing because of the originality of her delivery, and the fact that all her numbers are worked to special arrangements done by some of the country's leading scorers.

Miss Dennis worked the winter season in the Florida resort sector and has also worked such spots as the Silver Frolics, Chicago; the Prevue, New Orleans, and the Tic-Toc, Milwaukee. Managed by the Louis Cohan Agency, Chicago.

ERNIE FILICE QUARTET

BEFORE the war, Ernie Filice was attracting favorable comment from such toppers as Bing Crosby and Duke Ellington, who heard Ernie's unusual accordion stylings while the lad was a member of a group called the Four Sharps. After discharge from the air corps in 1945, Ernie decided to take a crack at Hollywood. He organized a quartet, developed a home-made mute which was designed to filter the accordion tone and eliminate tinny qualities, and went to work.

Before long, the Felice stylings caught the ear of jazz master Benny Goodman. The result, Goodman added Felice to his Capitol Records combo. Felice, meanwhile, continued to work with his own group, finally attracting attention from Capitol execs who saw in the combo something different and salable. Capitol thereupon signed the quartet to a long-term pact, permitting Ernie to continue working as a member of the Goodman sextet when not cutting his own disks.

Ernie recently appeared in Paramount's *The Big Clock* as a musical short feature. In radio, the group has been featured on American Broadcasting Company's *Stars in the Afternoon* program originating in Hollywood. Booked by General Artists Corporation. Personally managed by Bullets Durgom.

VIC DAMONE

THE 20-year-old swoon stylist of Mercury Records, Vic Damone, has come a long way in the three years since the time of his ushering days at the New York Paramount Theater. Damone was picked up by manager Lou Capone and in rapid-fire fashion Capone built up Da Moan on local sustaining air shots. These sustainers grew into a commercial ainer for Pet Milk, and about the same time the warbler landed a Mercury waxing contract. His first platter, *I Have But One Heart*, established Damone almost immediately in the bobby-sox brigade. Back to the Paramount he came, but this time like a conqueror, being the feature attraction in a stage presentation. Damone followed this with a well-received run at the Commodore Hotel in New York.

The young warbler's personal management reins are held by Capone. Bookings are made thru the William Morris office.



AL GAYLE

BEST indication of maestro Al Gayle's continuing popularity is the fact that he is currently going strong after four years at the Rendezvous Room of the swank Biltmore Hotel in Los Angeles, where he reigns over the music at the town's only daytime nitery. Stability being a sought-after commodity in this unsettled period, Gayle's long-term stint is worth a second glance.

A personable, likeable guy, Al fronts the crew and works hard, doubling on accordion, celeste, and handling vocals to boot. His sweet, easy-to-listen-to ork tone, danceable beat, and smooth vocalizing are responsible for much of the room's repeat business.

Before landing his present berth, the Gayle ork rated attention at such swank spots as Hollywood's Trocadero and Ciro's, Lake Tahoe's Cal-Neva Lodge, and top West Coast ballrooms. He has recorded for both Aladdin and Tech Art, and aired over NBC.

HARMONICA DONS

THIS versatile trio was formed recently by three talented harmonica virtuosos, Gordon Mitchell on chord; Jean Jones, who plays lead, and Joe Curtale on bass. All three were for several years with Borrah Minevitch's Harmonica Rascals.

Their performance is outstanding in the range of material and control of rhythm. They play everything from boogie to the most difficult and spectacular classics.

The Dons are heard regularly on the air over radio station CKLW, Detroit, and have also appeared on television over that city's station WWJ-TV. They are currently playing the famed Bowery Cafe, Detroit, after a sensational opening at the new Irv Jaffee's Cocktail Lounge.

Personally managed by Murray Sabin, of Detroit.

THE HARMONICATS

JERRY MURAD'S Harmonicats, whose platter of *Peg o' My Heart* topped the record field in 1947, have found 1948 even a busier year, for the click disk has made them a heavily demanded attraction in every medium of the personal appearance field. Currently in their third stay at the Chase Hotel, St. Louis, they have worked stays at the College Inn of the Hotel Sherman, the Oriental Theater and Helsing's, Chicago; the Roxy Theater, New York; the Flamingo, Las Vegas, Nev.; the Hippodrome, Baltimore, most of which were repeat stays.

In addition, they've worked outdoor events such as the Illinois and All-Iowa State fairs, and will shortly go on a series of one-night dates in ballrooms following three such recent Midwest dates which proved them an attraction so strong that they could work to a regular dancing crowd.

They worked radio shows such as the Vaughn Monroe and Spike Jones airers during the past six months, and will start a nationwide tour of disk jockey theater dates. Their Universal platters are top-demand items in the nation's juke boxes, over retail counters and on disk jockey shows.

Managed by Mutual Entertainment Agency, Chicago.

HEALEY AND MACK

HEALY AND MACK have found wide acceptance, both with indoor and outdoor operators, because of the originality of their portable bar work. Working on a piece of equipment that approximates some of the qualities of horizontal bar, trapeze and swinging ring work, this fem and male pair offers a variety of muscle work that's good for chuckles as well as gasps of amazement.

During the war, the duo left their long string of professional engagements to work on USO, and only recently returned to the professional roster. The act packs a double sock,

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"CUMANA"

Direction: MCA

Personal Management:
CARSON HARRIS

LIONEL HAMPTON

LIONEL HAMPTON sticks to the trends. Always noted for fronting a powerhouse, commercial jazz aggregation, the Hamp went sweet last year when sweet was the thing. At the same time the jazz trends were turning toward be-bop, so the Hamp has added some boppers to his library. All the new stuff and *Flying Home*, too, pulls in the crowds wherever the Hamp goes, whether it be on one-nighters, the nation's top theaters, locations or concert halls. And when they're in, the Hamp is sure to break it up either with musicianship or with showmanship.

Hampton's success is noted in reviewing a list of the spots and theaters he's played in the past year with every noted ballroom and vaude house in the country being included in his itinerary. He holds many a house record, including one at the New York Strand Theater.

The orkster, who earned his initial fame via his vibes chores with Benny Goodman in the late '30's, recently branched out into the movie and radio fields. He will soon be seen along with B. G., Danny Kaye, and several other top music biz names in the Samuel Goldwyn production of *That's Life*. Radio-wise, the Hamp's ork is featured in the Mutual Broadcasting System's U. S. Treasury show, *By Popular Demand*, every Saturday.

And to top it off the Hamp's Decca records remain among the big sellers in the Negro field, with the orkster having racked up several biggies in *I Want To Be Loved*, *Gone Again* and *Red Top* in the past year.

Managed by Associated Booking Corporation, New York.



Frank "SUGAR CHILE"

Robinson

60 Lbs. of Box-Office Dynamite



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REGAL—CHICAGO
ADAMS—NEWARK
STATE—HARTFORD
CHICAGO—CHICAGO
MILLION DOLLAR—LOS ANGELES
LINCOLN—LOS ANGELES
T & D—OAKLAND
ORPHEUM—SAN DIEGO
ORIENTAL—CHICAGO
PARAMOUNT—PORTLAND, ORE.
ORPHEUM—SEATTLE, WASH.
ORPHEUM—SPOKANE, WASH.
ROYAL—BALTIMORE

MOVIE

"NO LEAVE, NO LOVE"
M-G-M

RADIO

"WE, THE PEOPLE"
"JACK SMITH SHOW"
"HALL OF FAME"
"ALL STAR NEGRO SHOW"
"KRAFT MUSIC HALL"
"COLLEGE OF MUSICAL KNOWLEDGE"
"KING COLE TRIO SHOW FOR
WILD ROOT HAIR TONIC"

NEWS REELS

PARAMOUNT
FOX-MOVIE TONE
ALL AMERICAN

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With BOB HOPE at CLEVELAND ARENA
With RITZ BROS. at PHILADELPHIA ACADEMY OF MUSIC
With TOMMY DORSEY at DALLAS, TEXAS, STATE FAIR
With PAUL ROBESON at AMERICAN NEGRO MUSIC FESTIVAL
LUCIUS BOOMER—WALDORF-ASTORIA HOTEL at NEW YORK
NAT'L AUTOMOBILE DEALERS' ASSOC. at ATLANTIC CITY

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LONDON DETROIT DALLAS

because both members are able to work equally well in serious and comedy tricks. They are set on a string of big fair dates for the summer and will return to theater and nitery work in the fall.

Managed by the Louis Cohan Agency, Chicago.

WOODY HERMAN

IN 1947 Woody Herman disbanded his ork, announced he was thru fronting a band, and said he would henceforth work as a single. He was not long in proving that even without an ork behind him, Herman was a sock entertainer. His single records with Columbia scored at the sales counters, and his summer radio show for Electric Companies of America proved he could sell over the air as well. This year, however, Woody once again picked up his baton, dusted off old arrangements, added a few new ones, and took to the road, fronting a band acclaimed by tradesters as the best in Woody's 12 years of continual ork work.

Today's Herman Herd is a far cry from the ork which Woody organized in 1937 when Isham Jones retired and Herman inherited the best of the Jones sidemen. During the years, the Herman instrumental stylings, clever arrangements, and unique vocal work have mellowed, earning the fronter a permanent niche in swing's hall of fame. Today, The Old Woodchopper is in demand for pix, radio and records, and does right well at ballroom box-offices throuth the country.

Woody has been featured in half a dozen films and is one of Columbia Records's top selling artists. Disk hits to his credit include *Civilization*, *Ivy* and the older *Caldonia* and *Tallahassee*. In March of this year, the Herd invaded New York's Carnegie Hall to score in a swing concert. Highlight of the event was *Ebony Concerto*, especially written for the Herman ork by famed composer Igor Stravinsky. Booked and managed by Continental Artists, Inc.

DEAN HUDSON

DEAN HUDSON, the orkster with the fullback build, got his start at the University of Florida, where his campus band became such a fa-

vorite that he decided to stay in the music business instead of becoming a professional man. Since that time, Hudson's aggregation has been honored as top favorite among the Conference of Southern Schools, official organization of the below the Mason-Dixon Line schools.

Hudson, too, has hit with the general public, having worked spots like the Kavakos Club, Washington; Cavalier Beach Club, Virginia Beach; the Roosevelt Hotel, New Orleans; Flagler Gardens, Miami; Roseland Ballroom, New York; the Hippodrome, Baltimore, and the St. Charles Theater, New Orleans, during the past year.

