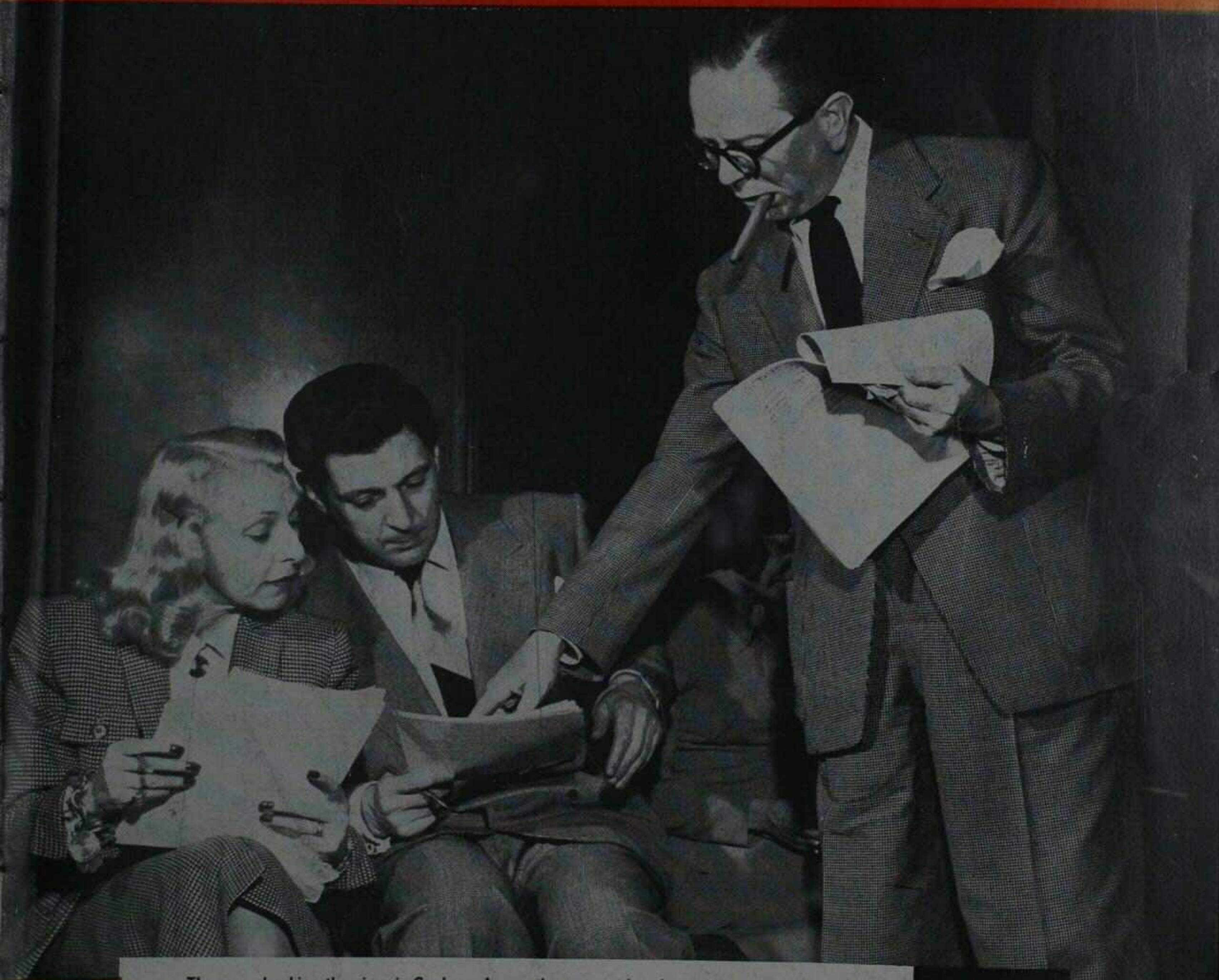


The Billboard



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 mrs. 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



the PARK AVENUE Jesters

NATIONS
NO. 1
COMEDY-MUSICAL
GROUP



FOUR MEN

FOUR VOICES

A COMPLETE SHOW
EXCELLENT DANCE MUSIC

SEVEN INSTRUMENTS

Composers
and
Recorders
of
"PASTA FASULA"
"CHEAP BANANAS"
on
De Luxe
Records

Personal Direction:
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263 S. 11th St. Philadelphia, Pa.

Western Direction:
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.

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 *Warer—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)

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

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)

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.

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.

The Billboard

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The Billboard also publishes: The Billboard Encyclopedia of Music Vendors

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.

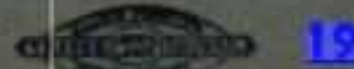
Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

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.



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 Loucher—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 WDRG 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, WDRG 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 programming, 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 20, 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.

(Advertisement)

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.



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.

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

looks like a good bet to hang onto clear frequencies so far as Congress is concerned, the org is seen certain to lose out all around on its bid to operate super-power stations on the frequencies.

Today's hearings, scheduled to be the finale, is to be used for rebuttal, with opponents and proponents of the Johnson Bill each limited to two and a half hours. The main issue is likely to be whether rural listening would be bettered thru super-stations or thru providing additional stations on clear frequencies.

Proponents of the measure had their innings this week, and some 40 reps of smaller stations took the stand. Chief tenor of the arguments was that present radio policy gives Clears an unfair economic advantage in the scramble for advertisers.

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.

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



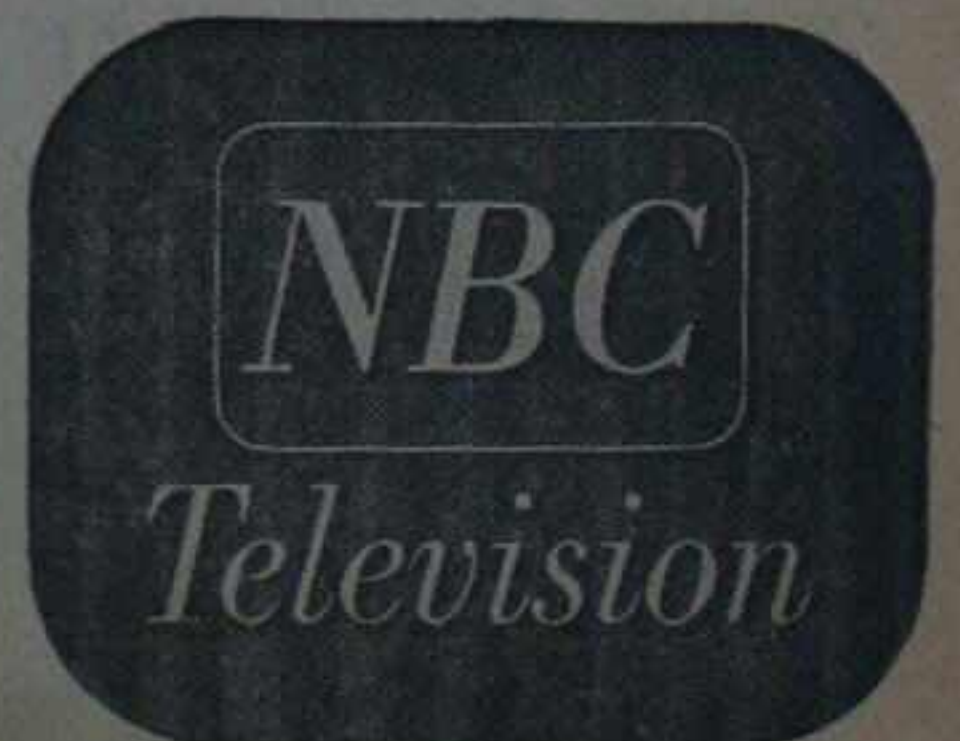
Chesterfield wants to be *satisfied* too . . .

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

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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 KILQ, 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 employee."

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.

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

Coming in May → ANNOUNCEMENT OF WINNERS IN 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

WOR

mutual

HERALD

PRICE 10¢

when you buy a WOR news show

ADAMS...
BROWN...
CHAMBERLAIN...
DUNN...
EVANS...
FERGUSON...
GIBSON...
HARRIS...
JONES...
KING...
LEE...
MILLER...
NICHOLS...
O'BRIEN...
PETERSON...
ROBERTS...
SMITH...
TAYLOR...
WALKER...
YOUNG...

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, WEEI; 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 ailer.

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.

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 its 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.

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 Choral	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.

GENUINE HIGH 5 1/2" x 7" 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; 55 per 1000
Fan Mail Photos (5"x7")—136 per 1000
Postcards 23 per 1000. Mounted Enlargements 30x40: 13.89

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

COPYART
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Plaza 7-8233
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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WGN-TV

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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 23).....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 HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

ABC: "Mayor of the Town".....10.3
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. Scriptor 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 shamus 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 shut-eye without setting them off during the show itself. It should be manifestly successful, and is a good example of economical programing 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 skidded 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 Courfain-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 Rapf, 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.

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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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 Polachek will be the first beneficiary of the new commercial fee policy.

CBS Options Cogan For Possible Airing

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)



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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 cameramen, 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 Musicians (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 PONDER'S 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 Hoedown*, 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 Kotcher, 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.

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 Parish & 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.

Sportscafter 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 Kaufner 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 Zhito.

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 diskers 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 diskers' 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. Diskers 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 diskers 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-diskers 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 diskers 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 skeddled 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 skeddled 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 diskers, 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 skeddled 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

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, proxy 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 legitier, *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.

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 Sylvania, 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 Leo Diston (Chappell), Mack Clark (Bourne), Jack Ostfeld (Jewel) and Bob Miller, proxy 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)

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)

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 dishing of *Toolie* which caused the original turmoil over the song. On that dishing 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 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 \$600,000 it was the considered opinion of those present at the April 8 meeting that it would bring more than the \$750,000 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 "upset the applecart." 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.

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.

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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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.

VOX JOX

A National Accounting of Disk Jockey Activities

NEW ENGLAND WHIRL . . . Norman Prescott spinning out a new disk show over WHED, Portsmouth, N. H., across the board, tabbed *Whelette'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, WDRG; 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.

WITCH . . . 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 (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.

PINNING 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 in 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 dishing for *Dams 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 elect 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 10, 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.

MEMO
from REDD EVANS
TO: Disk Jockeys, Ops and Retailers

SUBJECT:
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Music—As Written

New York:

Sol Handwerker is the new MGM diskery flack chief. . . . Harlem 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 board. . . . 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 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 costumes 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 a

FLASH!

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W. E. HARVEY COMPANY, INC.
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Cincinnati, Ohio

MONTJOY & COMPANY
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F. & M. DISTRIBUTING COMPANY
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Cleveland, Ohio

HURT SALES & DISTRIBUTING COMPANY
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Childress, Texas

HARRY FOX ASSOCIATES
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Los Angeles, California

MILLNER RECORD SALES COMPANY, INC.
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MASTER RECORD SALES COMPANY
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New York, New York

MAJOR DISTRIBUTING COMPANY
106 De Kalb Avenue
Brooklyn 1, New York

BALLANTYNES
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Portland, Oregon

NORTHWEST MUSIC
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DUNBAR DISTRIBUTING COMPANY
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W. M. AMANN DISTRIBUTING COMPANY
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AND OTHERS

DAMON RECORDING STUDIOS, INC.

KANSAS CITY, MO.

1221 BALTIMORE AVENUE

st-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 Roen, born Thursday (15). . . . Sacasas and his Latin ork set for the Grand 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 Roseburn-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 solved 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 Pettor 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 bebop 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 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 singing *Nature Boy*, backed by *It's the Sentimental Thing To Do*, with Don Redman, a member of the Cats, dubbing in a jug solo for bass background. . . . Midwest ballroom operators are purchasing decal stickers for use of numbers on their box-office windows and other glass in the ballroom. . . . Harry Durst, McConkey one-night skedder, and Nev Wagner, WM one-night orker, both ill and out for several weeks. . . . Bobby Beers, ex-Welk singer, singing 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, proxy 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 writers, have completed the title song and score for the pic, *Ladies of the Hour*, 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 Coconut 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 latter 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 Upper Club. . . . Modernaires will play University of Pittsburgh prom May 14 and Buffalo's Town Casino beginning June 14. . . . A tune, based on Harry'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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DEDICATED TO THE
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give
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WHIRL, SHE'S YOUR
PIN-UP girl

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending April 16

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week Last Week

1. NOW IS THE HOUR *By Moeva 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 24376; Gracie Fields, London 110; Horace Heidt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-3704; Buddy Clark-The Charloiteers, Columbia 38115; Jerry Wald Ork, Commodore CT503; 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 15023; 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 Dixan 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 Ray, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Perko String Band, Palda 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odem Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38083; Alexander's Jazz Band, Trilon 320; the Harmonicals, 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 38096; Francis Craig, Bullet 1013; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 19180; 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-1904; 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: B. Bloch Ork, Signature 15180; Woody Herman, Columbia 38103; 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-3505; 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-Nouvelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-134; 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 24361; 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 Hencke, Victor 20-2680; R. Borden Ork, Crystal-Tone 514; Bing Crosby, Decca 24383; A. Dale, Signature 15177; D. Dennis, London 142; Eddy Howard, Majestic 1214; Frankie Laine, Mercury 3096; Art Lund, MGM 10126; Mel Torme, Musicraft 534; Frank Sinatra, Columbia 38053; Margaret Whiting, Capitol 15024.

Electrical transcription libraries: Eddy Howard, World; Atriae Trio, Lang-Worth; Vic Damone, Associated; Charlie Jordan-The Sweetwood Serenaders, NBC Thesaurus; Freddy Martin, Standard.

HIS 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

RUSS CASE

and his Orchestra
Crying For Joy
and
Time and Again
RCA Victor 20-2778



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.



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

Blue Shadows
On the Trail

RCA Victor 20-2780

"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

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

ELTON BRITT

Born to Lose

RCA Victor 20-2772

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!



**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

OSMAR MADERNA

Concerto to the Moon

RCA Victor 25-0111

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

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

ALL-TIME HITS RE-ISSUED!