The band features its four trombone choir, working to a background of five saxes, a styling which has proven individual and worthy enough to attract dancers and listeners everywhere. Vocals are handled by the good-looking blond fronter and a girls' trio. The band features a wealth of entertainment, making it a good bet for floorshows and vaude stops. The Hudson music also is heard via Langworth e. t.'s and Bullet Records. Managed by the William Morris Agency, with Allsbrook-Pumphrey Agency, Richmond, the Southern representative.

RED INGLE

WHEN a new ork leader scores an overnight sensation with his first record, that's showbiz news and that's what Red Ingle did last year when he waxed *Tim-tayshun*, aided and abetted by one gal vocalist who works under the name of Jo Stafford. What *Tim-tayshun* did to the music biz is old news but still a pleasant surprise to Ingle.

Behind this meteoric rise are years of playing and touring with the nation's top bands of yesterday. Ingle in his more serious moments can do all right by himself on the fiddle, piano, sax and clarinet, as well as arrange music. This he did first with the old-time Jean Goldkette ork, playing alongside a jazz great, Bix Beiderbecke. In 1929 he joined Maury Sherman's ork, and in 1931 moved to the Ted Weems band where he stayed for 10 years. Spike Jones snagged him in 1944 and Ingle was a key man in the Jones ork until he quit in 1947 to organize own crew, the Natural Seven.

Ingle cuts for Capitol, having fol-

FRANKIE LAINE

SOME hard plugging and one platter success transformed Frankie Laine from just another singer to a top showbiz artist. Laine kicked Cleveland, Detroit and New York around as a warbler but nothing much happened. Then came the army, after which Laine worked his way to the West Coast where he cut some sides with the Atlas diskery. At the same time he did four sides with Mercury. One of the Mercury sides was *That's My Desire*, which sent Laine's stock sky high. Since that, Frankie's Mercury pressings have been consistent top sellers. His waxing of the oldie, *Shine*, was his most recent to attract the public's coin.

On the basis of *Desire*, Lane launched a series of top theater dates including the Paramount in New York, and nitery dates, including the Harem in New York. Personal managers are Gabbe, Lutz and Heller. Booked by General Artists Corporation.



lowed up his *Tim-tayshun* success with *Them Durn Fool Things* and *Cigaretts, Whusky and Wild, Wild Women*. His motion pic credits include stints at Universal-International studios. Managed and booked by Mel Shauer agency.

THE INTERLUDES

TERRY MOREL and Don Luisi have combined to form a team of extraordinary talent and personality. Don, an excellent musician, formerly had his eyes on opera work. Terry, the feminine half of the unit, is a former student of Arlene Smith, and is a top-notch vocal stylist.

The team is unique, inasmuch as its repertoire includes everything from light classics to smart risqué numbers and comedy.

Their past engagements include Calvert's, Cleveland; Otto's and the Schuyler House, Albany, N. Y.; Airport Inn, Troy, N. Y.; Lou's, Philadelphia, and many others.

Managed by Allan Rupert, Philadelphia.

THE MARY KAYE TRIO

FORMERLY billed as the Mary Kaihue Trio, this enthusiastic, youthful threesome has changed its misleading moniker because of mispronunciations during airshots and because the public expected a deluge of Hawaiian music when the name was mentioned.

Headed for top theater and video work, trio has worked some of the top lounges in the country and is readying for vaude, night club and television appearances. Trio has already worked a series of video shows in New York, where its animation won the plaudits of viewers and press critics.

The group stands out because of careful production put into each number. Besides a wealth of musical effects, from original combinations of guitar, accordion and string bass or piano, it offers harmony vocals that are original and would do credit to any harmony combo in the business. Major asset is the comedy trio manages to insert in its work, with accordionist Frankie Ross, a top ad

lib funster, working with foils Norman and Mary Kaaihue. Threesome has also done filmlets for Panoram, been waxed by Keystone Transcription Service and waxed an album and a series of singles for Apollo Records

NICK LUCAS

FEW present day faves can match the long showbiz record of Nick Lucas, who was clicking with audiences when many of today's top music figures were still learning the three R's. Since 1924, Nick has been touring the country—and the world—with his guitar and vocal stylings. He first introed tunes such as *Tip-toe Through the Tulips*, *My Blue Heaven* and *Bye, Bye, Blackbird*, each destined to become all-time pop favorites.

In the mid-'30's, Lucas toured the world, working at London's famed Kit Kat Klub, then on to a vaude tour in Australia. Back home, he worked in films and two Broadway shows. Radio credits include a 39-week run on the Ford show and a series of guest shots. Lucas has been waxed by Diamond and Trilon Records and more recently signed a new deal with the Hucksters label.

Oddly enough, Lucas's singing which brought him most acclaim, was accidently discovered. Originally a guitarist, he took to singing just to give his act a different twist. Once song style was set, however, his guitar work, which ranks on a par with the best, took a back seat, and he made his way to the top via the vocal route.

THE METRONOMES

THESE three boys from Baltimore have enjoyed a meteoric rise in the cocktail field. Their first engagement was the Lord Baltimore Hotel in Baltimore, going from there to the Blue Mirror in Washington and other smart lounges. It was during their engagement at the Castle in Riverside, N. J., that they auditioned and were chosen for the Arthur Godfrey show.

The trio is comprised of Bill Rossi, (See *Who's Who* on page 38)

ELLIOT LAWRENCE

"MOST Promising Newcomer" in the '47 and '48 *Billboard* college polls, as well as No. 2 sweet band in the latter, and also acclaimed favorite in the last *BB* disk jockey survey is young pianist-maestro Elliot Lawrence. At 23, Lawrence is probably the youngest of the top-flight orksters, but by no means is a newcomer to the business. The Philadelphian made his bow as a performer at the tender age of three on the WCAU *Children's Hour* show, and at 11 was fronting his own kiddie crew which played for local parties and dances.

In high school and the University of Pennsylvania, Lawrence continued with his band as well as his musical studies. His work in the college's *Mask* and *Wig* productions marked him as an up-and-comer.

After his campus days, Elliot returned to WCAU as musical director. CBS network airings attracted considerable attention and in the summer of '46 the Lawrence ork made its big time debut at the Cafe Rouge of the Hotel Pennsylvania. Then followed two years of solid theater, college, hotel and dance hall bookings from coast-to-coast and a flock of consistent selling Columbia disks. Elliot's personal manager is Stan Lee Broza. Booked by General Artists Corporation.



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| CITADEL | L. S. U. | TENNESSEE |
| CLEMSON | MARYLAND | TEXAS |
| DARTMOUTH | MERCER | TULANE |
| DAVIDSON | MIAMI | VANDERBILT |
| DUKE | MINNESOTA | VIRGINIA |
| EMORY | M. I. T. | V. M. I. |
| FLORIDA | N. Y. U. | V. P. I. |
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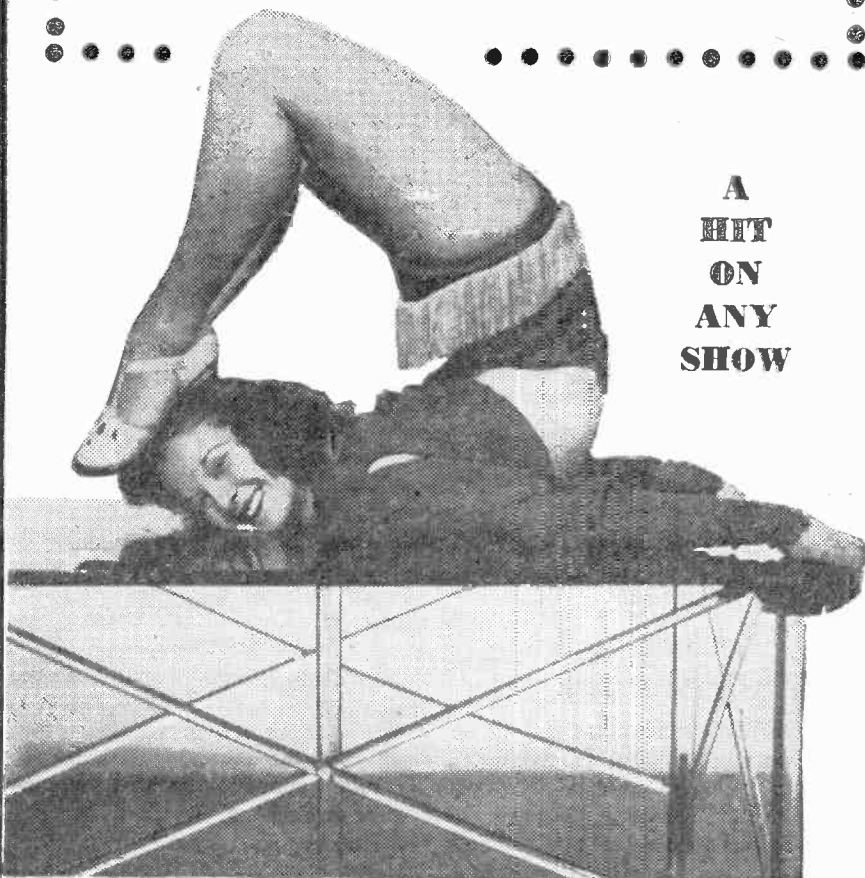
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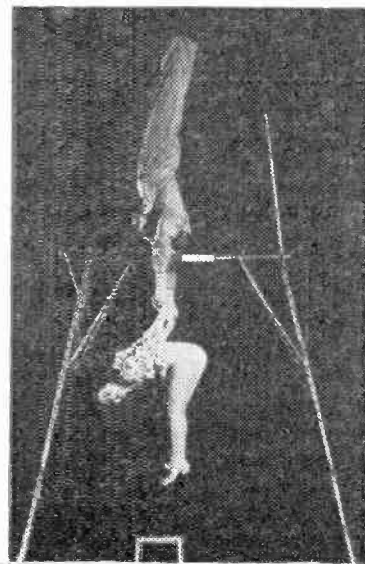


HEALY & MACK

FUN
 ON
 THE
 UPRIGHTS



●
 EXHIBITION
 OF DARING
 AND SKILL!
 ●



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 AND
 LOUISE**

★
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 AND
 ACROBATICS
 ★
 PRESENTING A
 TRAVESTY OF
 TOMFOOLERY



**NELSON
 Sisters**

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ALLAN SISTERS

SINGING STARLETS OF THE AIRWAYS

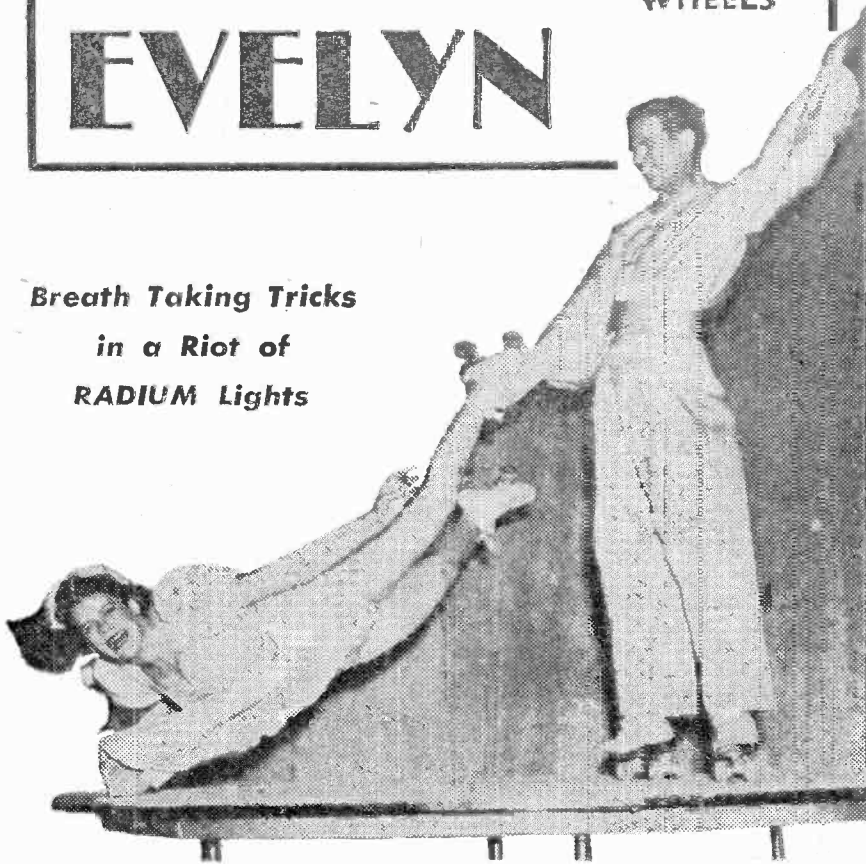
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Breath Taking Tricks
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OF
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ORIENTAL THEATRE, Chicago (Repeat)
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VAUGHN MONROE



COMBINING his big bary voice with his good looks, Vaughn Monroe came zooming out of Boston with his ork almost a decade ago into the Hotel Commodore and the beginning of a golden road to success. He initially attracted national attention with his Bluebird waxing of *Pagliacci* but had to wait a couple of years before he had his first big-time wax success on the Victor label with *There I Go* and *There, I've Said It Again*. Then followed engagements at the top theater, location and one-nighter spots thruout the country at top money. And Vaughn landed the Camel cigarette Saturday eve airer which he still holds down. He has had one movie, *Meet the People*, for MGM.

The 1947-'48 period probably has been the orkster's biggest year and will probably establish him as one of the leading money makers in the industry. He had four successive smash Victor waxings, including *Ballerina*, which sold 1,500,000 copies; *How Soon, Wish I Didn't Love You So* and *You Do*. He did a string of highly successful concerts in March and April of '48, his first venture in this field.

Monroe owns a half interest in a nitery, the Meadows, which is in Framingham, Mass. He usually makes an appearance once a year at the spot. In addition, Vaughn has become an annual fall regular at the Hotel Commodore, New York.

He is managed by Jack Marshard and is booked thru Willard Alexander.

**Who's Who At
The Box Office**

(Continued from page 35)

who handles the vibes and piano and does most of the scat vocals; Gordon MacDermott, who besides playing bass is the outstanding vocalist of the group, doing most of the solo vocals, as well as vocal mimicry, and Ray Johnson, guitarist and leader of the trio, who does most of the arranging for the group.

The boys play their first theater date at the Hippodrome in Baltimore on May 20, following which they do a return engagement at the Castle. They are spending the summer at the smart Indian Kettles on Lake George, N. Y. They have been set for a recording deal when and if the ban is lifted.

Managed by Allan Rupert, Philadelphia.

ROY MILTON

TURNING point in Roy Milton's career was December 24, 1945, the day his group cut its famous waxing of *RM Blues* for the now defunct Juke Box label. Song was an immediate hit and put the Milton combo into the money class. Since then, Milton has signed a long-term record deal with Specialty, and has followed up his first wax hit with such top sellers as *Milton's Boogie*, *True Blues*, *Thrill Me* and *Keep a Dollar in Your Pocket*.

In 1946, the Milton sides appeared frequently on *The Billboard's* list of Most Played Juke Box Race Records, being topped only by Louis Jordan and Lionel Hampton. On personal appearance tours, the Milton combo draws equally as much loot as Jordan in many locations, and nearly always runs into percentage.

Milton originally started with the Ernie Fields band in 1934, and formed his own combo in 1938. He gives much credit for the success of the ork to Camille Howard, his pianist-vocalist, who has been featured with the band for years. In his arrangements, Milton avoids out-and-out bebop, relying instead on intricate, modern versions of race and pop tunes.

Currently on a personal tour, Milton plans to produce a series of film shorts in collaboration with Art Rupe, Specialty Records topper, and featuring Milton and His Solid Senders. Booked by Reg Marshall Agency. Personally managed by Ben Waller.

**THE MODERNAIRES
with
PAULA KELLY**

DURING the past few months, the Modernaires have been bicycling between two network commercial airshows (*Club Fifteen* and *Double or Nothing*), a successful nine-week run at Slapsy Maxie's, smart Hollywood nitery, and the usual pre-Petrillo ban recording hassle. This behind them, the group is currently on a personal

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**Frankie
SCHENK**

and His Orchestra



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appearance junket, squeezing in radio shots wherever possible.

Since group was organized in 1936, Modernaires have stacked up a neat rack of radio, film and record credits. Before joining Glenn Miller's ork in 1940, the group (then minus a fem singer) had worked with Charlie Barnet, Fred Waring, Paul Whiteman and Ray Noble. It was during the two-year association with Miller that the present group was developed. When lads left Miller to go on their own in 1942, Paula Kelly permanently joined the outfit.

Group has been featured on nearly a dozen air shows, including Joan Davis, Chesterfield *Supper Club*, Kate Smith, the old Camel Show, and *Kraft Music Hall*. Their Columbia Records are top faves with the juke boxes and disk jockeys. Latest releases include *The Whistler*, *Thoughtless* and a new album called *Memories in Tempo*. Past hits with the Glenn Miller ork included *Chattanooga Choo Choo*, *Moonlight Cocktails* and *Kalamazoo*. Among film credits are short features for Universal-International and featured roles in *Sun Valley Serenade* and *Orchestra Wives*.

Group is composed of Hal Dickinson, Ralph Brewster, Johnny Drake, Fran Scott and Miss Kelly (Mrs. Hal Dickinson). All members of the quintet are polished musicians, hence the Modernaires score all their own arrangements. Modernaire Hal Dickinson is also a tune cleffer, having penned *The Whistler*, *Jog Along* and *Coffee Five*, *Doughnuts Five*. Personally managed by Tom Sheils. Booked by General Artists Corp.

THE NELSON SISTERS

THE NELSON SISTERS, a pair of lithe and attractive aerialists, booked an enviable series of engagements for the past 12 months, including holdover stops at such spots as the Lookout House, Covington, Ky.; the Netherland Plaza Hotel, Cincinnati; the Continental Club, Chesapeake, O.; the Oriental Theater and the Edgewater Beach Hotel, Chicago.

Working on a portable trapeze, the sister team does a series of original ring and bar feats that bring well-deserved mits wherever it has played. Working in smart bra and pantie costumes, the twosome does eight minutes of fast solo and duo hanging tricks that bring all the thrill and glamour of a circus aerial troupe into a night club or theater. In addition, they are a standard name in the outdoor show business. Managed by the Louis Cohan Agency, Chicago.

ART MOONEY

THIS has been a fabulous year for Art Mooney and his ork. From "left field," so to speak, came his MGM platter of *Four Leaf Clover*, an oldie dressed up with banjos and community vocal, and overnight the Mooney crew became a sizzling property. The disk sold some 1,200,000 copies for MGM and marked the return of the almost forgotten banjo to national prominence. For Mooney, it led to a series of top theater bookings, including the Roxy in New York; hotel dates, including the ork's skedded opening of the Cascades Roof of the Biltmore on June 1, and a flock of one-nighter bookings. And just to show it wasn't a one-shot item, Mooney's *Clover* follow-up, *Baby Face*, zoomed to popularity.

Mooney was trying to find the formula for some time before *Clover* happened. Further proof that he has finally arrived was evidenced in his being chosen runner-up in the Most Promising Newer Ork category of *The Billboard's '48* college poll, while his *Clover* platter emerged as the campus kids' fourth favorite disk. Mooney's personal manager is Joe Galkin and Associated Booking arranges his bookings.



PAMELA AND LOUISE

SINCE returning to the States after several years of USO experience, work of this blond knockabout comedy team has been confined to Eastern theaters, whose ops immediately put in a bid for its services when they learned the girls were back from the soldier circuit.

After working together for years, this enthusiastic pair of acro-tumblers has developed a smoothness and a comedy timing that puts across with pewsitters from eight to 80. They awe audiences with their bag of comedy tricks, ranging from full flips to hokeyed-up two-man stands. As contrast, they include some excellent straight muscle work that rings the bell every time. Managed by the Louis Cohan Agency, Chicago.

THE PARK AVENUE JESTERS

AN ESTABLISHED favorite with Eastern lounge operators, the Park Avenue Jesters this year made their first trip to the Midwest and scored heavily in some of the top territory lounges as well as Chicago bistros. This male foursome is a standout because of the heavy comedy it can provide lounge patrons. While it is capable of working up top straight instrumentals, with its blend of sax, doubling clary, piano doubling accordion, guitar and drums, it's the mirth-quaking specialties that make it a show lounge favorite.