SAMMY KAYE

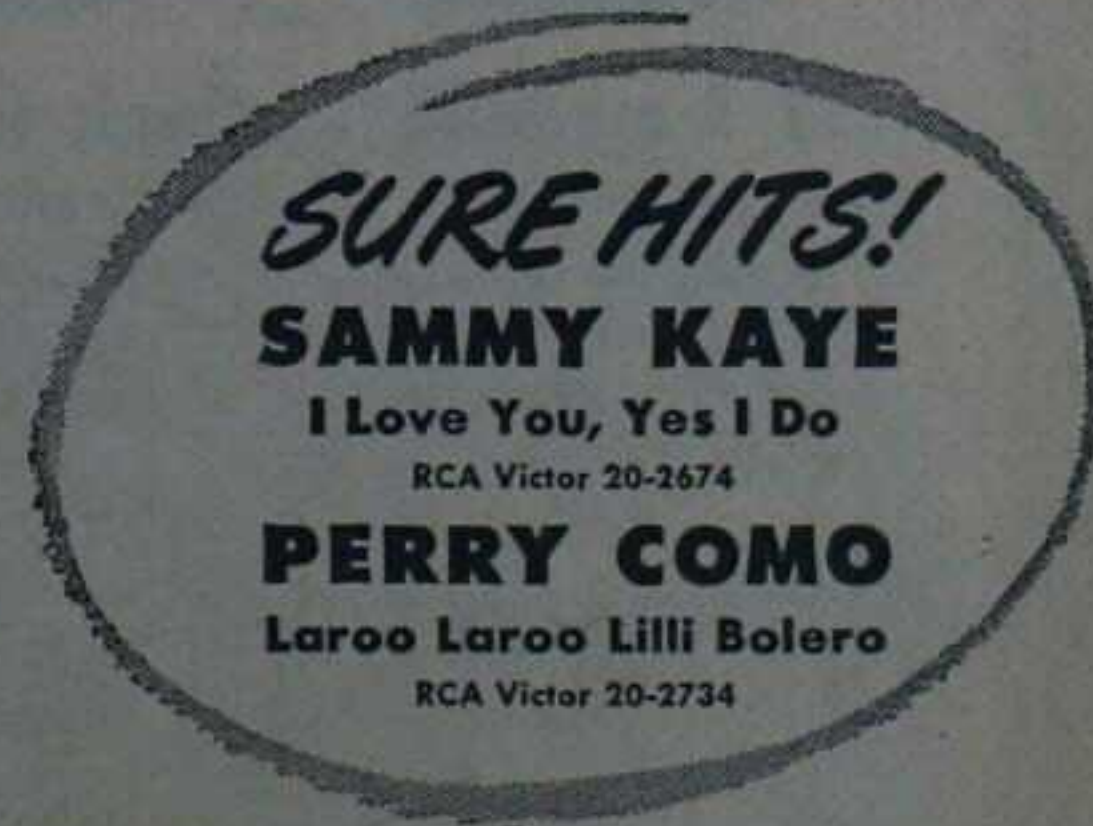
Baby Face

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

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 - 75c




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



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



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



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

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

SPECIAL RELEASE

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

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

MERCURY RECORDS



Billboard MUSIC POPULARITY CHART
PART II
Sheet Music
Week Ending April 18

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	Last Week	This Week	Title	Publisher
14	1	1	NOW IS THE HOUR (R)	Leeds
12	3	2	MANANA (R)	Barbour-Leeds
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	7	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
2	9	8	TOOLIE OOLIE DOOLIE (R)	Chas. K. Harris
2	12	9	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
1	—	10	HAUNTED HEART (M) (R)	Williams
3	14	11	TELL ME A STORY (R)	Laurel
3	11	12	BABY FACE (R)	Remick
1	—	13	SABRE DANCE (R)	Leeds
6	10	14	YOU WERE MEANT FOR ME (F) (R)	Millie
6	8	15	PIANISSIMO (R)	Santly-Johnson
1	—	15	BIG BRASS BAND FROM BRAZIL (R)	E. H. Morris

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	Title	English	American
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	Darewaki	Shapiro-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	Last Week	This Week	Title
3	1	1	NOW IS THE HOUR
3	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER
3	3	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

Radio Popularity

PART III

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 Page Index. The index is projected upon radio logs made available to Peatman's by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, and Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) alphabetically. The music checked is preponderantly (over 80 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. The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in the papers; no other use is permitted; no radio broadcasts utilizing this information be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

Table with 3 columns: Title, Publishers, Lic. By. Lists top 30 tunes including 'Dressed Up With a Broken Heart', 'I'm Looking Over a Four Leaf Clover', 'Larou, Larou, Lillie Bolero', etc.

The Remaining 19 Songs of the Week

Table with 3 columns: Title, Publishers, Lic. By. Lists remaining 19 songs including 'Bye, Blackbird', 'That I Am', 'Every Man There's a Woman', etc.

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with 4 columns: POSITION, Last Week, This Week, Lic. By. Lists 15 most played records including 'MANANA', 'I'M LOOKING OVER A LEAF CLOVER', 'NOW IS THE HOUR', etc.

exclusively yours

A new Release!

Doye O'Dell

'Peekin', Peekin', Peekin'

'A Million Memories'

Western Series No. 30X ☆ \$1.75 plus tax

Johnny Moore's 3 Blazers

featuring Charles Brown and Oscar Moore

'Groovy Movie Blues'

'Free Lancing' 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



ATLANTIC IS GIGANTIC



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!

ATLANTIC IS FRANTIC



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

ATLANTIC 853

ATLANTIC IS ROMANTIC!



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 JUKE'S 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

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Millner Record Sales Co., Inc. 110-112 N. 18th St. St. Louis, Mo.	Penn-Midland Sales, Inc. 2211 Fifth Ave. Pittsburgh, Pa.	Scott-Crosse Company 1423-25 Spring Garden St. Philadelphia, Pa.

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ALL ATLANTIC RECORDS — 79c LIST PRICE

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 4,870 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 24200
			<i>The Treasure of Sierra Madre</i>	
3	8	4.	YOU CAN'T BE TRUE, DEAR Ken Griffin-Jerry Wayne.....	Rondo R-228
			<i>Doodle Doo Doo</i>	
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>	
4	5	7.	BABY FACE Art Mooney.....	MGM 10158
			<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 Sarrento</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 4,870 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	Victor P-202
			Vaughn Monroe	
2	3	2.	Busy Fingers	Victor P-206
			Three Suns	
1	—	3.	Rendezvous With Peggy Lee	Capitol CC-72
			Peggy Lee	
12	2	4.	Good News Album	MGM 17
			June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall	
50	—	5.	Al Jolson Album	Decca 469
			Al Jolson	

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

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

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 49017
- 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

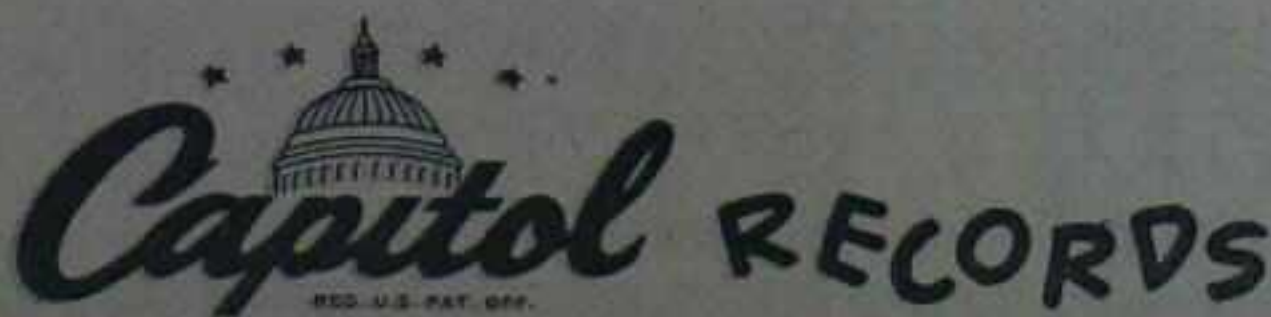
- SWEETEST MOTHER
A SONG FOR MOTHER
Karl and Harty Capitol 40111
- SWAMP WOMAN BLUES
LOVE IN AN AEROPLANE
Milo Twins Capitol 40094
- WHAT'S ANOTHER HEART TO YOU
A PETAL FROM A FADED ROSE
Eddie Kirk Capitol 40092
- RENO BOUND
I CAN'T WIN FOR LOSIN'
Karl and Harty Capitol 40089
- SWEET THING
YODELING WALTZ
The Original Arthur Smith Capitol 40086

COMING UP FAST

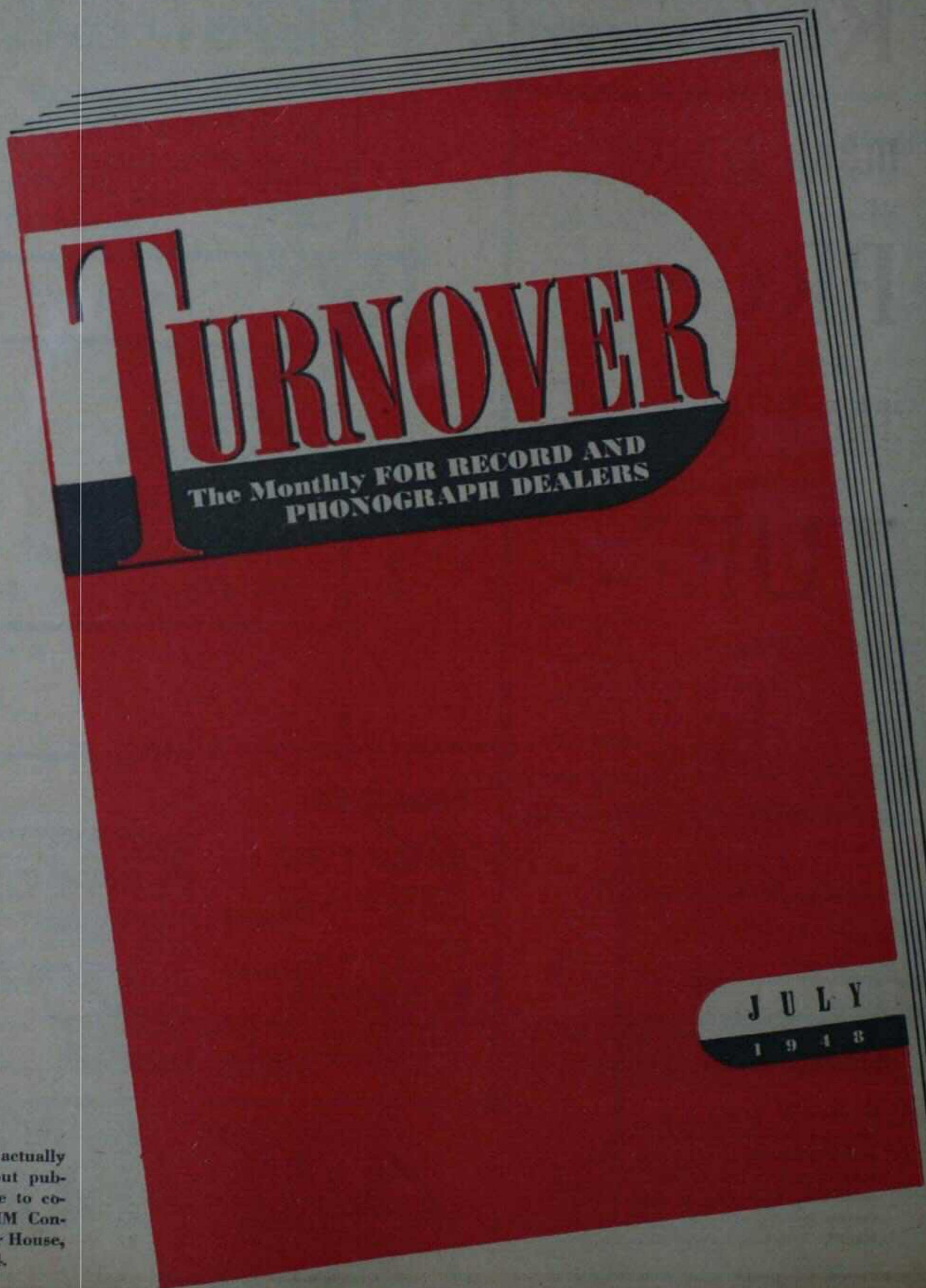
- | | |
|---|--|
| <ul style="list-style-type: none"> GOOFUS
THE HILLS OF CALIFORNIA
Johnny Mercer Capitol 15051 SUSPICION
CLABBERIN' UP FOR RAIN
Jo Stafford Capitol 15068 SUSPICION
FLO FROM ST. JO, MO.
Tex Williams Capitol 40109 SLAP 'ER DOWN AGIN, PAW
CHICKASHAY GAL
Smokey Rogers Capitol 40098 HELEN POLKA
MY WIFE HAS GONE AND LEFT ME
The Sportsmen Capitol 15046 | <ul style="list-style-type: none"> 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 Latcher Capitol 40071
- NO-NAME BOOGIE
HIT THE BLOCK
Joe Latcher Capitol 40101



Coming June 14.