The material is mostly original, showing the boys off as a vaude attraction built to the demands of lounge patrons. The showmanship and animation, coupled with a number of costume changes, and plenty of props and gimmicks, make it an eye-catcher as well as ear catcher. The vocals, from solo to four-way harmony, are a pleasant contrast to the comedy when patrons request a melodic standard or pop. Allen Rupert, Philadelphia, is the Eastern rep, while Mutual Entertainment Agency, Chicago, is Midwest rep.

PAUL AND PAULETTE TRIO

EVERY factor that makes for a top-notch act has gone into the production of the Paul and Paulette Trio. For years a well-known duo, Paul and Paulette last summer added Jimmy Garner, national AAU trampoline champ, to the act. The threesome offers a variety of comedy and

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and His Orchestra

THIS MAN IS WANTED by all operators (theater, ballroom, hotel, juke box and everyone else in show business who is anxious to make money).

THIS MAN HAS A RECORD . . . broke all attendance records at Horace Heidt's Trianon, the Balboa Beach Rendezvous Ballroom and the Million-Dollar Theater . . . with Frankie Laine.

THIS MAN OPERATES REPEATEDLY at Casino Gardens, Los Angeles; Trianon Ballroom, Los Angeles; Avodon Ballroom, Los Angeles, and is expected at Balboa Beach Ballroom for 4 weeks, commencing May 31.

STANDARD
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MODERN RECORDS

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Direction:



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serious feats on the "suspended mat-
tress" that classifies as a show in
itself.

In both costuming and routing the
act has a fine continuity that
makes for top attention from both
outdoor and indoor audiences every-
where. Paulette, a striking, statuesque
redhead, is a top technician on the
trampoline and can equal most of the
tricks of her male contemporaries.
Diminutive Jimmy handles the tough-
est of the technical spins and whirls
in mid-air, while Paul doubles in
comedy and serious stunts.

They've recently worked the State-
Lake and Oriental theaters, Chicago;
Chez Ami, Buffalo; Chase Hotel, St.
Louis, and Edgewater Beach Hotel,
Chicago. They are scheduled to do a
steady string of outdoor dates across
the country this summer.

Managed by the Louis Cohan
Agency, Chicago.

ALICE PEARCE-MARK LAWRENCE

ALICE PEARCE'S strange act, first
caught at the Blue Angel, New
York, didn't start off with a bang
even if Miss Pearce's family is in the
banking business and she's of the
Sutton Place set and has a high-toned
education. She's had her share of
knocking around and calling on
agents "... none of whom ever did
anything but collect commissions on
jobs I got myself," she said.

Miss Pearce broke into showbiz
with a routine cooked up between her
and Mark Lawrence in 1943. Gal was
visiting Princeton (where Lawrence
was an undergrad) as part of her
training for her B.A. degree at Sarah
Lawrence College.

Out of this she got her first break
with Leonard Silliman's *New Faces*
of 1943. It was there that Herbert
Jacoby, op of the Blue Angel, caught
her.

The war took Lawrence away and
the gal went on as a single, nothing
much happening. She had a bit in
On the Town and when that closed
she was out of a job.

Lawrence came out of the navy in
1945 as a lieutenant and went to
work with Miss Pearce on an act.
They broke it in the same year at
the Satire Room of the Fensgate
Hotel, Boston, where Jacoby looked
at it. He made suggestions; they
worked on them, and in April, 1947,
the team opened for him at his Blue
Angel. The rest is history.

The team, Alice Pearce-Mark

THE RAVENS

THE RAVENS, today one of the top
harmony quartets in the biz, attained
that prominence in less than two years.
Organized in the spring of 1946, the
quartet socked in its debut at the Club
Baron in Harlem and shortly afterward
shot into national recognition with its
first National recording, an unusual ar-
rangement of *Old Man River*. Following
this click disk with things like *Write Me
a Letter*, *Summertime* and *Honey* insured
the rapid growth of this vocal four's fu-
ture.

The hit waxings blazed a path of
bookings for the foursome with the group
having already tucked away work at
some of the major niteries and vaude
houses in the country. The
Ravens already have clicked in their initial
Broadway showing at the
Strand Theater.

The group is composed of James (Rickey) Ricks, leader and bass;
Waren Suttles, bary; Maithe Marshall, first tenor, and Leonard Puzey,
Jersey City, N. J., second tenor. Quartet is booked by Universal
Attractions under the aegis of Ben Bart.



Lawrence, got \$75 at the Satire Room.
For their first date at the Blue Angel
they got about \$300. Today they're
getting about 10 times their Boston
salary and killing the carriage trade
nightly.

Besides working in the club, Miss
Pearce is also in *Look, Ma, I'm
Dancing*. Next summer she expects
to go into George Nichols' *Small
Wonder*.

Gal is getting the usual romancing
from percenters, but after her ex-
perience with agents she's decided to
remain unsigned until some rep comes
up with something more than prom-
ises. In the meantime she's being
handled by Herbert Jacoby, her per-
sonal manager.

tumbling is a big mitt-puller, for they
work at an extremely fast pace and
still manage to instill an air of re-
laxation and ease in their toughest
feats.

In the past year, they've received
billing at such spots as the Planta-
tion, Nashville; the Latin Quarter,
Newport, Ky., and the Trocadero,
Henderson, Ky., as well as outstand-
ing outdoor dates on the Barnes-
Carruthers Circuit. Managed by the
Louis Cohan Agency, Chicago.

FRANKIE (SUGAR CHILE) ROBINSON

FRANK (Sugar Chile) Robinson
brought the child-prodigy busi-
ness to boogie woogie in October,
1945. Since then box-office figures
have tumbled—the 43-inch 51-pound

ROBERTA AND MACK

THIS pair of knockabout comics has
developed a "new look," not only
in the presentation of a slapstick
turn, filled with tumbling and acro-
batics, but also in its costuming. The
act catches on when the duo comes
out as a single elongated individual,
only to have the tall, satin-gowned
gal break in two, revealing a male
understander, after which they go
into their varied repertoire of straight
and comedy tricks. They also work
a comedy drunk opening that pulls
plenty of chuckles. Their straight

JACK OWENS

DESPITE the fact that *How Soon's*
popularity peak passed some six
months ago, the impact of the Jack
Owens-penned-and-sung hit is evidenced
by the hefty record sales and personal
appearance pull of the *Don McNeill
Breakfast Club* balladeer.

Because of the spotlight centering on
his tune spinning on the Tower label
platter, Owens recently made the first
Chicago Petrillo-ban-period waxing with
his cutting of *Hukilau* and *I'll Weave a
Lei of Stars* for the Dick Bradley diskery,
with backing by a chorus, harmonicas
and ukelele. Both tunes, written during
a February Honolulu vacation by Owens,
received such a big mail response on his
McNeill ABC web aiter that
Bradley decided to cut out the pairing
despite the ban, utilizing non-
AFM instruments as backing.

The photogenic young crooner is also
slated for a big build-up
via television some time this year when
American Broadcasting
Company debuts its Chicago television
outlet, WENR-TV. Despite a
radio schedule which keeps him within
easy reach of WENR's micro-
phones, Owens manages to do much
week-end out-of-town and local
club date work, and is currently in the
middle of a two-week run at the
State-Lake Theater, where he gets the
headliner's dressing room. Besides
being a personable showman and singer,
Owens is a prolific clobber, having
manuscripted ditties such as the *Hut-Sut
Song*; *Hi, Neighbor*, and *Cynthia's in
Love* in addition to most of the tunes
he has grooved for Tower.

Owens is handled for personal appear-
ances by Al Borde, of
Central Booking Office, Chicago, and for
radio by Lou Irwin.



NICK LUCAS
"a perennial
favorite"
says The Billboard



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tot zoomed from obscurity to the biggest brackets in showbiz on the strength of his unusual personality and 10 fingers that don't work unless they go eight-to-the-bar. Dusky little Sugar Chile was too young to enter an amateur contest at the Michigan Theater, Detroit, in the fall of '45, so maestro Frankie Carle willingly consented to let him entertain for the audience as a neophyte professional. Headlines followed and so did Hollywood, with Sugar Chile landing a spot in a Van Johnson MGM flicker. Then came a White House correspondents' dinner party invite and guest air shots on *The Jack Smith Show*; *We, the People*; Paul Whiteman's *Hall of Fame, Kraft Music Hall, Kay Kyser's Kollege of Musical Knowledge* and the *King Cole Show*. Sugar Chile also set out on a record-breaking tour of the country's outstanding theaters, including the Chicago Theater, Chicago; Downtown Theater, Detroit; Million Dollar Theater, Los Angeles; Adams Theater, Newark, N. J.; Paramount, Portland, Ore.; Orpheum, Seattle, and Orpheum, Spokane, among others. Now it is difficult to figure when the little fellow will be able to take a rest. Sugar Chile's natural-born acting talent with his facility at making with the fingers and elbows across the keyboard a la Chico Marx should keep the tot star in heavy demand for some time to come. He has been guided by management-counsel Sidney J. Karbel and Herbert M. Eiges, with bookings by Music Corporation of America.

CARL SANDS

LONG a hotel band batoneer, Carl Sands readily adapted his work to a theater audience when he took over the Oriental Theater, Chicago, house band, five months ago. A fine arranger and pianist as well as a sincere emcee and stick-waver, Sands caught on immediately with the Oriental's patrons with his casual supervision of the stage shows.

Previous to going into theater production, Sands played such hostleries as the Pump Room of the Ambassador East, Chicago; the Broadmoor Hotel, Colorado Springs; the Hotel Touraine, Boston; the Carlton Hotel, Washington, and the Baker Hotel, Dallas. Still a youngster as stage band leaders go, Sands has ingratiated himself with the regular Oriental patrons to the extent that many of the teen-agers in the audience have started fan clubs for him.

Sands is currently fronting a 14-piece stage band, which features

Drummer Smith Howard on the vocals. The entire Oriental Theater stage production picture has been improved greatly, with the Sands band cutting an excellent show, backing as well as figuring in the show prominently with pertinent overtures and specialties. Booked by the William Morris Agency.