★
First issue will actually be dated July, but published in advance to coincide with N.A.M.M. 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 *ANDREW'S SISTERS*
SABRE DANCE No. 24427
- 2 LITTLE WHITE LIES *DICK HAYMES*
The Treasure Of Sierra Madre No. 24280
- 3 TOOLIE OOLIE DOOLIE *ANDREW'S 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-ANDREW'S 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

Juke Box Record Plays

Week Ending
April 16

PART
V

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Artist	Label
	Last Week	This Week		
10	2	1.	NOW IS THE HOUR.....Bing Crosby.....Decca 24279	
12	1	2.	MANANA.....Peggy Lee.....Capitol 15022	
13	3	3.	I'M LOOKING OVER A FOUR LEAF CLOVER.....Art Mooney.....MGM 10119	
4	4	4.	BABY FACE.....Art Mooney.....MGM 10136	
15	5	5.	BEG YOUR PARDON.....Francis Craig.....Bullet 1012	
2	7	6.	YOU CAN'T BE TRUE, DEAR.....Ken Griffin-Jerry Wayne.....Rondo R-225	
12	6	7.	BEG YOUR PARDON.....Frankie Carle.....Columbia 36936	
11	8	8.	NOW IS THE HOUR.....Gracie Fields.....London 110	
6	14	9.	SHINE.....Frankie Laine.....Mercury 5091 (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 26-2750)	
9	10	10.	NOW IS THE HOUR.....Eddy Howard.....Majestic 1191	
2	12	11.	TOOLIE OOLIE DOOLIE.....Andrew Sisters.....Decca 24280	
4	11	12.	BECAUSE.....Perry Como.....Victor 20-2653 (D. Durham, Decca 25295; Dean Hudson Ork (Sonny Stockton), Mello-Strain 112)	
1	—	13.	SABRE DANCE BOOGIE.....Freddie Martin.....Victor 20-2721	
2	15	14.	ST. LOUIS BLUES MARCH.....Tex Beneke.....Victor 20-2722	
10	9	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		Artist	Label
	Last Week	This Week		
6	1	1.	ANYTIME.....Eddy Arnold and His Tennessee Flawboys.....Victor 20-2700	
5	2	2.	WHAT A FOOL I WAS.....Eddy Arnold and His Tennessee Flawboys.....Victor 20-2700	
36	3	3.	I'LL HOLD YOU IN MY HEART.....Eddy Arnold and His Tennessee Flawboys.....Victor 20-2332	
13	8	4.	HUMPTY DUMPTY.....Hank Thompson and His Brazos Valley Boys.....Capitol Americana 40065	
3	9	5.	DECK OF CARDS.....T. Texas Tyler.....4 Star 1228	
12	5	6.	BUBBLES IN MY BEER.....Bob Wills and His Texas Playboys.....MGM 10116	
7	4	7.	PEEPIN' THRU THE KEY HOLE.....Cliffie Stone and His Barn Dance Band.....Capitol Americana 40083	
9	10	7.	SIGNED, SEALED AND DELIVERED.....Bob Atcher.....Columbia 37991	
11	5	7.	TELL A WOMAN.....Tex Williams.....Capitol Americana 40081	
14	5	10.	SIGNED, SEALED AND DELIVERED.....Cowboy Copas.....King 658	
2	—	10.	SIGNED, SEALED AND DELIVERED.....Jimmy Wakely.....Capitol Americana 40083	

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		Artist	Label
	Last Week	This Week		
11	1	1.	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....Capitol Americana 40082	
6	2	2.	FINE BROWN FRAME.....Nellie Lutcher.....Capitol 15032	
7	5	3.	ALL MY LOVE BELONGS TO YOU.....Bull Moose Jackson.....King 4189	
6	6	3.	TOMORROW NIGHT.....Lonnis Johnson.....King 4201	
19	3	5.	I LOVE YOU, YES I DO.....Bull Moose Jackson.....King 4181	
2	8	6.	REET PETITE AND GONE.....Louis Jordan.....Decca 24381	
3	6	7.	I WANT A ROWLEGGED WOMAN.....Bull Moose Jackson.....King 4189	
10	10	8.	WRITE ME A LETTER.....The Ravens.....National 9028	
3	—	8.	EBONY RHAPSODY.....Rosetta Howard (Big Three Trio).....Columbia 37573	
11	4	10.	BARNYARD BOOGIE.....Louis Jordan.....Decca 24380	
1	—	10.	SHINE.....Mills Brothers.....Decca 24382	

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 26)

4	15	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 26-2750)
14	14	13.	BEG YOUR PARDON.....Francis Craig.....Bullet 1012 I'm Looking for a Sweetheart
1	—	14.	TOOLIE OOLIE DOOLIE.....Andrew Sisters.....Decca 24280 I Hate To Lose You
1	—	15.	NATURE BOY.....King Cole Trio.....Capitol 15054 Last April

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending April 16



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
LOVE SOMEBODY... Doris Day and Buddy Clark... Columbia 38174
DEED I DO... Lena Horne with Luther Henderson's Ork... MGM 10165
JUST BECAUSE... Eddy Howard with Ork... Majestic 1231
WHAT DO I HAVE TO DO (TO MAKE YOU LOVE ME)?... Vaughn Monroe with the Moonmaids and Ork... Victor 20-2811
IT'S MAGIC... Doris Day... Columbia 38379

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

Advertisement for Sinatra's 'All of Me' and 'I Went Down to Virginia' featuring a portrait of Sinatra, a 5-star award, and a 'Columbia's Tune Tipster' section with 'Best Bets' for Dorothy Shay, Frankie Carle, and Duke Ellington.

Advertisement for Columbia Records with the slogan 'HEAR THE GREAT ARTISTS AT THEIR BEST ON Columbia Records' and the Columbia logo.

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

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

TALK ABOUT TALENT!

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending April 15

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 "plug" 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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

MARTHA RAYE-CHARLIE BARNET
(Apollo 1110)

Sweet Lorraine
Name values may sell some disks but Miss Raye sings better than this and Barnet's ork usually is much more proficient.
I Cover the Waterfront
Same as above—here Martha tries valiantly some tricks which miss mainly because of poor control.

70 73 71 66
71 75 73 64

CASS FRANKLIN
(Oscar Waltzer Ork)
(Apollo 1168)

Cuban Cobby
Big bary voice wasted on production lyric to rumba tempo.
Mucho Gusto
Weak lyric set to the strain of "Oye Negra" is nevertheless stronger than topside.

48 46 48 50
66 69 60 69

BOB HANNON
(Roy Ross Quintette)
(Apollo 1097)

If I Live To Be a Hundred
Ideal stuff for bar and tavern jukes with the properly sugary tenor vocal by Hannon.
Your Heart and Mine
More ordinary than reverse.

77 73 77 82
67 68 65 69

KAY KYSER
(Harry Babbitt)
(Columbia 38169)

Evelyn
Harry sings for our money—tune's made purty by treatment.
Bride and Groom Polka
(Harry Babbitt-The Campus Kids)
Wholesome polka with common phrases.

77 78 77 76
75 76 70 80

BUDDY CLARK
(Mitchell Ayres Ork)
(Columbia 38170)

Melody Time
This grows on you... very tasty backing by Ayres.
Blue Shadows on the Trail
Western ballad awfully reminiscent of "Last Round-Up." Buddy's at his best which is better than most pop singers around.

84 84 84 84
82 84 80 80

JAN AUGUST
(Mercury 5112)

Misirlou
Heroin lies August's fame and this dinking still holds up for coin value.
Zigeuner
Flashy but not up to the Augustian standard on the reverse.

80 83 76 82
75 74 72 78

POPULAR

ANDREWS SISTERS
(Vic Schoen Ork)
(Decca 24406)

We Just Couldn't Say Goodbye
Intriguing bass behind beat, measured Andrews phrasing, altho their voice caliber is not what it used to be. A good song, it always was.
The Bride and Groom Polka
Unclever lyric strains a merry polka melody.

87 87 85 88
74 75 66 80

BOB HAYWARD-ALLEN SCHRADER
(Black & White 801)

Now As Never Before
Hayward Sinatranslates a nicely constructed ballad but he's weak on true top-noting. Orking fuzzy.
Stop Me, Baby, If I'm Wrong
(Twin-Tones)
Tuneful novelty with pleasant chirp assist by Hayward.

70 80 60 70
68 75 55 75

CAB CALLOWAY
(Cab Calloway)
(Columbia 38171)

Everybody Eats When They Come to My House
Dietary play on the "Herbert-Sherbet" routine comes long after the fact but some novelty play may ensue.
(I Don't Stand) A Ghost of a Chance
Chu Berry improvises all around "Chance" and makes a fine collector item for sax fanciers.

60 70 50 60
62 79 56 50

DAVID X. MILLER ORK
(Castle 1252)

It All Depends on You
(Romo Vincent)
Romo's a song showman on an oldie. But backing, recording technic are improved here.
Linger Awhile
(Mixed Chorus)
Provocative arrangement combining rumba and community style treatments—but the recording must have been cut in Yankee Stadium.

70 70 65 75
65 50 65 80

JOHNNY THOMPSON ORK
(Majestic 1246)

Hold Me
Thompson's promising on wax but if this has to be revived, Helen O'Connell cuts 'em all; this is basically radio-formula stuff.
There Goes My Heart
Raito's crooner debuts in fine style on good ballad. Orking is insignificant but recording has body.

67 75 60 65
73 80 70 70

(Continued on page 111)

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Album Reviews

Week Ending April 16



THE CATEGORIES

- 1. Production Idea...15
2. "Name" Value...15
3. Caliber of Material...15
4. Manufacturer's Distribution Power...10
5. Exploitation Aids...10
6. Interpretation...15
7. Record Quality...5
8. Manufacturers' Production Efficiency...5
9. Packaging...10

THE RATINGS

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

HACHATURIAN: GAYNE 86
BALLET SUITE #2 (2-12")
Efrim Kurts-Philharmonic Sym-phony Ork of New York

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

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

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

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

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

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

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

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

Neither the Broadway praise for Menotti's new American opera form nor the instinctive reaction raised by legit success can overcome disturbing factors.

HITS OF THE WEEK on M-G-M Records



JIMMY DURANTE CHIDABEE-CH-CH (Yah-Yah-Yah) THE DAY I READ A BOOK M-G-M 30084

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

HELEN FORREST WORRY, WORRY, WORRY CINCINNATI M-G-M 10168

BUDDY RICH A MAN COULD BE A WONDERFUL THING TACOS, ENCHILADOS AND BEANS M-G-M 10174

HAL MCINTYRE BIM BAM BOOGIE SPRING IN DECEMBER M-G-M 10167

FOUR CHICKS AND CHUCK BETTY BLUE CHEROKEE CANYON M-G-M 10176

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

SLIM GAILLARD THE HOGAN SONG MONEY, MONEY, MONEY M-G-M 10164

BOB WILLS KEEPER OF MY HEART I'LL HAVE SOMEBODY ELSE M-G-M 10175

CARSON ROBISON HOLD YOUR HAT 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

M-G-M RECORDS THE GREATEST NAME IN ENTERTAINMENT

PEER INTERNATIONAL'S
FOLK SONGS ARE TOPS!

"Born To Lose"

VICTOR RECORD #29-2772
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 #11L

— DICK THOMAS
— ZEKE MANNERS
— WALKER & SULLIVAN
— RED RIVER DAVE
— DENVER DARLING
— J. SMITH

PEER INTERNATIONAL CORP.

Sole Selling Agent

SOUTHERN MUSIC Publishing Co., Inc.

1619 BROADWAY • NEW YORK, N. Y.

\$ FOLK SONGS for PROFITS

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Advance Information

Week Ending
April 16

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 16174
- 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 16177
- Bala
R. Bloch Ork (Two Guitars) Signature 15204
- Bedelia
J. Garber Ork (Hindustan) Columbia 38205
- Betty Blue
Four Chicks and Chuck (Cherokee Canyon) MGM 16176
- Bim Bam Boogie
H. McIntyre (Spring in) MGM 16167
- 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 16177
- Catch as Catch Can
S. Donahue Swing Seven (Hollywood Hop) Signature 15189
- Cherokee Canyon
Four Chicks and Chuck (Betty Blue) MGM 16176
- Chidabee-Ch-Ch
J. Durante (The Day) MGM 30064
- Cincinnati
H. Porrest (Worry, Worry) MGM 16168
- 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 16165
- 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-Dee-Dee
A. Kassel Ork (If That) Mercury 5110
- Duo Boogie
Collins and Sandy (Midnight Rhapsody) Clover CL-706
- 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
- Hearthbreaker
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 15189
- 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 (Polciana) 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-Dee-Dee) 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 Teabot
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 (Tootsie 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 15189
- 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 16165
- Lovely Lady
T. Weems (My Darling) Mercury 5128
- *May I Never Love Again
T. Weems-P. Como (If 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-9602
- Midnight Rhapsody
Collins and Sandy (Duo Boogie) Clover CL-706
- Mike
N. Emmett (You Can't) Apollo 1121
- Minnie the Mermaid
Phyllis All Star String Band (Tiger Rag) Apollo 1117
- Moonlight Rhapsody
F. Carle (Sunrise Boogie) Columbia 38175
- Moonlight and V. P. I.
J. Long (Happy Birthday) Signature 15186
- My Darling
L. Ha es (You'll Be) Clover CL-705
- My Darling
T. Weems (Lovely Lady) Mercury 5128
- My Pal Lady
B. Carroll (A Boy) Decca 23929
- Oh, Marie
The Accordionaires (These Foolish) Majestic 1240
- Of Poppa Zudick
H. Kibling (Raisins and) Apollo 1130

(Continued on page 119)

King May Duel AFM Post-Ban

(Continued from page 17)

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

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

King's announcement brought to fore trade speculation that major transcription companies may set up a joint European production unit, to handle all foreign diskings for plates on an expense-sharing basis. In discussed calls for a roving team recording and production experts trek thruout Europe and pool disks 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 operator added.

Despite the Mexican venture, King said he would continue to fight Pelethro thru legal channels, altho miffed lack of interest so far shown by low diskers. King admitted disappointment in indifferent attitude of other platteries in joining Standard's struggle 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 Resaurus have refused to stick their necks out in forcing showdown with AFM. He promised action in Washington next week.

ASCAP Probes Pay On MBS Plugs

(Continued from page 17)

ations 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 fee to its publisher members, publishers collect 55 per cent of the society's publisher-pool for performances, valued 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 what 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 valuation.

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 Concesshs

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* ainer.

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.

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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 Sliota, Joe Aglora.

BRASS: Don Boyd (trumpet, vocals), Erv Trisko, Norman Bell, Joe Scilitti, 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, unsworny 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 Marroero, drums; Luis Barreiro, bass, and Ralph Feltes, maracas.

VOCALISTS: Dulcinea 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, clary 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 Aptizsch, Billy Sagone, Lou Atti, Larry Faith and Gaston Dolfi.

TRUMPETS: Lou Brownl, 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 Armour.

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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Det. Jazz Bally Agency

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



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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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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 dinking 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 38)

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 Orodanker.



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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, and 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 five 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. Ernie 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 Johanssen, 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 it, 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 impresario, 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 shapely 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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(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 on. Then came blues, pops and his own *We'll Be Together Again*, each one hitting the crowd like a sledgehammer. 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 (18), 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 *Rhumba 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-\$3. Shows at 9:30 and 12:15. Owner-operators, Hilton Chain. Booking policy, Merril 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 Hildegard impression, particularly appropriate because the chantoosey had just finished here. The audience, being quite familiar with Hildegard'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:

Stem B. O. Dives to 354G; MH, 115; Roxy, 70; Cap, 73

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,-

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

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*.

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 emseing 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

NEZ CLAIRE, a first-timer on the Hirst Circuit, is the daughter of Adore Silverstein, former Polish circus performer, now retired in San Francisco. After seven years in the chorus at the Capitol, San Francisco, she emerged as a principal under Al Schuster's personal management. . . Dick Bernie, comic, left a Hirst unit in Boston last week to rehearse *Small Wonder*, a musical. . . The Elmars, balancing act, spot-booked. . . Hirst houses, return to vaude and vaude 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. . . *Key Faye* is doubling between *High Cotton Shoes* and the Ha-Ha niteries at 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, freight 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 Hub 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* at the Amsterdam (Manhattan) roof.

IRMA LEE, Bobby Fay and George (Beetlepuss) 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 Kiamasha. 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 Gravityo, 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 niterly 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 Grenway, Buffalo, producer. Opens June 15. Non-Equity.

John Drew Theater, East Hampton. (See *SILCO 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 tickets 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.....Collin 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 boring 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 naus-vus 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 much worse than it might be. It is 90 per cent talk and posture, with routine fill-in business to bridge the duller 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 Limenthal, 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	213
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	169
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	894
Beigadoon (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	540
High Button Shoes (Century)	10-9, '47	270
Look, Ma, I'm Dancing (Broadhurst)	1-29, '48	90
Oklahoma (St. James)	3-13, '47	2,276

OPENED

Rats of Norway, The (Booth)	4-15, '48	4
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CLOSED

You Never Can Tell (Martin Beck)	3-16, '48	39
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COMING UP

Cop of Trembling, The (Music Box)	4-20, '48	
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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

Philip Robinson, E. G. Marshall, George Mathews, Robert Arvin, Will Geer, Lou Gilbert, Daniel A. Reed, Fredric Martin, Jabez Gray

CELEBRATION

By Horton Foote

Hilda Vaughn, Perry Wilson, Warren Stevens, Sally Gracie, James Karen

AFTERNOON STORM

By E. P. Conkle

Helen Marcy, Eleanor Barrie, Dan Morgan, John Morley, Stanley Tackney, Lynn Masters, Herta Ware, Mary Patton, Joan De Weese, Philippa Bevans, Ellen Herbert, Fred Stewart, Joseph Kramm, Ed Lamont, Clement Brace, Ed Kaufman, Joseph Kapfer, Joseph Anthony, Norma Chambers

With the sponsorship of three one-act plays by the Six o'Clock Theater's professional workshop group, the Experimental Theater has come back to proper function—real experiment. The three plays selected by the Six O'Clockers are by American authors and have been picked for the variety character assignment they offer the actors for study. Presented sans scenery and with the barest of props, they offer an acting challenge which they respond to it with sharp effect. Hope Is the Thing With Feathers, a wry tragic-comic vignette about the torts 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'Neilian piece about bums. The same sort of analytical approach is there, but without O'Neill's wordiness. Joseph Kramm's direction is admirable, and here are telling performances by such excellent players as Will Geer, E. G. Marshall, George Mathews, Lou Gilbert and Daniel A. Reed. It proves that can be done with a good script and canny playing when imagination works 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, one of those decadent, frustration-obsessed plays about some unnice, brawling, drunken white folks down Texas way and their strident claims to gentility, is the sort of string that has been flogged 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 moping neurotic determined to make something of a weakling brother.

With Afternoon Storm, E. P. Conkle is 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 easy 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 Flopperoo

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 Knicely, 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 13)

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, Ernest Cossart, Richard Hylton, Francis Compton, Iona Szabo, Faye Emerson, Arthur Margetson, Claud Allister, 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, Iona 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 tryout 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 Lucastra (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 (Herabey Community) Hershey, Pa.
Doll's House (Shubert Lafayette) Detroit.
Dunham, Katherine (Majestic) Boston.
First Mrs. Frazer, with Jane Cowi (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, "altho 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 Eugenie 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.

Brookses 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 Brookses 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 Brookses 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 Brookses 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

BRENHAM, 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.

WANTED

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.

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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, the World of Pleasure Shows, April 11 in Detroit. She also leaves no children.

BOWMAN—Etta, 29, known in car-wa circles as Mona McBride, March 11 in Columbus, O. Burial in Columbus April 9.

BRODIE—Buster, 62, vaude and film player, April 9 in Hollywood. He was one of the original Buster Browns before entering pictures 20 years ago.

CASHER—Isadore, 61, Yiddish actor, April 15 in Savannah, Ga., while en route to New York from Florida. He 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, agency, April 12 in New York. He was formerly treasurer of United Artists in Paris.

DAILEY—Eddie (Delsy), 72, black-face comedian and trouper for over 40 years, March 26 in Kansas City, Mo., of a heart ailment. Survived by his 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 C., and a daughter, Sister M. Ethelreda, all of Cincinnati. Burial in the old St. Joseph Cemetery, Cincinnati, April 16.

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 Coast" 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.

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 Musicale 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.

RUINION—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, Tetravini 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 Zaida 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.

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.

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

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 billing 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 Surphlis, 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 throuth 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 tho 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 Break

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 \$1 license fee for venders permits the licensee to sell his merchandise in the vicinity of all public gatherings. Veterans are given venders' license 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 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 throuth 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 Cosagues 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.

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LOOK AT THESE FEATURES!

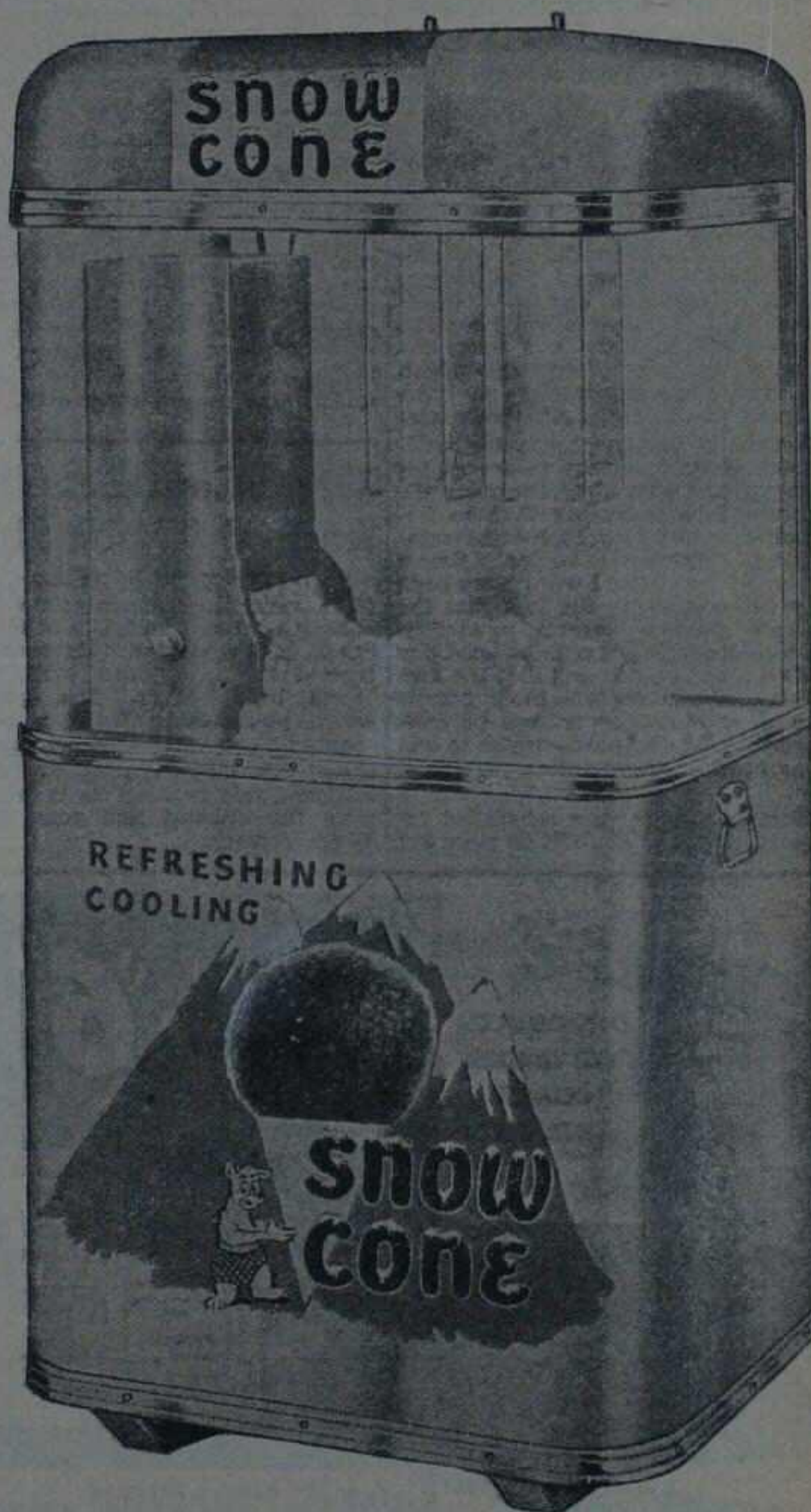
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- LEAK PROOF
because entire cabinet bottom is one piece!
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and a BIG one! In the back where it's handy!
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placed overhead . . . out of the way but convenient; fast!
- LOW OPERATING COST
motor and one light globe—120 V., 60 cycle, A/C!
- COMPACT
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- GLIDES
on the base made of smooth, seasoned oak—glides easily!
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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 Preem '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.

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.

New Mad. Sq. Garden Assure

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 projected super-Madison Square Garden planned by the Authority in conjunction with the management of 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 proved by the city's board of estimates before construction can start.

Tentative plans call for a 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, 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 Show of Canada, sponsored by the Central Canada Exhibition Association, which closed its six-day run at the Coliseum here Saturday (10), short of the 1947 mark but was a success, officials reported. Reason for the drop in attendance, officials said, was "too many other things going on at the same time in vicinity."

Gordon Alexander was emcee, Freddie Pritchard, local musician and booker, furnished a 10-piece band under direction of Al Saunders.

Acts included Mark Huling's acrobatics; the Skating Earls; Oldfield and Ware, acro comics; the Gibson knife throwing; Russel Dotson Collegians, comedy diving; Slingo Milligan; Ken Wilhelm, archer; and Charles Stauber, log roller. George de Long and Ervin Frankhauser, canoe tilting, and Olin Benson's triers.

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 concessions, tobacco products, 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 seaside resorts, has taken advantage of the taxing power.

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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 clubhouse 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. Planned 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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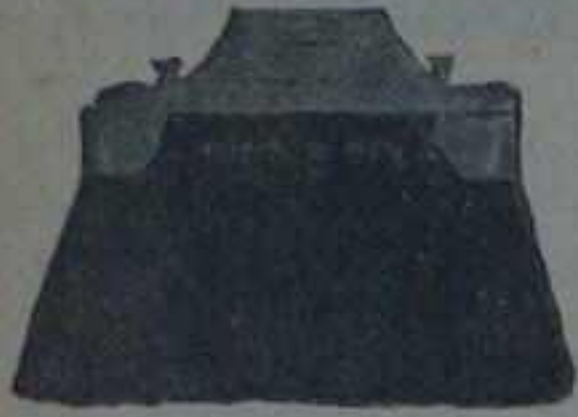
All machinery, equipment and raw material have been moved to the Elkton plant where production and sales will be under the direct supervision of Walter L. Beachler. The entire Dayton plant will be maintained and serve as a distributing center.

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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; Contracts at Little Rock, Memphis

CHICAGO, April 17.—Bronzed from a winter spent in Florida—which terms the "longest vacation since I've been in the business"—Ray Brydon, veteran side show operator, arrived in Chicago this week, handing 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 to 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 extended 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, 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, Colo., and the Lubbeck (Tex.) Fair. The 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 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 closing of five horse barns. The Hutchinson annual last year shifted from being an organized show to contracting rides and shows independently.

Hale on Staff

Brydon revealed he has closed negotiations with Sam Howard (war 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 17-year-old; Lionella, billed as the sun-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 Calligan 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, directing 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 townsfolk 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 Woeckner, 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 Hurtt, J. C. Hernandez, C. H. Swanger and J. J. Woeckner, 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, Huffy 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, time-keeper; 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 Wagan, 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 Voice 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 foot-to-foot somersault while passing thru a hoop.

Following a concert bally, the Cole Liberty horses make their appearance (See Cole Louisville Bow on page 58)

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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 stunts 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 stunts 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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 Following finished sizes, complete with Grommets. Made of double filled duck or twill.
 6'x100' ... \$82.74 8'x100' \$ 92.00
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 Made in any length at the above rate per running foot.
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 "Tents With That New Look."
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 Send Cash with Order. Stock Tickets, \$20.00 per 100,000.
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Each set consists of one Positive 16mm. x 22" and one Negative 16mm. x 12". There are 25 sets in a metal container. These are factory packed 20 containers to a wood case. In excellent condition.