FRANKIE SCHENK

FRANKIE SCHENK moved into the leading ranks after lengthy experience with the bands of Herb Miller, Johnnie (Scat) Davis, Tiny Hill and Anson Weeks. In his time with these bands Schenk appeared in the top spots in the nation, waxed with them on Victor, Decca and Mercury records and played on every major network. He is a crack pianist-arranger.

Schenk hails from Lima, O., where he once operated his own ballroom, booking agency and ork. From there he moved into the sideman slots with the above named bands and now has once again gone out on his own into the baton-waxing field. Schenk features Bette Carle on vocals and as bassist with his ork. Bette formerly worked with the Herb Miller and Dick Rankin orks.

CARL SCHREIBER

DANCE band buyers who are griped at frontiers who do not play to ballroom crowds or don't seem to realize ballroom ops' problems will find a remedy in Carl Schreiber's music, for this over-six-foot batoneer is himself a ballroom op since late in 1946. Schreiber, long a name in the Midwest, bought a piece of the Byrd Ballroom, Chicago, and is currently working several nights per week as house band in the dancery. As a ballroom op, Schreiber is cognizant of the terpery op's problems and as a result, good reports on his band are increasing, for as a promoter he has had more of a chance to study the public's demands.

In addition, Schreiber is heard on the Master platter label and works frequent engagements at prominent collegiate dates and municipal affairs, as well as out-of-town ballroom dates. Besides being a well-rounded musical crew, the Schreiber crew is loaded with showmanship. Managed by Personalized Orchestra Service, Chicago.

CHARLIE SPIVAK



CURRENTLY holding forth at Hollywood's Palladium, the West Coast's top location spot, Charlie Spivak continues to keep turnstiles humming. Coupled with success on personal appearances, Spivak's recent RCA Victor album, *Kreisler Favorites*, has drawn much critical praise from fellow musicians and clicked at the sales stalls.

Charlie has long been billed as "The Man Who Plays the Sweetest Trumpet in the World," having been featured in such all-time favorite orks as the old Paul Specht, Ben Pollack, Dorsey Bros.' band, and Ray Noble. When he gave up "working for the other guy" he took to free lancing, becoming the highest paid trumpeter in radio up until that time. With the help of the late Glenn Miller, Spivak kicked off his own crew at Glen Island Casino, where he was an immediate success.

Subsequently, Spivak went to New York's Hotel Pennsylvania where he broke records previously set by Glenn Miller and Jimmy Dorsey. A future date at Hotel Commodore brought the same healthy reaction.

In addition to diskings for Victor, Spivak has been featured in 20th Century-Fox's *Pin Up Girl* and *Follow the Boys*, made at Universal-International. Top record sellers this past year included *—And Mimi, Now Is the Hour* and the Kreisler album. Booked by William Morris. Personally managed by Louis Zito.



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Disk Jockeys as Nitery-Theater Attractions

The platter spinners are not only solid draws themselves, but the plugging they give shows in which they participate assures good business and enhances the audience-appeal of the acts working with them. Here's the story of a couple of highly significant Chi experiments.

TWO disk jockey gimmicks, both involving only top-name jocks in Chicago, have helped hike revenue in both the cafe and theater field locally. Ernest Byfield, prexy of the Sherman Hotel, Loop hostelry, gave the platter pilot experiment its first workout in the hotel's 500-seat College Inn, starting eight months ago.

Utilizing such platter spielers as Eddie Hubbard, ABC Club, WIND; Dave Garroway, WMAQ, and Linn Burton, free-lancer, as emsees for the room's *Disk Jockey Revues*, Byfield found that he obtained not only a well-known personality to intro acts and weld the show together, but also received plenty of valuable free air plugs from the d. j. then appearing as emsee, who boosted the College Inn via his regular air shows. Impact of this plugging is evidenced by the fact that the d. j. emsee not only plugged his own appearance, but also utilized a larger number of platters

by the recording artists who were appearing with him at the Inn.

Gimmick was utilized successfully for five months, with the three above-named jocks working a period of about seven weeks each. According to Byfield, the experiment petered out when booking offices were unable to supply a well-balanced slate of record names at the \$4,000 budget at which Byfield wished to operate. Byfield found that the recording artist would work at a "reasonable" salary the first time in, but when he noticed his success, immediately demanded a hefty increase. Lack of moderately priced, fairly well-known disk attractions also was due to the dropping of the gimmick. While the College Inn is still utilizing a number of record artists in each show, Byfield has inserted up-and-coming variety acts, especially those which have worked one of the radio amateur shows, such as Arthur Godfrey's CBS netter.

Biggest promotion in the last two

years in the theater field locally ended here March 25 when a two-weeker State-Lake show, featuring Garroway, Simon, Burton and Hubbard, plus Ella Fitzgerald, Lee Monti's Tu-Tones, Herbie Fields's sextet and Mel Torme, all record names, racked up a record \$45,000 gross for its first seven days and an amazing \$33,500 take for the final week, which was Holy Week. The first week topped Esther Williams's \$44,000 mark, set during an eight-day run and a previous high since the B & K house reopened in January.

Ed Seguin, with B & K's flack department for 20 years, said the newspaper and radio plugging equalled anything he can remember. Working under the handicap of the current printers' strike, which has made it doubly difficult to get free plugs because of increased make-up problems, Seguin said that the d. j. show got almost as much flackery as the Jack Benny show of 1947, when papers

had plenty of free space to devote to planted plugs. In addition, Seguin said that utilizing the local d. j. talent made it possible for him to set up a studied flack campaign, something which is impossible for vaude houses which use ordinarily traveling talent that gets into town a day ahead at the most. Seguin also worked up a number of gimmicks, which got big daily attention, such as his special d. j. co-operation with vets at a local VA hospital, and record auctions, with the stage d. j.'s acting as auctioneers, in Loop department stores.

It is understood that Nate Platt, State-Lake house booker, intends to pick up options for future use of the four jockeys as stage talent, around the end of May, when he has several strong platter names coming in. Platt said the local line-up made it possible for him to work out a better production in the show than usual, because talent was available for rehearsals a week before the show.

IONE TOPIC

SUPPLE-BODIED Ione Topic, a young, blonde newcomer to vaude and night clubs, is fast rising to the top among contortionist specialty dancers. A talented tumbler and ballet acro terper as well, Miss Topic has a well-rounded turn that fits into any revue. A contortionist since a youngster, Miss Topic exhibits an ease and grace in her work that has drawn raves from operators everywhere.

During the past year she has worked such spots as the Stork Club, Council Bluffs, Ia.; Tic-Toc, Milwaukee; Plantation, Nashville; Latin Quarter, Newport, Ky.; Trocadero, Henderson, Ky., and is set for a full season of summer outdoor dates.

Managed by the Louis Cohan Agency, Chicago.

"T." TEXAS TYLER

AS THIS is written, Tyler's latest 4-Star waxing, *Deck of Cards*, shows promise of being a sleeper disk hit. Tune has caught on in the West and is rolling east with typical Tyler gusto. As for Tyler, he, too, is rolling on, gaining in popularity with each new record release.

Since singing with 4-Star in 1945, "T." Texas has scored with his *Remember Me, So Round, So Firm, So Fully Packed* and such self-named as *T. Texas Blues*, and *Tex Tyler Ride*. A performer of varied talents, Tex is a highly respected tune cleffer, with such ditties as *You Were Only Teasing Me, No Regrets*, and *Fair Weather Baby*, popular with folk tune devotees.

Fronting the Oklahoma Melody Boys was Tex's boost to folk fame.

Group was organized in Hollywood when Tyler decided to settle on the Coast after a stint in the army. Before the war Tex toured with a Major Bowes unit, did radio shots and dabbled with smaller Western orks. He now works as a single for the most part, and shortly hopes to close deal for his first film stint. Booked by Federal Artists Corporation.

RUTH WALLIS

RUTH WALLIS was born and raised in New York. She learned all the idiosyncrasies of human nature which are bound to come to the surface in a big city like New York. She first appeared professionally with name bands, and her womanly intuition quickly discovered that the run-of-the-mill musical material being supplied by publishers did not fit her personality. So with her typewriter in hand, there followed a rapid succession of new songs.

Ruth Wallis has the peculiar talent of being able to hold a humorous mirror to the seamy side of life and, when expressed in her sophisticated style, the weaknesses of human nature assume a humorous aspect. Her amusing and brilliant songs have brought tolerant and sympathetic laughter into the lives of millions.

Patrons of leading night clubs such as Hollywood Bar of Music, Hollywood; Satire Room, Boston; Raleigh Room, New York, and Blackamoor Room, Miami, have applauded her vociferously. Her records, led by *Johnny Had a Yo Yo*, have sold over a million copies on De Luxe Records. She is married to Hy Pastman, former manager of the Latin Quarter in Boston, who acts as her personal manager.

TEX WILLIAMS

BEFORE Tex Williams cut his famous etching of *Smoke, Smoke, Smoke That Cigarette* for Capitol, he was already established as a top Western band vocalist and performer. Making his pro bow at the age of 13 over radio Station WJBL, Decatur, Ill., Tex toured the country with Western orks, including Spade Cooley, the Colorado Hillbillies, and the Rhythm Rangers.

It took *Smoke* to put him in the

big dough class and open the way for successful vaude tours, location dates and guest shots. His Capitol Americana etchings of *That's What I Like About the West, Never Trust a Woman, Artistry in Western Swing* and an album of polkas are among top sellers in the tune field.

In addition to work in film short subjects produced at Universal-International, Tex has taken a crack at tune cleffing, with a ditty tagged *What It Means To Be Blue* getting good reaction. Managed by Mel Shauer Agency.