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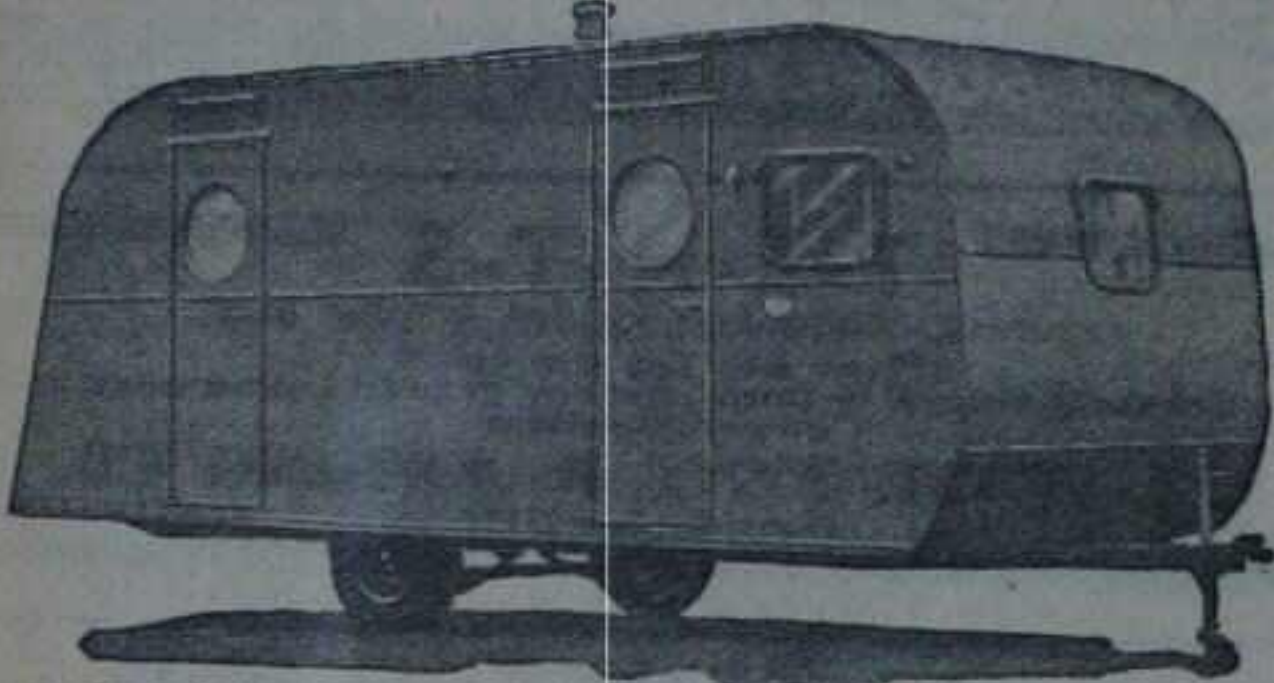
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ROLLS 2,000 EACH. Double Coupons. Double Prices.

No C. O. D. Orders. Size: Single Tkt. 1x2".

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 Zacchins; 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 Zacchins 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



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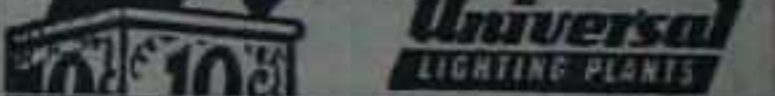
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E. J. WEST
at East Lansing, Michigan, or **RAYMOND SELLHORN**
at Sarasota, Florida. CONCESSION TRAILERS All Aluminum, \$1,595.00 and up.

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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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.

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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 Griebling 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 nonplussed 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 Cavallon and Pat Olevira, Hawaiian rumber; 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 Kinsey, 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 Coglein, 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 Whoa!* 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 Christians; to Harry Thomas, Freddie Freeman and Otto Griebing. And one can't forget Senor Baghonghi, 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.**

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 Joeys; Leo Francis and Grover Nitchman, the latter just back from Hawaii; Roy and Mary Valentine, Mike Kocuk, 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)

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 borthcars as "straight jackets."

Don Cavilla, 99-year-old clown, who completes a series of school dates thru Georgia and Mississippi

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)

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Bailey Bros.' Circus

Reno, Nev., April 22-23; Westwood, 24; Susanville, 25; Alturis, 26; Lakeview, Ore., 27.

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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)

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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.

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 caboose, 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

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)

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.

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, Crab, Pop Corn, Custard, Lead Gallery and Jewelry.

RIDE HELP:

Good Man to take charge of #5 Eli. Also Man for Rideco-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 Snyders 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. 1/2 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 St. Joseph 65, Mo.

MINIATURE RAILROADS

Have yours custom-built-to-order at mass production prices. Steam, Diesel or Electric types (all are driven), any gauge to 24". Up to 150 passenger capacity. 21 Pass. Portable Streamliner, \$2,995.00. Order now for guaranteed spring delivery. 5x10 photos and details, \$1.00 bill, no check.

IRON HORSE LINES Toledo, Ohio
442 Arcadia Ave.

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.

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.

Write—Wire—Phone

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NOrmandy 6971

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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 missing a bet. I maintain these railroads could do a more effective job by exhibiting at the major fairs of the Monday (5) at the Lowry Hotel in opening 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. Bull, 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, refrigerated 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 cuff 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...

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.

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 Jervis, 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.

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.

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.

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.

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.

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



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."

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

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, Teeter Board and Comedy Act. Contact:

T. STANTON HALE, Sec. SPARTA, TENNESSEE

NATIONAL SHOWMEN'S ASSOCIATION

GREET'S 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

RICH BROS. FIREWORKS CO. Write Dept. 5, Box 514, Sioux Falls, S. D.

AFTON FAIR Aug. 10-14

UNDER NEW MANAGEMENT Rides, Corn, Candy, Cookhouses sold. Booking other Concessions. FREDERICK CRANE, Sec., 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. Gass, 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 Petersboro and Cass avenues. This location, a few doors from the Michigan Showmen's Club-rooms, 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 thruout 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

Sothern 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 Sothern'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 Garner 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 Sothern

WILMINGTON, Del., April 17.—Georgia Sothern, 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 Show 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

"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 end 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 Marquer; two new 75 Kw. Transformers mounted on an enclosed 1940 International Truck, good condition; also 4 Light Towers. Replies:

JOE O'BRIEN

TEXARKANA, TEXAS

1302 BUCHANAN

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.

ST. LOUIS, MO.

4570 N. SECOND STREET

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.

ATTENTION

**Carnival Owners and
Girl Show Operators**

Do You Need a Complete Girl Show,
Girls, Specialty Girls or a Name?

**American Theatrical
Agency, Inc.**

Suite 1806
203 N. Wabash Ave. Chicago 1, Ill.
(Phone: Andover 6087)

**DORSO & GOODMAN
WANT**

First-class Chef, first class Short Order
Man, Man for Grab Outfit, Bingo Help,
Cookhouse Help for front end. Show
opens Petersburg, Va., April 24th. All
wires and letters answered promptly.
Address:

c/o CETLIN & WILSON SHOWS,
Petersburg, Va.

**VICTORY UNITED SHOWS
WANT**

Open Downtown, Huron, So. Dak., May 10th
Foremen on Merry-Go-Round and Chair-
plane; top salary. Second Men on all Rides,
also two for Spitfire. Concessions—Can
place Age and Scales, Fish Pond, Agents for
office-owned Concessions. Curly Smith
wants Man for brand-new Juice and Grab.
Boze Bennett, wire: can place you. Want
Man to take over new Mickey Mouse Show.
We move twice a week. 21 Fairs and
Celebrations—21. Address:

PERCY M. JONES, Manager
Victory United Shows
P. O. Box 1382 Huron, So. Dak.

FOR SALE

30-Seat Travis Chairplane, gasoline motor, ticket
box, fence, and entrance arch, '36 Y-8 (new
motor) with 20-ft. trailer. Good rubber on all.
A-1 shape. Ready for operation. \$1,000.00 cash.
Wire deposit or come and get it. Two 5-H.P.
single phase motors, 1750 R.P.M., 115 or 230
volts, same as new, \$100.00 each; 1 Cat Rack,
10x12, new hood, plenty Cats, complete except
Balls; 1 10x12 String Game, new Canvas, Pin
Hinge Frame, 264 Slum Strings, boxed, \$50.00
each. Wire M.O., will ship. One-Ply Wood
Pea Ball Table, Peas and Bottle, \$10.00. No
propositions; am selling out for cash. **W. C.
ARMSTRONG, A & P AMUSEMENT**, Highway
70 East, Brinkley, Ark.

RIDE HELP WANTED

First and Second Man for Ferris Wheel. Capable
Agents for Legitimate Concessions. Will book
two Side Shows. This show plays Montana and
Idaho spots. We are opening May 5 in Chubbuck,
North Pocatello. Winter Quarters open for all
help.

Notice: Committees in Montana and Idaho, I
have a few dates open. Write or contact
ALEX HOLYK, Box 141, Pocatello, or
SAM THROS, 234 N. Main, Pocatello, Idaho.

IDAMONT SHOWS

Merry Midway Shows

Opening Greenfield, Ind., April 24-May 1;
Edinburg, Ind., May 3-8.
Need Stock Concessions of all kinds, Photos,
Jewelry, Pitch Till U Win, Hoop-La, Shows—
Wild Life, Fun House, Penny Arcade. Need
Ride Help that drive. We carry 5 office-
owned Rides.

ALBERT BARKER
2850 Boyd Ave. Indianapolis, Ind.

RIDES WANTED

Merry-Go-Round, Tilt-a-Whirl, Whip,
etc., for Church Carnival.
July 16 to August 1. Contact:
Reverend E. M. Long
St. Dionysius Parish
4860 W. 29th St. Cicero 50, Illinois

PLASTER

Plaster at its best. Prompt service. Free delivery
within reasonable distance. Call us.

CAROLINA DOLL CO.
1116 College St. COLUMBIA, S. C.
(Phone: 5345)

WANTED

Experienced Ride Help for All Rides

HADJI DELGARIAN
2303 N. Melvina CHICAGO 39, ILL.

J. J. PAGE EXPOSITION SHOWS

Opening Johnson City, Tenn., April 24, Downtown Location.

Can place Sound Car. Can place Shows with own outfits. Want Foreman for Chairplane and Second
Men for Chairplane, Ferris Wheel and Merry-Go-Round. Can place a few more Legitimate Concessions.
Good opening for Custard, Diggers, Photos, Ball Games and other Hanky Panky. Privileges have been
sold for Bingo, Cookhouse, Candy Apples, Popcorn, Candy Floss and P.C. Ernest Kaapuni, our
letters to you were returned. Contact by phone. Princess Pat or Jack Willard, let us hear from you.

Everybody address:

J. J. PAGE SHOWS, Box 705, Johnson City, Tenn.

P.S.: Roy Carey wants Skillo and Roll-down Agents.

P.P.S.: Bull Martin wants Working Acts for Ten-in-One and Girls for Girl Show.

DICK'S GREATER SHOWS

Bridgeton, N. J., until April 24

Will book Rolloplane, liberal percentage. RIDE HELP WANTED—
Foremen for Merry-Go-Round and Ferris Wheel. Semi-Drivers pre-
ferred. CONCESSIONS—Penny Arcade, Photos, Ball Games, Penny
Pitches.

R. E. GILSDORF, General Manager

Fidlers United Shows

WANT

WANT

Ride Foreman for Fly-o-Plane, Tilt-a-Whirl, Octopus. Also Second Men. Must drive Semis.
Agitators and Managers just won't last.

Shows with or without equipment.

Want a few more Stock Concessions. Address:

GRANITE CITY, ILL., this week; JACKSONVILLE, ILL., next week.

JOHNNY J. DENTON #2 SHOW

WANT

WANT

WANT

CONCESSIONS: All Stock Concessions open. Good opening for Novelty, Jewelry, Scales and
Age, High Striker, Bowling Alleys, Balloon Dart and Country Store. Will place one
Mitt Camp.

SHOWS: Will give good proposition to Shows with own equipment. Have 30x60 Top. What
have you for inside?

WANT: Experienced Ride Help, Foreman for #5 Eli, Second Men for Spitfire, Octopus, Tilt,
Swing and Kiddie Rides. If you drink, don't waste your time. Earl Denton wants sober,
reliable Agent for nicely flashed Swinging Ball. Jimmie Kalder can place Agents. Working
every week.

Address: **GREENVILLE, TENN., this week.**

BADGER STATE SHOWS

ATTENTION!

ALL PEOPLE CONNECTED WITH SHOW

Opening Red Wing, Minn., May 10

Can use Ride Help in all departments who drive semis. Attention! FAIR SECRETARIES
AND CONVENTION COMMITTEES—Have some open dates in September.

J. VOMBERG, Mgr.

Red Granite, Wis.

PINE STATE SHOWS

Want for long list of Fairs and Celebrations in Kentucky, Virginia and West Virginia:

CONCESSIONS: Custard, Grab, Jewelry, Novelty or any Stock Concessions.

RIDES: Can use one more Major Ride and Kiddie Land. Will furnish one Kiddie Ride to party
with one.

SHOWS: Have completely equipped Girl Show, Side Show, Snake Show and Animal Show. Want
Operators for same who can produce.

Can use Girls, Talkers, or any Useful Show People. All wires to:

MANAGER, PINE STATE SHOWS

CEDARTOWN, GA.

P.S.: All those who contacted us before, wire us again.

Southern States Shows
"AMERICA'S CLEANEST CARNIVAL"

**Want for Florida Tomato Festival,
Ruskin, April 26 through May 1**

Stock Concessions of all kind, few exclusives. Shows of all kinds except Girl Show. Con-
fidentially, if you want to get well and prepare for that long jump north, don't miss this one,
the first in six years. All communications to

JOHN B. DAVIS

Route 3, Box 1136, Tampa, Fla., or care Western Union, Tampa.

MAD CODY FLEMING SHOWS

Opening Waycross, Ga., Downtown, April 24—Two Saturdays

WANT CONCESSIONS

Want one more High-Class Show or Motordrome. A very good summer
route and 10 fairs. Want Help. Huffman wants Waiters for Cookhouse.
Dean and Schilling want Agents for Stock Concessions. Address Way-
cross, Georgia, this week.

**L. J. HETH SHOWS
WANT**

Shows—Want Organized Minstral Show or
Manager capable of organizing one,
Snake Show, Animal Show.

Help—General Ride Help that drive Semi-
Trailers.

Concessions—Age, Scale, Novelty, Arcade.

All replies: Lewisburg, Tenn.

**BUFF HOTTLE SHOWS
WANT**

Ride Foremen—Top wages, best treatment.
Shows with own outfits. Man and Wife for
Ball Game. Big Six Agent. (Harry and
Mamie, contact Bill Bacon at once.)

Address:

BUFF HOTTLE, Mgr.
Ponchatoula, La., this week

Woody Woodward

WIRE OR COME ON.
ART SPENCER

Thomas Joyland Shows
Williamson, W. Va.

**D. D. HALE
WANTS AGENT**

For Count Stores and Skillo; Curly and Penny,
get in touch. Have good proposition. Bill
Jones, R. D. Mesley, Frank Ross, Clifford
Farmer, Dart Store Shorty, contact me at once.

Care Western Union, Poplar Bluff, Mo.