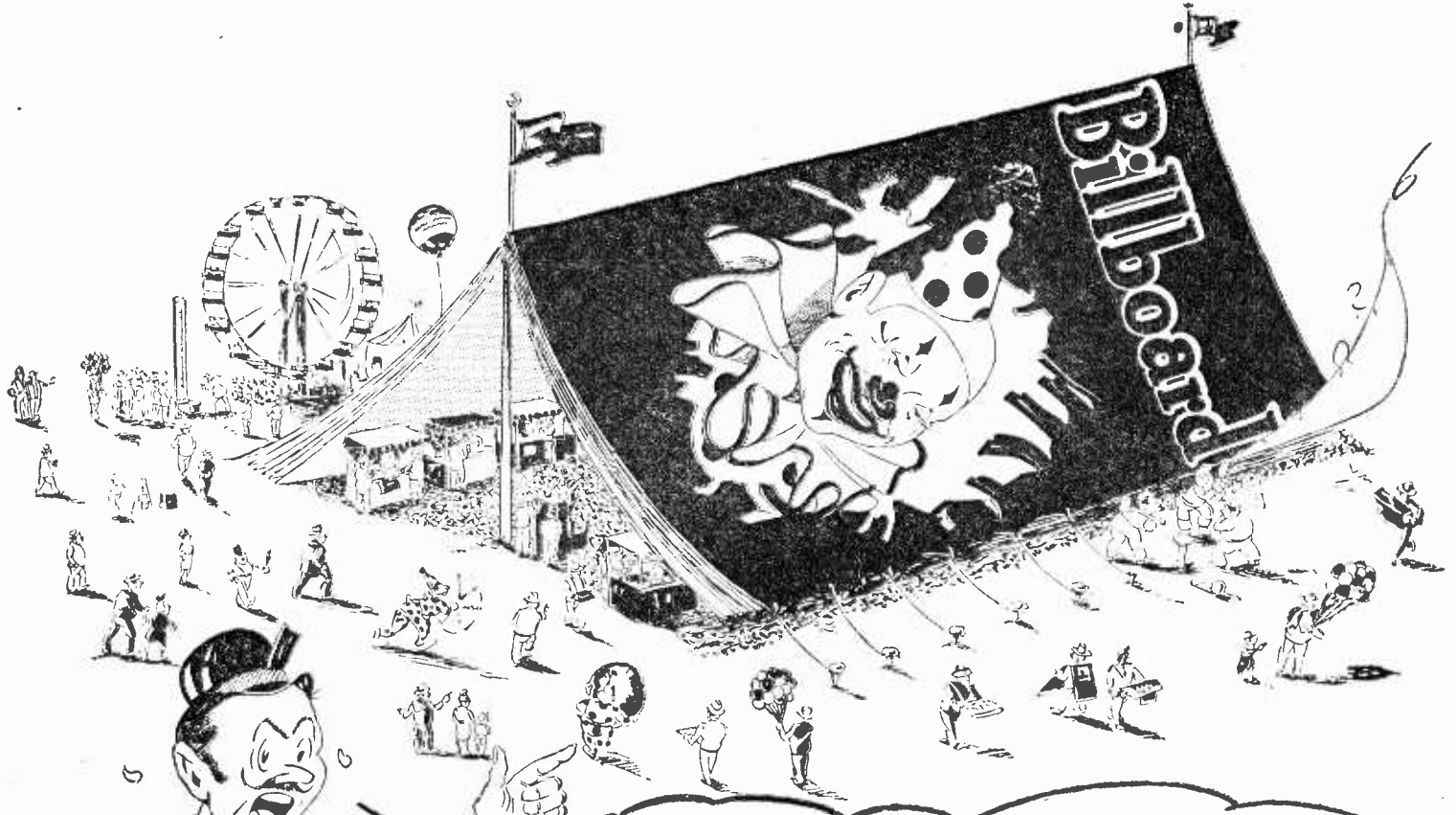
JIMMY WAKELY

RECOGNIZED as one of the top Western artists, folk tunesmith Jimmy Wakely mixed ballads and bullets by dividing his time between motion picture work and recordings. Jimmy has been starred in nearly a dozen Monogram films and is featured on Capitol Records's Americana label. He is also a tune cleffer of top ability, having penned such tunes as *Star-Spangled Banner Waving Somewhere, You Can't Break the Chains of Love, and I'll Never Let You Go*, among others in the Western folk tune field.

Jimmy's first break came in 1940 when Gene Autry caught his act over an Oklahoma City radio station. Autry signed him for the Melody Ranch Show over CBS, on which Jimmy was featured for two years. Later Jimmy came to Hollywood, organized the Jimmy Wakely Trio and played rodeos, fairs and theater dates. Act came to the attention of Galveston, Tex., theater owner Phil Isley (father of film star Jennifer Jones) who recommended Wakely to Monogram Studios. After that the way was easy.

Before joining the Capitol Records stable, Wakely cut for Decca. His first releases for Capitol were *Somebody's Rose* and *Everyone Knew It But Me*, both proving juke box hits. He has also appeared in films for Universal and Columbia pix, and is currently shooting at Monogram. No Hollywood cowboy, Wakely was born in Arkansas and raised in Oklahoma ranch country. He is an avid horse fancier and rider. Booked by Irving Yates. Personally managed by Pete Martinez.





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Beverly Hills, Calif.: 8538
Sunset Blvd.
Edward Sherman
Philadelphia: Real Estate
Trust Bldg., Broad and
Chestnut Sts.
Joe Coopersmith

William Shilly (A)
New York: 1560 Broadway
D. W. Shilling

Silbert-Rollo Agency (A, B, U)
Los Angeles: 1586 Crossroads
of the World
Arthur Silber
Joe Rollo
Mildred Meyers

Eddie Sligh Agency (A, U)
Chicago: 203 N. Wabash Ave.
Eddie Sligh

Eddie Smith Agency (A, B)
New York: Paramount Bldg.
Al Wilson

Paul Specht (A, B)
New York: 342 Madison Ave.

Davis S. Stern (A)
New York: 1619 Broadway
Al Greene

Eddie Suez Theatrical Agency
(A, B, U)
Philadelphia: Suite 500,
Shubert Bldg.
Eddie Suez
Bernie Rothbard

Joseph Sullivan Agency (A, B, U)
Los Angeles: 8949 Sunset
Blvd.
Joseph Sullivan

Sol Tepper (A)
New York: 1270 Sixth Ave.
Beatrice Kitell

Triangle Artists Corp. (A)
New York: 1697 Broadway
Lou Perry
Frank Military

Phil Tyrell Agency (A)
Chicago: 203 N. Wabash

United Amusement Enterprises
(A)
Chicago: 203 N. Wabash
Harry Greben
Dallas: Fidelity Bldg.
Dick and Sonny Millard

Universal Artists Bureau (A)
New York: 234 W. 44th St.
Bert Jaslow
Annatta Sehein

Universal Attractions (A, B)
New York: 545 Fifth Ave.
Ben Bard

Al Wager Agency (A, B)
Los Angeles: 707 D. Broadway
Al Wager
Joe Wager
George Nelson

Art Weidner Orchestra (A, B, U)
San Francisco: 3025 Van Ness
Ave.
Art Weidner

Jack Weiner Agency (A)
Los Angeles: 8979 Sunset
Blvd.
Jack Weiner

BOOKING OFFICES

(Continued from page 24)

Art Whiting Agency (A, B, U)
Los Angeles: 6110 Santa
Monica Blvd.
Art Whiting
Enda Scofield

Fred Williamson (A, B, U)
203 N. Wabash Ave.
Fred Williamson

Frank M. Winkler Agency
(A, B, U)
Los Angeles: 1205 N. LaBrea
Frank Winkler
Miles Auler

World Wide Attractions (A, B, U)
Beverly Hills, Calif.: 197 N.
Canon Dr.
Hal Zeiger
Carl Von Ritter

Jules Ziegler, Inc. (A, U)
New York: 545 Fifth Ave.
Jules Ziegler
Hollywood: 85-82 Sunset Blvd.
Fred Katz
London, S. W. 1: 110
Jermyn St.
Rita Cave

Ed Zwicker Entertainment Bureau
(A, B, U)
Philadelphia: Shubert The-
ater Bldg.
Ed Zwicker

IRVING SCHWARTZ

(Continued from page 17)

cent of their present level and that the percentage split over guarantees will have to go on a 50-50 basis instead of today's regularly accepted 60-40.

According to Schwartz, approximately 80 per cent of batoners on a one-nighter swing show little desire to go out of their way to entertain the crowd. "Many of them are like dead fish on the stand," Schwartz says, "never bothering to turn on the personality or pay attention to the patrons." Schwartz criticized the "just another job" attitude on the part of the maestri, and pointed out that this hurts a leader's following in that particular area as well as resulting in a general ill-effect on other dances to be held at that spot in the future.

"The day when a leader can just stand up there and beat out the music is past," Schwartz adds. "Customers today want to be entertained and get their money's worth. Those who aren't may not come back next time."

Schwartz points out, of course, that not all batoners are guilty of this, and sang high the praises of Tex Beneke and Stan Kenton as examples of co-operative maestri who have recently played his dates. (Beneke played the Stockton Civic Auditorium, grossing more than \$4,000, and the concert Schwartz promoted with Kenton at the Sacramento Memorial

Auditorium drew a \$5,600 box-office.)

Managers and bookers should go all-out in aiding in publicizing a one-nighter, Schwartz feels. He criticized booking agencies who supply age-old material on their bands, "and sometimes even this comes too late to be used effectively," Schwartz said. He feels bookers should supply promoters with one-minute transcriptions for use as radio spots to advertise bands' appearances. Managers, he feels, should show greater effort in lining up personal appearances at local record shops and on disk jockey shows.

ANDY SHEETS

(Continued from page 17)

until guarantees are decreased, this promoter feels.

Here's how Sheets figures it:

"If I charge \$1.50 admission to a dance, after taking taxes off, the box-office keeps \$1.25. If the dance attracts 2,000 people — which is a healthy turnout in these parts today — that means that after paying a \$1,500 guarantee and splitting 60-40 I get to keep \$500. However, out of this money I have to pay for advertising, rental on the hall and my help. There's so little left for the promoter that it doesn't pay to stay in the business."

Sheets wants to see band guarantees brought down to \$1,000 and a substantial decrease in percentages. If the promoter feels he has a chance at making a buck, he'll be willing to go out on a limb and cut admissions

to attract more patrons. Sheets maintains. He thinks that with rare exceptions the gate tab should not be over \$1.25. He said he will charge \$1.80 admission for the Guy Lombardo dances he is running in Oakland on May 11 and at San Jose, May 13. However, since Lombardo has proven to be so strong at this area's box-office in the past, he feels the admission won't be prohibitive.

Generally, Sheets placed most of the blame on the band leaders themselves, stating: "I think the personal managers and bookers are doing all they can. The trouble is that many of the band leaders are too independent these days."