WALLACE UNITED SHOWS

Book, buy or lease Two-Abreast Merry-Go-
Round. Open for Rides not conflicting.
Sober Ride Help, come on. Girl Show, Side
Show, Snake Show open. Showmen with own
outfits, wire. Legitimate Concessions open.
Sell exclusive on small Cookhouse, Bingo,
Diggers, Popcorn, Floss, Pan and one Dice
Game. Address:

COLLINWOOD, TENNESSEE

P.S.: Place Sound Truck.

**KILGORE SHOWS
WANT AGENTS**

Stock Joints, Ball Games and Percentages. Will
book Coke Bottles, String Joint, Darts, Bumpers,
Fish Pond, Slum Spindle, Game Rack and Nov-
elty. Can place Second Men on Rides, must
drive semi. Trinity, Tex., April 18th thru 24th;
Huntsville, Tex., April 26th thru May 1st.

W. E. KILGORE, Owner-Mgr.

**JIMMY BROWN
WANTS**

For the Big Strawberry Festival in the Streets
of Wallace, N. C., April 26 to May 1.
Men and Women Percentage Dealers who can
stand prosperity. Attention, Jimmy Ross, Gus
Poulos and all people who have been with me
before, contact me at once. Have wonderful
territory and all downtown locations. Can use
a few more Hanky Panky and one more Grind
Show. Reasonable privilege. All wire **JIMMY
BROWN**, Piedmont Exposition Shows, Bladen-
boro, N. C., week Apr. 19 to 24; then Wallace,
N. C., Apr. 26 to May 1.

SECOND-HAND SHOW PROPERTY FOR SALE

\$50.00 Wax Egyptian Queen Life Size, Cost \$900.00
\$45.00 Wax big head, big lip. Great circus attraction.
\$65.00 Wax head Rudolph Valentino, Life size.
\$25.00 Novelty Act. Two man bird, Cost \$150.00

WEIL'S CURIOSITY SHOP

20 So. 2nd St.

Philadelphia 6, Pa.

Anderson's Amusements

Opening Laingsburg, Mich., April 28th to May 1st.
Will book Merry-Go-Round on account of disappoint-
ment, also Pop Corn and Photos. Ride Help and
Agents wanted. All contracted come on.

JOHN D. ANDERSON, Owner.

ZELLER'S ATTRACTIONS

Opening Stockdale, Pa., May 1st.

Want Wheel or Merry-Go-Round, 20 per cent; other
Rides. Men for Chairplane and Kiddie Rides. Con-
cessions open except Bingo, Elds, Percentage, Pop-
corn, Pond.

14th St., Jeanette, Pa., till April 28;
then Stockdale, Pa.

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 Huckle 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. Curly 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.

WANTED FOR BEST CELEBRATIONS IN THE EAST

Any Fiat 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 how of merit will get money in these spots. Can place man and wife on Pan Game, also their 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 5 years.
ROX GATTO—EXPOSITION AT HOME SHOWS

THE JOLLY SHOWS

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 IN '48

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, Pea Pool open. **SHOWS—**Chester Kinetop, 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. **Shows opens Saturday, May 1, with a route of proven dates under strong auspices, Celebrations and Fairs, including the GREAT KIMBERTON FAIR.** All address:
R. M. 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.

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.

JOHNNY J. 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.

WIRE
JOHNNY DENTON **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 —
Gaffney, 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 Chairplane, 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.



PENNY PITCH GAMES
 Size 46x48", Price \$37.50.
 Size 48x48", With 1 Jack Pot, \$45.00.
 Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$22.50

BINGO GAMES
 75-Player Complete \$8.00
 100-Player Complete \$9.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
 116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Imported

On hand in these sizes: 2 1/2 inch: 2 9/16; 4 3/16. Write for prices.

Single Sheets, 8 1/2 x 14. Typewritten. Per No. \$5.00
 4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs.
 Any Quantity. Each 1 1/2¢

"WHAT IS WRITTEN IN THE STARS" Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10¢

FORECAST AND ANALYSIS, 10-p., Fancy Covers, Ea. 5¢

Sample of each of the above 4 items for 25¢

No. 1, 45 Pages. Assorted Color Covers 50¢

NEW DREAM BOOK
 180 Pages, 2 Sets Numbers, Clearing and Poling, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample 20¢

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11 25¢

PACK OF 76 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢

Signs Cards, Illustrated, Pack of 36 15¢

Graphology Charts, 8x17. Sam. 5¢. Per 1000 \$7.50

MENTAL TELEPATHY, Booklet, 21 P. 25¢

Shipments Made to Your Customers Under Your Label. No checks accepted, C. O. D. 25% Deposit. Our name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices.

CRETORS

Since 1885

*America's Pioneer
 Manufacturer of
 Corn-Popping
 Machines*

C. CRETORS & CO. Chicago 16, Ill.

**Frozen Custard Machines
 CONCESSION TRAILERS**

Order now for sure spring delivery.
 Write for latest free catalogue.

Frank Thomas
GENERAL EQUIPMENT SALES, INC.
 814-824 South West Street
 Indianapolis 2, Indiana



ECHOLS ICE SHAVING MACHINE
 With Motor \$80.00

With Stand \$85.00
 \$15.00 Deposit on C. O. D. orders.

S. T. ECHOLS
 3700 S. Jefferson
 St. Louis 18, Mo.

NOTICE, CONCESSIONAIRES

NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Show Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park, Dallas. If you can't call, write or wire.

BERT'S SHOW CONE MACHINES
 FAIR PARK DALLAS, TEXAS
 We also handle Snow Supplies.

Any Carnival or Circus

Desiring to show in Culpeper, Va. 40-acre lot edge of Culpeper.

MARSHALL GAYHEART
 Culpeper, Va.

MIDWAY CONFAB

Dave Kay's unit will get under way May 6 at Newark, Del. He recently received a new miniature train.

Telephones are wonderful devices that enable agents to chat with committeemen who don't want to see them.

Larry Osborne, concessionaire on the Matthew J. Riley Shows, is back in Philadelphia following a Florida vacation.

Cookhouse operator Louis J. Kane has five men in winter quarters readying equipment for a long string of celebrations and fairs.

Severin Hilo has added three 100-kw. gas-driven generators to the Down River Amusement equipment, all mounted on semi-trailers.

Disputes over who topped the midway don't interest workingmen, who only look forward to their weekly paydays.

James Baker, with Moore's Modern Shows the past six years, is seriously ill in a Camden, N. J., hospital. His address in Camden is Box 343.

Ernest Gonzer is planning to open a new arcade in Detroit, to serve as test location for the new mechanical

slung shot game which he has developed.

No one was ever so short of reading matter as to sit down and con with intelligent interest the fine print in a workingman's contract.

Ben Morrison, after completing three promotions in the Detroit area, is leaving for Hot Springs, to take the baths. He will spend the summer in Hollywood.

T. F. (Doc) Cunningham, who works Philly units in the summer and winters in Florida, is back in Philadelphia. Mack McFarland, show builder, also is back from Florida.

Pinky Pepper (Louis-Louise) opened in Mobile, Ala., with the Dick Best Oddities annex on the Cavalcade of Amusements. Bobby Fransee handles the photo sales.

To the showman who moans over closed towns, let it be a lesson to never again offend the peace and dignity of a community with blasting loud speakers.

R. S. Eichelberger has returned to his Allentown, Pa., home following a lengthy Florida vacation during which he announced several of the

UNITED STATES SHOWS

Opening April 30 to May 8 — Eight Days

Want ride help for Spitfire, Merry-Go-Round, Ferris Wheel, Octopus, Chairplane, Rolloplane, Streamlined Kiddie Train and Kiddie Aeroplane Ride. Must be semi drivers.

Can place concessions of all kinds: High-striker, Photos, Jewelry, Novelties, Basket Ball, String Games, and Penny Arcade.

Shows Wanted: Unborn and Snake. Want reliable party to take over side show. Have new blue canvas and banners. Good proposition to right party.

Cook-house wanted.

All wires to L. P. Brady, Mgr., 1032 N. E. 82d Terrace, Miami, Florida or phone 783553.

P. S.: Richard Boss, Harry Sisson, Jos. Stanley, Harry Reichman and Fred Bell, get in contact.

ANDERSON GREATER SHOWS

"The Grand Old Show With The Fine Old Name"

Want Photo Gallery, Novelties, Duck Pond, Fish Pond, Balloon Barts, Shooting Gallery, High Striker, Stock Bucket Store, Set Game, Knife Rack, Ball Games, Clothes Pin. Only one of a kind on this Show. Good opening for Diggers. Bob Gordon, answer.

Due to late delivery of new Octopus, can place one Flat Ride. Prefer Tilt or Octopus. Will book for 25%, also pay \$50.00 a week. Need Ride to fulfill 20 weeks contracted. Book Roll-o-Plane, 25%.

Want Wheel Foreman, Help on Chairplane and Kiddie Ride, man to operate huge Army Searchlight, and man or woman to take charge of Fun House, built on Semi. All new. Address: BERT EDWARDS, Ride Supt.
 Have complete outfit for Geek or Snake Show. Doc Milton, carpenter, come on.
 Will book Shows with own outfits, 25%, or will frame for worth while attractions.
 Tom Hale wants Help on Bingo. Ray Jones, Carl Moore, Venice Peaches, Jewel Peaches and Walter Bill Daniels, contact Tom Engel. Jimmie Burns, wire Jimmie Annin. Wm. M. Jarvis wants Assistant Electrician and one P.C. Dealer. All replies to

H. KERMIT SUMNER, Mgr.
 CENTRE, ALA., this week.

SIDE SHOW PEOPLE WANTED

Can place a few more people for two of the finest shows in the East, one more Talker, Magician to handle inside Illusion Show, Musical and Juggling Act, Novelty and Mental Act. Interested in first-class Acts. Grady Stiles, have been unable to contact you. Answer. Open here May 3rd. Write or wire.

GLENN H. PORTER
 Richmond, Va.

GOLD BOND SHOWS NOW OPEN

Want Shows with or without outfits.
 Want Stock Concessions and Concession Help.
 Want Rides with or without transportation.
 Want Useful Ride and Show Help, Semi Drivers.

This Show is playing first in good payroll towns under strong auspices with strong advance ticket sale, Sound Trucks and Searchlights.

Wire, write or come on for a spring bank roll.
MICKEY STARK, Owner; MICKEY RANKIN, Agent.
 Monmouth, Ill., April 19-24; Kewanee, Ill., April 26-May 1.
 Due to disappointment, have good proposition for Cookhouse and Wheel Foreman.

LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE COMING SEASON, PLACE YOUR ORDER NOW FOR THESE TIME-TESTED, SURE-FIRE

MONEY MAKERS by EVANS!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- NEW "SPEED DEMON" AUTO BUMP
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

Write for Complete Catalog
 CARNIVAL SUPPLIES, EQUIPMENT,
 GAMES, ETC.

H. C. EVANS & CO.
 1528 W. Adams St., Chicago 7, Illinois

SIX CATS

Buckets, Skillos, everything else you need.

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NEW FORTUNE
 Buddha Papers on
NEW WHITE
 Paper
 MASTER OUTFITS
 NOW AVAILABLE.
S. BOWER
 Belle Mead, N. J.

FOR SALE 1947 ELECTRO-FREEZE CUSTARD MACHINE

Large model, 25 gal. per hour, and holding cabinet. Used one season. PRICE \$1,650.00
W. E. McGINNIS
 348 Nahant Road, Nahant, Mass.

FOR SALE One Kiddie Ferris Wheel

Six seats, A-1 shape, built exactly like Big Eli, complete with electric motor.
\$500.00
RUTH ROY
 General Delivery Little Rock, Arkansas

WANT TO BOOK RIDES, SHOWS, CONCESSIONS FOR LABOR DAY CELEBRATION, SEPTEMBER 5 & 6.

Sponsored by Quincy Trades and Labor Assembly. Contact
E. H. SNYDER, Pres.
 907 KENTUCKY QUINCY, ILL.

AGENTS WANTED

Coke Bottles, Penny Pitch, Ago. Also Mail for Dark Room.
JAMES B. KALEN
 c/o Imperial Shows, Virdan, Ill., April 26 to May 1; Bushnell, Ill., May 3-8.

PRODUCING AMERICA'S BEST BANNERS
SNAP WYATT STUDIOS
 1808 FRANKLIN ST. TAMPA, FLA.
 Phone: M-63662

HANKY PANKS—29 Items—Cats or Punks. Doz. . . . \$27.00
IMMEDIATE DELIVERY

Bottles, Wood or Alum. Ea. . . . \$ 1.75
 Penny Pitch Boards, 24 60.00
 Bottle Stands, 3 legged 15.00
 Huckle 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 Raffle, 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
 18" Chuck Cage with 1" Dice Bell attached 35.00
 Over and Under Charts or Best the Dealer Charts, sizes 52x72, on the finest annealed cloth, Ea. . . . 20.00
 and 57 other miscellaneous items.

RAY OAKES & SONS
 BOX 108 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., informs 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

Apr. 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, 8 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.

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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.

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 DETROIT 4, MICH.

New **ELECTRIC CORN POPPER**



Taverns
Schools
Drug Stores
Bus Stops,
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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.

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Easy Way to Big Profits!



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!

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ROASTED PEANUTS

THEY ARE ALWAYS

"JUST-RITE"

FOR PROMPT SHIPMENT OF ANY AMOUNT, WRITE, WIRE OR CALL

MYERS COFFEE CO.

324 N. FARISH ST.

JACKSON, MISS.

Telephone: 2-1129

SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY AT LOWEST PRICES" WRITE FOR PRICES

KIRBY'S PRODUCTS

15 Fike Avenue

UNION, SOUTH CAROLINA

PENNY PITCH

LOOKING FOR LOCATION

Anyone interested write

ARNOLD THOMPSON

26 Railroad Ave. Garnerville, N. Y.

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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
 Chicago, Illinois

1728 First St., N. St. Petersburg, Florida
 Phone 5914

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.

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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 1449.

WANT HELP FOR ALL RIDES

Foreman and Second Men for Rides; winter quarters open, come in and go to work. Life, 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 POPKIT PLUS!

Seazo
COCONUT OIL
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Simonin of Philadelphia

as the reason why no patrons arrived because of the lack of parking space.