RALPH WEINBERG

(Continued from page 17)

high rental costs there is little left for amusements.

"We have been getting big admission prices in all of our promotion towns but would like to reduce these prices in order to increase attendance. We are unable to do this since we still must pay high guarantees for bands. Colored attractions have reduced their guarantees considerably but the prices on white orchestras continue close to wartime levels.

"The attraction and agency could help us considerably if they made some effort to change their promotion aids. There has been very little change in gimmicks in the past 11 years. The same format has been available in pictures, mats and newspaper publicity ideas ever since I

started out in the field. Some attractions have used advance publicity men, but frankly, this is not much help. Firstly, as a rule, the advance man is some punk who knows nothing about publicizing a band. His stay in a town is from two to three hours and then he is on his way to the next town. This is not enough to make the proper contacts or to do any of us any good. A good advance publicity man would be an asset but they must be hard to find.

"A good advance man should contact not only local disk jockeys but also the juke box distributors in a town he covers. But most advance men pass the juke box operators by. In this writer's opinion the juke box gives a band or any song number its greatest boost."

JOE BARRY

(Continued from page 17)

used to sell us a bona fide band leader — without a band — who would work a date with a pick-up outfit. Today I know when we buy a band we get the same band that is used on records and on its location work.

"The Ritz keeps a daily card index of the bands which play in our ballroom. It is from these records which list guarantees, percentage money, etc., made by each orchestra on its date in the Ritz, that we maintain a price list. The agencies only in extremely rare cases attempt to make changes over previous engagement prices because they know that we know what was paid and what was made."

WALTER STUTZ

(Continued from page 17)

biz conditions, is responsible for keeping patrons at a minimum at many one-nighter dance dates, Stutz contends.

Areas hit by the slump should be hyped at this time with top name bands, Stutz believes. This, he explains, would be a sort of artificial respiration for the band biz and will serve to stimulate interest in dancing. However, Stutz finds booking agents and band managers have followed an opposite course. Those areas hit particularly hard by the slump find they cannot get the top box-office drawing names. Instead they are offered lesser lights in the band biz, as well as territorial orks or newly formed bands that hold little, if any, box-office appeal.

"Bookers keep their top name bands where the clover is green and by-pass those areas where the slump has set in," Stutz says. "If this is permitted to continue, we are dead. Agents should bend all efforts to bring the top drawing bands to the territories where they are needed in order to give the industry a badly needed hypo. Keep those bands in the off-territories, especially when they've been hit by a slump in business."

Stutz feels that the day is here for batoners to replace their high-salaried sidemen with men working for reasonable pay. This, he feels, would allow leaders to ask less in playing one-nighters and thereby "leave a dollar for the promoter." As it stands now, Stutz said, the big names take off the box-office cream and "let the promoters suffer." According to him, this is a situation which must be solved without delay if the one-nighter biz is to remain.

LARRY GEER

(Continued from page 17)

info from all over the territory, indicating that business is really in the doldrums.

Leaders should pay extra attention to doing a good job on the stand, especially playing to the payees. The erratic length of intermissions is discouraging ops, Geer said, and leaders should marshal their sidemen more diligently and see that they adhere to the intermission policy set by the ballroom owner. He encouraged band leaders to get the feel of dancing communities; that they try to find exactly what each ballroom's clientele go for by watching during early-evening sets to see what numbers draw crowds to the floor and what type of music drives terpers from the hardwoods. Fronters should also acclimate their music to the particular qualities of the dancery's p.a. system.

\$1,500 Personal Salary

Some leaders must drop prices, Geer said. Recently a leader told an op that he must continue to demand his high guarantee and percentage because of a weekly \$8,500 nut for the band. When the op asked the leader to break down this high figure, the leader said he included \$1,500 for personal salary plus such overhead items as salary of a valet, secretary, manager, property man and band boy.

Geer said that he has received beefs from ops over some booking offices which fail to return completed contracts to the op, making it impossible for the op to complete promotional arrangements for the date. Ops realize that bookers are sometimes hung up in trying to route orks, but Geer said that an op should have four weeks in advance to really do a job in securing radio time, newspaper space and distributing records of incoming bands to the better patrons. Reports have come to Geer of contracts being held in skedding offices for a month before a date, while the op buys window cards, newspaper ads and other promotional

media, only to have a wire inform him a week before the date that the band canceled out, leaving the op with \$200 worth of bills that will never mean a dime in the ballroom till.

Wedge-Booking Evil

Wedge-booking has started again, according to MBOA members' reports, Geer said. In such cases, ops are asked to buy a band which they don't want in order to get a crew that will click at their dancery. In such instances, Geer said the unwanted band, which has to be used, loses money which even the established favorite fails to make up during these days of declining takes. Often bookers utilize the threat that they will play the band with a competitor if an op doesn't take their pitch. Geer pointed out that usually if one op in a territory can't buy a band, it won't do well with a competitor in the same area. More attention must be given to the preparation of contracts, for a band is inked, only to have such factors as playing time for the band changed because "of an error on the part of a secretary who typed in four instead of three-and-a-half hours' playing time."

ALICE McMAHON

(Continued from page 17)

times what the location band costs per evening and the promotion job on such a date ups the ad budget considerably. The promotion budget for the succeeding night is also hiked to make up for the dancers, who broke their normal habit to make the name dance.

Too Good, No Good

If the name ork is a big pull, the crowd may be so big that dancers do not get a good chance to hit the maple and do not get the service which they usually associate with the ballroom when location bands are playing. Name orks, she said, must realize that, while they have heavy payrolls, the ballroom op's burden of city and State taxes, insurance, advertising, loss of business on preceding and succeeding nights, and a payroll that increases because of personnel necessary to handle the heavier crowds, make it more difficult for the op to break even. With the government getting 20 cents out of every admission dollar for taxes, and the bands asking a 50 or 60 per cent privilege, which means 40 to 48 cents out of the remaining 80 cents, the op has little profit left.

Fronters must learn the particular musical tastes of each ballroom's clientele, she asserted, and a few minutes with an operator before the dance will assist a fronter in doing a better job. If there's a reason an orkster cannot adhere to the dancery's policy, an explanation will make the op realize that his patrons are not being fluffed. Miss McMahon also pointed out the danger of over-long intermissions, which are in violation of union contracts. She asked cooperation from leaders in letting her know what ops can expect in the way of personal visits to local disk jockeys, such as Paul Roberts, WFBM, Indianapolis platter pilot, who has worked 100 per cent in putting the roof dance bands over.

Booking Office Co-Op

Bookers must discontinue to sell concert and show bands as dance attractions, Miss McMahon maintained. When a band is sold, booking offices should follow thru with informative and well-written press manuals. Booking offices should furnish promotional media at reasonable prices. She pointed out that one Omaha territory band booker sells attractive window cards at a nickel, while major agencies ask a dime for the same material. Press books should carry complete info about the band's records and recent web airings.

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RADIO

PICTURES

THEATERS

MARK LAWRENCE

and

ALICE PEARCE

RUNNING SUCCESSFUL NIGHT CLUB

(Continued from page 4)

would rarely lead the orchestra but spent most of his time dancing.

We prefer attractions like Jean Sablon and Joe E. Lewis, who draw in the most money per patron; Duke Ellington, who attracts such names in the music world as Dick Haymes, Margaret Whiting and Johnny Mercer; Carmen Cavallaro, who always plays with the band and is always glad to play request numbers, and Desi Arnaz, who has a host of friends here and a strong following. Peggy Lee proved to be a good draw.

The Hot Miss Thompson

You might be interested to know who drew the most money at Ciro's. Due to the fact that we lump our night club grosses with the liquor sales and catering, it is difficult to be specific. But we do know that the three toppers to date are Kay Thompson, with the Williams Brothers; Carmen Cavallaro, and Danny Kaye. Among others on top at Ciro's are Mitzi Green, Joe E. Lewis, Dorothy Shay, Duke Ellington, Katherine Dunham, Jerry Lester and Veloz and Yolanda. Kay Thompson and the Williams Brothers broke more records than anyone else at Ciro's.

In general, comics do well. However, we insist on entertainment that is not off-color. For two years I refused to have Jerry Lester on my bill because his material wasn't quite up to our standards. He cleaned it up, came to Ciro's and made a great hit here this season. I think that he is thrice as funny as ever before. In fact, I think he will soon be recognized as one of the greatest comedians of our time. Altho a great performer naturally prefers to choose his own material, he will, if reasonable, listen to suggestions on what bits to add or cut. For instance, Mitzi Green was not completely sold on the idea of doing a takeoff on Joe E. Lewis every night. But when I pointed out that he was very well known and liked by our patrons, who would appreciate this particular bit, she included it and it has become a favorite here.

Ciro's itself—tho it is one of the most famous in America—actually operates in the red. We have, how-

ever, five main sources for revenue: (1) Catering. (2) retail liquor. (3) studio parties given on sets. (4) leasing the room to motion picture studios for night club scenes and to radio broadcasting companies for special broadcasts, and (5) concerts. Last year I presented Jose Iturbi, among others. Naturally, we respect the five sidelines which bring in most of our revenue. One gimmick we've latched on to which has helped promote our sidelines is a social secretary who advises those interested in how to conduct a party in their own homes. This is an individualized service for which there is no charge.

Ciro's operates a little differently from most other clubs. We pay no rent since I own the building; the land and all the property is free and clear of mortgage; we have no laundry bills because we own and operate our own laundry; we carbonate our own water; we make our own ice; we own a shop where we upholster our furnishings and keep them in constant repair, and we pay no executive salaries.

MIDWEST BOOKERS

(Continued from page 16)

out to renew interest in dancing and help both groups.

Ops Are Hosts

Ballroom ops must realize they are hosts and should take a general interest in familiarizing themselves with their clientele. Serl Hutton, of National Orchestra Service, Omaha, advised that ballroom ops would do well to associate closely with any community enterprise and attempt to have as many civic and school functions as possible held in their danceries.

On the advertising situation, territory band bookers felt that in some instances the entire budget is spent on promoting name attractions, while ops cut down almost completely for the territory orks. Too many ops, they aver, are sticking all their money in the name-band promotion and are just getting by with their regular weekly territory band dates, which

are so much more economical and if promoted correctly might mean a regular, neat income.