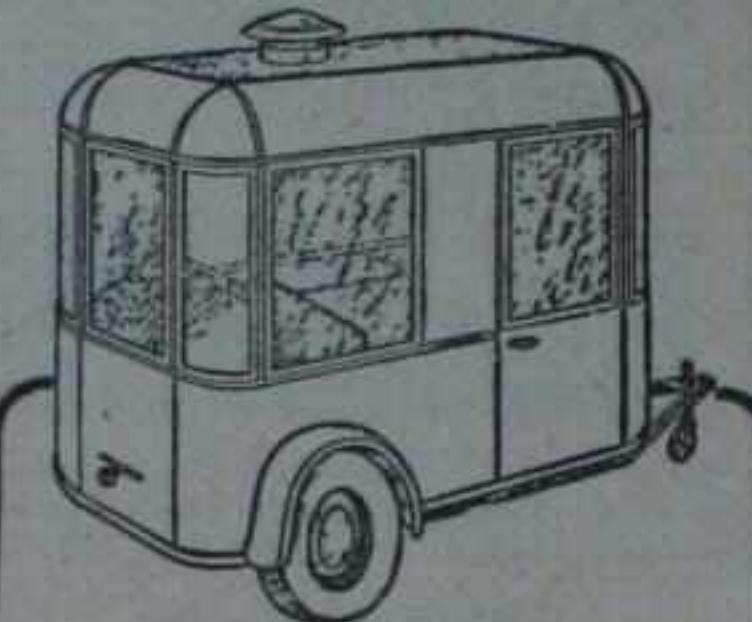
Robert Sorensen has booked his lunch stand with Palmetto Exposition Shows, according to L. W. Peoples.

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, Ell 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. Lattip, with Ell, contact us. Jimmy Richardson, contact at once. Agents for Office Stores, Heber 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 8 • 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 PREEDIT Peanut Roasters—
Write for Particulars.

Frostee
MALTO-MILK SOLIDS
FOR
FROSTY MALTED MILKS
FULLY PREPARED

• DELICIOUS • CONVENIENT • PROFITABLE

Can Be Used in Any Custard Machine
For Sample, Details and Price Write to

THE DAYTON FOOD PRODUCTS CO.
436 WAYNE AVENUE • DAYTON 10, OHIO

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)	Betty Zane No. 2 (10¢) 10M or more \$8.40 Per M (Less than 10M \$8.50M)
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OHIO SUPER YELLOW AND DWARF WHITE HULLLESS POPCORN. In 50 and 100-lb. moisture-proof bags. Also supplies. Write for catalog and prices.

BETTY ZANE CORN PRODUCTS, INC.
638 BELLEFONTAINE AVE., MARION, OHIO

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, Cans, Hoopla Blocks and Rings, Horse Race, Dice Cages, Bingo Cages, Cards and Markers, Penny Pitch Charts, Darts or 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 1/4 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; 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 1/4 x 7 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. Per set of 100 cards, tally card, calling markers, \$3.50.
LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded.
3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Ping-Pong Balls, printed 2 sides, \$30.00
Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M1.50
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads, M1.75
Adv. Display Posters, Size 24x36, Each .10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Rubber Ball Markers, Master Board; 3 piece layout for15.00
Thin Transp. Plastic Markers, 1/2" x 1/2" M1.00
Red or Green Plastic Markers, 1/4" Square, Round or Scaloped, \$2.50 M; 1/2" 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

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
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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 Panks), 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 Gold Medal this year for the fastest service in the business.
GOLD MEDAL PRODUCTS CO.
-318 E. THIRD STREET CINCINNATI 2, OHIO

**FOR SALE AT ANY FAIR OFFER
LARGE CAPACITY PORTABLE FROZEN CUSTARD
OR FROSTI MALT MACHINE—BUILT INTO TWO-WHEEL CONCESSION TRAILER.**

1350 Howard St. HEmlock 1-1750 San Francisco, Calif.

**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 falls. 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.

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 Crestors popper, gas tanks, carnal 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.

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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.



**ONLY
popsit plus!**

LIQUID
POPCORN
SEASONING

gives
your customers
the

FLAVOR

they
favor

in
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SEASONING SPECIALISTS
TO THE NATION

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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 Game, or any Legitimate Concession. Exclusive on French Fries. No Flats or Gypsies. 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 MAY 20-21-22 NASHVILLE, TENN.

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.

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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:

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L.B. "JUST A GOOD CLEAN SHOW"
LAMB SHOWS

CELEBRATIONS FAIRS

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
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.C. 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 Saunter 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, Minn., this week; Oxford, Minn., 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 Till 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—Rolldowns, 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

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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

Quichita 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 luses.

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 for:

UNITED EXPOSITION SHOWS
Longview, Texas

BUTCH GOFF WANTS

General Help for small Concessions. 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-Arm Merry-Go-Round, new paint, good mechanical condition. Ideal ride for park. Price, \$2000.00. 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 Show, 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
Marianna, 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-Come, 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 1, 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 Shows. Will book all Concessions. We work every week.
Covida, 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, 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" Caraglio, Floyd Miller, get in touch at once. Address all replies to:

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" Caraglio, 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.

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.

2 G. E. SEARCHLIGHTS
 Mounted on 4 tires, 800x16; 80-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.

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. Bus. Mgr.
 Kingston, Pa.

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.

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.

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.

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 Airplane. Second and Third Men on Wheel, Tilt, Roll-o-Plane and Chairplane. Charles Cochran and Jig Shorty, contact. Want Mug Outfit, String Games, Dart 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.

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.

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.

Harry Craig's
HEART OF TEXAS
Shows
WANT CARNIVAL SECRETARY
MAN TO HANDLE SOUND CAR
 Address Pecos, Texas, this week

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.

SNAKE SHOW LECTURER
WANTED
 Entirely new frame-up. Salary or percentage.
ZEKE SHUMWAY
 c/o IMPERIAL EXPOSITION
 Caruthersville, Mo.

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 NUCER, Winchester, Virginia

RIDE HELP
 Foremen for Octopus and Rollo-plane. General Help on all rides. Report now.
World of Pleasure Shows
 Wyandotte, Mich.

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.

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 semi; 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.

OMAR'S GREATER AMUSEMENTS
 Want Four Ride, Train, Tilt, Octopus, Ten-in-One, Mechanical, Girl, Monkey Shows, Dancers (Joe Harrich, answer), Photos (Joe Stanley, contact), Candy Floss, Stock Stores, Glass Pitch, Ball Game Agents, No Flaties or P.C. Agents. Want Ride Men, Doniphan, Mo.
 P.S.: Show Tops for sale.

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

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

MECHANIC AVAILABLE
 10 years' experience on One Balls, Fire 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.

COASTAL PLAIN SHOWS
WANT BINGO
 To join on wire.
MEBANE, N. C., this week.

WANT RIDE FOREMEN
 For Roller Coaster and Airplane Swings.
CHAIN OF ROCKS AMUSEMENT PARK
 10783 Lookaway Drive, St. Louis, Mo.
 Phone: Muthery 5434

FOR SALE OR TRADE
 About 500 pieces for Walk Through or Crims Show. No junk. Also Buell Viewing Show.
SIMON WARNER
 Shelbyville, Tenn.

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.

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.

THOMAS LOWE
 and
JIMMY NOLAN
 Contact me immediately.
EDDIE RILEY, c/o FIDLER UNITED SHOWS
 Granite City, Ill., this week;
 Jacksonville, Ill., next week.

MERRY-GO-ROUND
 For Sale—A 30 Ft. Two-Abreast. New Tent, Homer 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. 94th St. St. Louis 5, Mo.
 (Phone: Cahany 2531)

GOLD BOND SHOWS
NOW CONTRACTING FOR 1948 SEASON
 RIDES—SHOWS—CONCESSIONS
MICKEY STARK, Mgr.
 Box 229, Mt. Sterling, Ill.

WANTED CONCESSION AGENTS

Two Counter Men for Bingo, good salary; also Agents for Fish Pond and Duck Pond for W. S. Curl Shows. Show opens May 1st at London, Ohio. Will be on lot April 29th. Wire or write:

BOX 21, LONDON, OHIO
TED COLE

WANTED

For Bingo: 1 Counter Man; also Fish Pond and Duck Pond Agents, opening for P.C. Dealers. All interested contact Ted Cole, c/o Queen City Shows, Johnson City, Tenn., this week; then as per route.
P.S.: L. C. Owens, who worked for Eddie Cole last year, come on.

TED COLE

COLUMBIA SHOWS

OPEN GARDINER, MAY 1-8

CAN PLACE

A few more Grind Stores. Will give to right party attractive proposition and Exclusive on 2 neat Grind Shows with own equipment and transportation. Want Second Man on Wheel.

20 Weeks, Best Spots in East. All First In.

TOMMY KEEFE

R. F. D. #5 FALMOUTH, ME.

—WANTED—

Two Capable Count Store Agents, wire English Jack. Also two capable Pin Store Agents.

Wire:

JOE STEGALL

c/o ALAMO SHOWS

San Antonio, Texas, April 9-24; then Abilene, Texas, and Vernon, Texas, to follow.

ROLLOPLANE FOR SALE

New 1947 model. Located at Revere Beach, Boston.

\$2,750.00 handles it.

Tel.: Rev. 8-3683-W after 6 p.m.

See BUTLER

53 Walnut Ave., Revere Beach, Mass.

FOR SALE PHOTO-TRAILER

20 Ft. long, makes 2 size pictures, 2 1/2 x 3 1/2" and 3 1/2 x 5". One of the flashiest on the road. Will sacrifice due to illness. Can be booked on Show for season. In operation now.

MRS. FRED BOLIS

c/o HETH EXPOSITION SHOWS
Poplar Bluff, Mo.

WANTED

Playing Chicago Lots: Bingo Operator, Ferris Wheel and Merry-Go-Round Man. Steady work. Good pay.

SAM MENCHIN

Phone: SUPERIOR 7243

11 W. Division St., Chicago, Ill.

ELECTRIC FREEZE FROZEN CUSTARD MACHINE

Mounted on Chevrolet Truck. Neon light, some stock. Everything goes with it for \$3,000.00 cash.

GEORGE WELCH

c/o Shan Bros. Shows ERWIN, TENN.

SPITFIRE FOR SALE

Practically new late 1946 model. Reason for sale, death in family. \$1000.00 cash, balance \$4185.00 on 25% of gross. Must be moved.

LOISEL & SCHMIDT

Sunland Amusement Park Sunland, So. Calif.

WANTED

Ferris Wheel Foreman. Good Wages.

HOWARD MATUROS AMUSEMENT

1604 W. 17th St. CHICAGO 8, ILL.
Phone: CANal 8844

ANIMAL SHOW TOP

Almost new 40x15 ft. Royal Blue, Red trim, complete with lights, ticket box, P.A. system and two stainless steel cages, portable, three compartments in each. Could be used as 10-in-1. First \$350.00 takes it. MRS. AL HOLDEN, 912 Connor Ave. Phone 4623-M-2, Joplin, Mo.

HILL'S GREATER SHOWS

Want Legitimate Concessions of all kinds. Will sell "ex" on Mug Outfit. Ollie Clark wants Readers for American Mitt Camp. Will buy late model Tilt-a-Whirl with Transportation, or will book same. Will book Arcade and Motordrome with Transportation. Have opening for Funhouse, Ghost Train, Streamline Caterpillar and Pony Ride. Will book any worthwhile Show not conflicting. Have 80-ft. Wagon Front for Hillbilly Show. Art Martin wants Girls for Girl Show, with or without wardrobe. Salary no object if you can produce. Working under good conditions in one of the swellest framed girl shows in the business. Corky Zimmerman wants Help in Cookhouse and Grab.

This show holds contracts for 17 fairs and celebrations, starting the second week in June with Belle Fourche, South Dakota, for July 4.

Man with Wildlife and Monkey Show who contacted me, contact again, will do business.

Littlefield, Tex., week April 19; Amarillo, Tex.; Raton, N. M., and Pueblo, Colo., to follow.

ALL REPLIES:

H. P. HILL, Mgr., as per route

PARK CONCESSION AGENTS CONTACT IMMEDIATELY

Hanky Panks only at this park. No grift. Heads of stores for 10 Concessions and Scales. Boozers, chasers and amateurs, stay away. You won't last. We open May 15th, close Labor Day. This park features industrial picnics and special events 6 days a week. Bush-Laube route of fairs follow.

BOBBY COHN
MGR.

CELORON PARK
JAMESTOWN, N. Y.

A UNIT OF
BUSH-LAUBE CO.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

A splendid opportunity with an outstanding organization playing proved territory for the following:

FUN HOUSE—GLASS HOUSE—LARGE ANIMAL SHOW or any shows not conflicting.

WANT FLASHY SOUND CAR THAT CAN GET WITH IT
A few openings for Stock Stores.

Drago show lot, Kokomo, Indiana, April 23 to May 1; then Huntington, Peru, Crawfordsville and Greencastle.

HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

WANT

WANT

WANT

For Elkin, N. C., April 26-May 1. Big American Legion Convention. First In. Due to disappointment can place Bingo, must be up to standard of show. Want Novelty, Guess Your Age and Weight, Snowball and Custards. Concessions of all kind open. Have complete Slide Show Top and Banners for right party, office owned. Have complete Girl Show Front built on semi for party with three or more girls. Have complete Minstrel Show Front built on semi for right party. Salary out of office. Slim Andrews and Little Bits, answer. Joe Brantley, trumpet player, answer. Lighting and Carl, trumpet players, get in touch. All wires to

Frank Harrison, Owner & Mgr. Tony Pompereni, Bus. Mgr.
LENOIR, N. C., THIS WEEK; THEN ELKINS.

BRIGHT LIGHTS EXPOSITION SHOWS WANT AGENTS

Want Agent for nicely framed Fuzzy Bear Wheel that can take orders; Agent for Clothes Pin Store to take charge of store and other agents; Counter Men for Bingo and all General Help. No drunks or chasers wanted. I have all coupon stores and wheels. All replies to

DAN DONNINI

Lynchburg, Va., week April 19 to 24.