Ballroom interiors and exteriors mean a great deal, and ops should spend more time and dough in seeing that their spots are a showplace in the community. Vic Schroeder, Omaha territory skedder, pointed out the lack of adequate p.-a. systems and poor acoustics discourage frontiers and offer little good music to dancers.

Schroeder also emphasized proper relations between the op and the frontier, encouraging ops to give instructions to leaders well in advance of the opening time; treat musicians courteously, obtain some kind of service from ballroom help for musickers between sets and have pianos tuned to standard pitch. Schroeder also pointed out that it is a good practice for ballroom ops to open their danceries at 6 p.m. so that a band arriving early can have a chance to set up and clean up before eating preparatory to going onto the job.

Study Demand

All territory skedders insisted that ops study their crowds for band demands so that bookers could supply them with the type of band they wish. Barnett said he had run into ops who run regular popularity polls by having dancers sign give-away cards on which they also name their top favorites.

Nev Wagner, of the William Morris Chicago office, said that he has been securing good reports on his suggestion to ops who buy show-type dance bands and work a combination concert-dance. Utilizing a one-hour show and three-hour dance, ops are able to get the older music fans and the younger dance fans in for the name promotions.

Ops who scale their admish ducats according to the price of the attraction are enjoying heftier grosses, according to Lang Thompson, of Associated Booking's Chi outlet. Thompson said that with dough as short as it is patrons are pulled by the drop in coin. Ops are fluctuating the admish in proportion with the guarantee on the band with some success in certain areas, he said.

HAL HOWARD

(Continued from page 16)

of America. Promoter dedicated the one-night dance date to Bank of America employees. These were given tickets at a reduced rate, which meant that the promoter was assured of a substantial turnout coming from that organization.

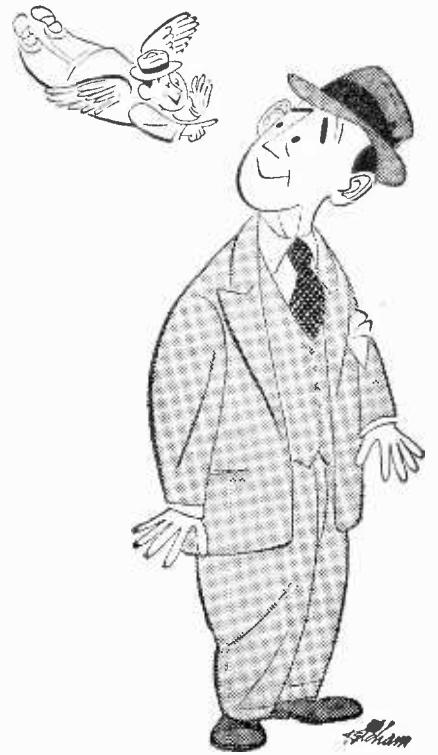
According to Howard, admission prices are on the down grade but promoters and dancery ops take it for granted that the public knows about their lopping of prices. He mentioned one promoter who heads his newspaper advertising with, "Now, name bands at sensible prices." By driving home the fact that prices are down, it will result in more customers who can now afford to go and are willing to spread the good news to their friends.

HOWARD SINNOTT

(Continued from page 16)

some sort of intimacy between the operator and the ticket buyer. The promoter should make use of promotion gimmicks—giveaways, door prizes, disk jockey tie-ins, etc. To top it off the promoter should spend time and money in keeping his ballroom in attractive shape. Some ballrooms today are in bad need of redecoration, refurbishing, repainting, etc. Keeping the ballroom attractive helps to create the environment which would draw customers instead of drive them away.

"Another suggestion is that operators make greater use of advance ticket sales on spot bookings. This serves a two-fold purpose. Primarily, advance sale should cause word-of-mouth talk about the dance around town. Secondly, it serves as some insurance for the operator's date."



The next time you hear
voices—LISTEN!

IT MAY BE your conscience speaking.

It may be saying: "Save some of that money, mister. Your future depends on it!"

Listen closely next time. Those are words of wisdom. Your future—and that of your family—*does* depend on the money you put aside in savings.

If you can hear that voice speaking clearly, do this:

Start now on the road to automatic saving by signing up on your company's Payroll Savings Plan for the purchase of U. S. Savings Bonds.

There's no better, no surer way to save money. Surer because it's automatic... better because it pays you back four dollars for every three you invest.

Do it now. If you can't join the Payroll Savings Plan, tell your banker to enroll you in the Bond-A-Month Plan that enables you to purchase a bond a month through your checking account.

Remember—better save than sorry!

Automatic saving is sure saving
U.S. Savings Bonds



Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.

"Sing Bing", "Lee's for Me" Collegian Chant; in Place: Como, Laine; Stafford, Shore

Sinatra Slip Shows, Lund Fades; Monroe, Christy Pop In

(Continued from page 3)

slot to fifth place behind Crosby, Perry Como, Frankie Laine and Vaughn Monroe. Combination of bad publicity for Sinatra and a long stretch without a sock record (his last biggie was *Mam'selle* over a year ago and that bowed to the Art Lund version for impact) took its toll in this year's poll. But Como's disk success remained at high level with one smash hit to his credit (*When You Were Sweet Sixteen* paired with *Chi Baba, Chi Baba*) and several peak-sale platters to boot. Laine pulled up from seventh slot last year to No. 3 this year on the strength of his Mercury success since *That's My Desire*; the singer even now boasts a hit in his version of *Shine*.

THE BILLBOARD'S 10th Annual College Poll

SINGERS

All-Around Favorite (Male)

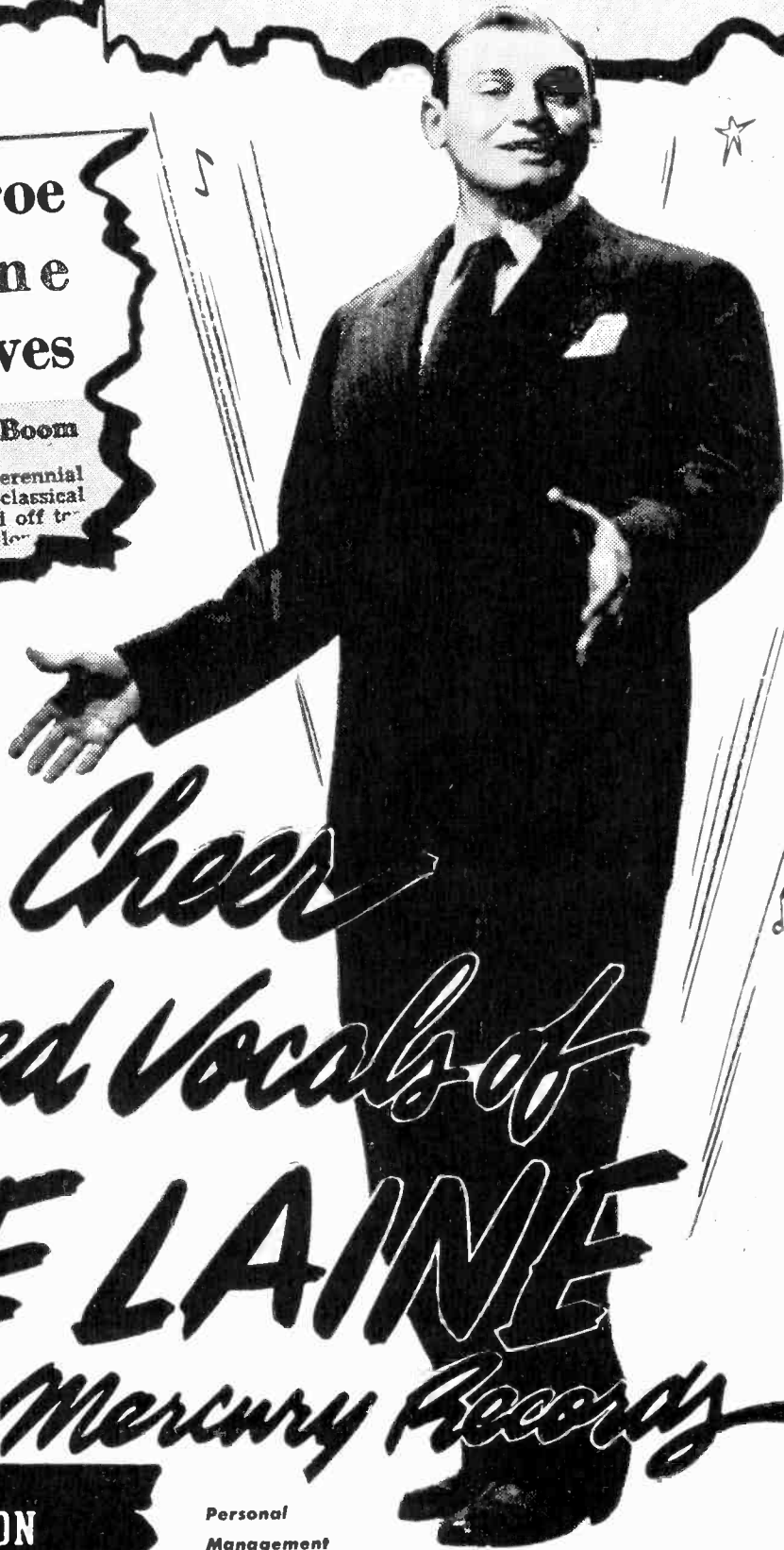
- | | |
|------------------|-----|
| 1. Bing Crosby | 982 |
| 2. Perry Como | 570 |
| 3. Frankie Laine | 309 |
| 4. Vaughn Monroe | 273 |
| 5. Frank Sinatra | 270 |
| 6. Mel Torme | 122 |

Craig "Near You," Monroe "Ballerina" and Laine "Desire" Campus Wax Faves

Iturbi, Rubinstein Longhair Laurels—Khachaturian Boom

NEW YORK, March 27.—The campus lads and lassies' selection of their favorite popular records of the past year apparently reflects the choice of listeners, with piano leading the way.


NEW YORK, March 27.—Perennial favorites of the American classical music lovers at large grabbed off the top billing among the college listeners, with piano leading the way.



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FOUR LEAF CLOVER

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GENIAL
IRISH
GENTLEMAN

ART

MOONEY

and his Orchestra

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SAMMY RAUSCH

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May 11th
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