EDDIE L. WHEELER SHOWS

Want—For Loudon, Tenn. (Downtown), April 19 to 24—Want

RIDES—Can use Snifire, Tilt-a-Whirl, Roll-o-Plane. SHOWS—Worth-while Shows with own transportation. Good opening for 10-in-1 and Motor Drome. CONCESSIONS—Merchandise Concessions of all kinds. Snow Cones, Candy Apples, Cotton Candy, Darts, Bumper, String Game, French Fries. Following are sold exclusive: Pop Corn, Mitt Camp, Bingo, Diggers and Cookhouse. Sold and satisfied. CONCESSION AGENTS for Roll Down and Razzle Dazzle. Chas. Doersan wants Bingo Help, also Agents for Huckley Buck. Ace Turner can use P. C. Dealers. Write or wire

EDDIE L. WHEELER, LONDON, TENN., THIS WEEK.

LONE STAR SHOWS

Want Ride Help for ten Rides, top wages paid. Foremen for all Rides. Merry-Go-Round, No. 5 Wheel, Octopus, Tilt-a-Whirl, Roll-o-Plane, Chair-o-Plane, late model Speedway Ride, Kiddie Auto, Kiddie Airplane. New Caterpillar and Looper to be added to show after May 15th. Ride Help for all Rides. First and Second Men, come on; we can place you. Want Side Shows, low percentage. Want Concessions of all kinds; no Flatfies, Percentage and Hanky Panks only. Cliff Trantom, Ray Smith, Perry Cochran, get in contact with me at once.

JOHN R. (DICK) McSPADDEN

P.S.: Pay your own wires.

NEW RANCH

OPEN SATURDAYS AND SUNDAYS

(Some weekdays for picnics)

Looking For 2 or 3

KIDDIE RIDES

on percentage basis

OPEN MAY 30 TO OCT. 15

BIG ATTENDANCE

See

GENE

1135 CHESTER AVE, CLEVELAND, OHIO

GIRLS GIRLS

FOR GIRL SHOW AND POSING SHOW

Salary, \$50.00 week

Hula, Rhumba, Strip, Fan Dancers, etc. Also want Feature Stripper. Want Lady M.C. Please state age. Can place two Men Ticket Sellers, Canvas Man and Girl Show Talker. Show opens April 26th, Pontiac, Mich., with W. C. Wade Shows. Write or wire

F. W. MILLER

GEN. DEL. PONTIAC, MICH.

FOR SALE

KIDDIE FERRIS WHEEL

Brand new, portable, complete in every detail, 12 ft. high, 6 seats, cable drive, 3/4 h.p. motor.

CAMERA EXCHANGE

194-196 S. Main Street

Wilkes-Barre, Pa.

Phone: 2-8837

WANTED

For New Cookhouse on Royal American.

COOKS WAITERS, GRIDDLE MEN AND DISH WASHERS. Those who have already contacted me this winter, wire or come on.

W. F. "Curly" Smith

ROYAL AMERICAN SHOWS

Tampa, Fla.

* OHIO VALLEY SHOWS *

Opens Saturday, April 24, Mansfield, Ohio, with Marion, Ohio, to follow.

WANT SHOWS

Side Show, Pit, Monkey, Wild Life, Mechanical, Athletic. Want Fun House or Motor Drome. Will sell ex. on Custard and Jewelry. Can give you a good route with plenty of people and free gate.

ROXIE HARRIS

General Delivery Mansfield, Ohio

CARNIVAL WANTED

Medium size, for latter part of September or early part of October by American Legion Post 239. Write, stating number of concessions, dates open around the above-mentioned time and what percentage basis you will work.

B. C. SANDERSON

Box #27, Dahlgeneva, Georgia

FOR SALE

A Cretors Steam Popcorn Wagon, in first class condition. Price, \$1,500.00.

JAMES B. ORR

2405 12th St., S. W. Canton 6, Ohio

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

26 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 tinselled, 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

Rollopiane, 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, Midgats, Fat Girl, Alligator Boy or Girl, Aloha or Christine, Azora, Turtle Girl, Grace McDaniel, Bear Girl, Elephant Girl, Blue and Mona, good Magician strong on Pitch, Walter DeLanz, A-1 Mindreader, Bally Girls, Runts, etc. Good Musical Act, Scotch Piper Band, McLeods. Strong Feature for Annex, high-powered Talker, Geo. Halley, Glass Blower, Illusions with Blade Box, Can place Bob Garrison, Waldo, Sealo, etc.

ALL WIRE—NO TIME TO DICKE—STATE SALARY

RAY E. THOMAS

Windsor-Wilton 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 Peetz, 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, 345 Market St., Sunbury, Pa. CHARLIE SIMMONS WANTS Agents for Pea Pool, Orer and Under, Cat Rack, Dart Balloon and Tur and Blanket Wheel. We move on Sat 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 Kinble, Red Garter, H. O. Murphy, Blackie Gidden, write Dick Palmsteer. (Can place Wheel Foreman, \$50.00 a week; Chairplane Foreman, \$45.00. Wire.)

I. K. WALLACE, Amelia, Virginia

FOR RENT

BIGELOW FIELD, GRAND RAPIDS, MICH. Still have available dates for Circus, Rodeo and Stage Attractions. Seating capacity: 12,000—finest lighting system. Park well attended for midget races and baseball league.

GOOD ATTRACTIONS CAN MAKE MONEY APPLY FOR DATES: Park owned & operated by James T. Williams Theatrical Enterprises, Inc. 30 N. Dearborn St., Chicago, Ill. ANDOVER 3085

FOR SALE

SUPER ROLL-O-PLANE.....\$4250.00 12 CAR RIDE-O 4500.00 5 CAR PRETZEL (Used 3 Mos.) 4500.00 These rides are in my park and are all in good condition and ready to operate now.

JOHN C. MULLINS CRYSTAL CITY PARK Box 1297 Tulsa, Okla. (Phone: 5-0101)

PORT ARTHUR, TEXAS GOLDEN JUBILEE

JULY 3-11

BOOKING RIDES—SHOWS—CONCESSIONS

Write: T. J. GILLESPIE PLEASURE PIER

HAVE EXTRA NICE LAUGH IN DARK RIDE

and Booked on the IMPERIAL EXPOSITION RAILROAD SHOWS Opening Chateau & Grand Ave., St. Louis, Mo., April 30th. Have wonderful opening for first-class Foreman or Manager for this Ride. Also reliable and sober Ride Men, get in touch at once.

FIELDING GRAHAM 3049 East 32nd St. Kansas City, Mo.

WANTED RIDE HELP WANTED

FOR FLY-O-PLANE AND NEW PRETZEL RIDE. INSIDE MAN FOR GLASS HOUSE. DON'T WRITE OR WIRE, COME ON. SHOW OPENS HERE APRIL 24TH.

If you drink, can't use you. CHAS. T. GOSS Hennies Bros.' Shows, Hot Springs, Ark.

WANTED

Foreman for Smith & Smith Chairplane. Must be sober and reliable.

MURRAY JACKSON 300 Fayetteville Ave. Bennettsville, S. C.

D. & B. SHOWS

Will sell "X" on P.C. if you have other Concessions with them. We play good P.C. and Slum Concessions route in North Carolina and Virginia. Will start our Celebrations first week in May, ending in Florida, Dec. 19th. All wire or come on. JEFFERSON, S. C., this week. Frank E. Dickerson

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

Featuring the Zachini Cannon Act

WANT! WANT! WANT! CONCESSIONS—Stock only. Photos, Basketball, High Striker, Milk Bottles, Pitch-Till-You-Win, Snow Balls, Short Range, and any well flashed stores working in line. Privilege, \$41.50 per week, but remember, we play the spots and give you the people. You will never see this show advertising for rides. We own 12, none finer. SHOWS—We have Side Show and Animal. Will book any Show with complete equipment and transportation for Committee money, which is 15% on still dates and 25% on fairs and celebrations. We are now booking Hop-Scotchers and 40-Milers for July 4th week at Linton, Indiana. Write. All replies to: W. R. GEREN, Owner MIGHTY HOOSIER STATE SHOWS, WASHINGTON, INDIANA, THIS WEEK.

PENN PREMIER SHOWS worlds • cleanest • midway

WANTED — TRUCK MECHANIC — WANTED Want Truck Mechanic to join immediately who can spot trucks Saturday night and keep them in repairs. Must have own tools. Red McGee, answer.) Our trucks are all in excellent shape now. Explain all in wire or letter, also salary expected. WANT—Can place ARCADE. Must be in keeping with the show. WANT—Can place ANNEX Attraction, also SIDE SHOW ACTS. Can place Working Men in all departments that drive semis. WANT—CHAIRPLANE FOREMAN to join on wire. Address all mail and wires to LLOYD D. SERFASS, Gen. Mgr. Trenton, N. J., this week; Phillipsburg, N. J., next.

don FRANKLIN shows

WANT FOR WILLIAMSON COUNTY CENTENNIAL CELEBRATION, GEORGETOWN, TEXAS 8 DAYS AND NIGHTS—STARTING SATURDAY, MAY 1 LARGEST CELEBRATION EVER STAGED IN CENTRAL TEXAS Location: City Park, fence to fence contract. All events held in City Park, Historical Pageantry, Wild West Shows, Fireworks, Old Settlers' Reunion, Massed Band Concerts, Parades, Stock and Dairy Show, Exhibits, Square Dances, Cinco de Mayo Mexican Celebration, Air Show. 8 full days and nights continuous. CAN PLACE LEGITIMATE STOCK CONCESSIONS HERE AND FOR BALANCE OF SEASON. NOVELTIES, WILL SELL "EX." (MORRIS BLUESTEIN, WIRE): AGE, SCALES, DARTS, STRING, DUCK POND, COKE BOTTLES, BALL GAMES, COUNTRY STORE, HOOP-LA, HUCKLE BUCK, PHOTOS AND ICE CREAM. WILL BOOK ARCADE; WIRE WHAT YOU HAVE. WILL BOOK ANY SHOWS NOT CONFLICTING WITH FUN HOUSE AND JIG SHOW. CAN PLACE USEFUL RIDE HELP, SECOND MEN ON ALL RIDES, WIVES ON TICKETS. WANT MANAGER WITH ORGANIZED MINSTREL TROUPE FOR COMPLETE JIG SHOW. CONTACT DON FRANKLIN, Mgr. LULING, TEX., THRU APRIL 27; THEN GEORGETOWN, TEXAS.

WANT—BORUP'S UNITED SHOWS—WANT

Cook House or Grab that caters to show people. Will sell exclusive on Palmistry to the right people. Want Mug Joint, Bumper, Ball Games and Hankey Panks. Want Lady Agents for Penny Pitches, Ball Games and as Ticket Sellers. Want Hankey Pank Agents that know how to up and down joints. Will place well-framed Girl Show that can take orders. Want one more small Grind Show with own outfit and transportation. Earl Miller and Lila Manails, contact me at once as per route. Yes, we are playing right in the heart of the Kentucky coal fields, where there is heavy pay rolls and plenty of money. Why not get with it and rack up that winter bank bundle? Remember, it was a shade rough last winter, why not get wise and get with a winner? Providence, Ky., April 19 to 24; Marion, Ky., April 26 to May 1. L. W. BORUP, Owner, or CECIL C. RICE, Manager

STANDARD AMUSEMENTS

No Grift, No Girls, No Gypsies. WANTED: CONCESSIONS—Will sell exclusive on Bingo, Scales and Age, Custard, Photo, Novelties and Shooting Gallery. Will book all Stock Stores, \$15.00. P. C. available, if you have concessions. WANT SHOWS, must have own outfit and transportation, excellent opportunity for Arcade or Wild Life, Fun House or Glass House. WANTED—Help for Merry-Go-Round. A free gate and no racket. Lenoir City, Tenn., April 26-May 1; Knoxville, Tenn., May 2-May 8.

WANT CAPELL BROS.' SHOWS WANT

CHICKASHA, OKLA., THIS WEEK. 15 FAIRS AND CELEBRATIONS STARTING IN JUNE, WITH THE BIGGEST JULY 4 IN THE SOUTHWEST (OUR SIXTH YEAR TO SHOW IT). Want now, a few more Stock and Slum Concessions. Will sell "Ex." on Diggers. Can place a few more nicely flashed Grind Stores. Bob Capell wants sober, capable Agents, RIDE HELP for Octopus, Ridee-Q, Jinny, Tilt, Wheels, Fly-o-Plane, Kid Rides. Want Acts for Side Show, Talkers and Ticket Sellers. Useful Show People, contact. Address: H. N. CAPELL, Mgr. Chickasha, Okla., this week; then per route.

RIDES WANTED

Flat rate contract for merry-go-round and train ride, also three other minor or major rides (or what have you?) for annual employee picnic, Sangamo Electric Company, Springfield, Illinois.

TIME: September 11, 1948 PLACE: Illinois State Fair Grounds Communicate with WARD M. JOHNSON, Personnel Manager



GRA-LOY SHOW On account of the coal strike, we have changed our opening date from April 19th to May 10th. We open at KENDALLVILLE, IND., May 10th, on the Campbell lot, located on Highway #6 by the Foundry. Concessions are open except Grab, Bingo, Popcorn, Photos and Mitt Camps. Jackie Hollins and Burl Edwards, contact me. Want SHOWS—Walk-Turn, Monkey and Mechanical, Ride Help—Want First and Second Men on #5 Wheel, must be able to drive semi trucks, Drunks and agitators, save your stamps. Winter Quarters address: GRA-LOY SHOW, Waterford Road, R. R. #5, Goshen, Ind.



PHOTO Machines (all types) Original Ameco means more profits. Fastest delivery. Plenty supplies. New — Used. Beautiful, durable, portable. Simplified so anyone learns in hour. High below for literature. American Stamp & Novelty Mfg. Co., Dept. 424, 1132 W.N. 2, Oklahoma City 4, Okla., or 4301 Rossmore, Houston 6, Texas. Name Address

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—and use your order NOW. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So. Nashville 4, Tenn.

PLEASURELAND SHOWS WANT

CONCESSIONS: Balloon Dart, High Striker, Jewelry, String Game, Basket Ball, Six Cat, Buckets, Swinger, Hoop-La, any other Hankey Pank not conflicting; all must work for Stock, No Ball Games. No Mitt Camps. SHOWS: All open except Girl Show. Camden, Tenn., April 19 to 24; Huntingdon, Tenn., April 26 to May 1.

Rupe's Midway For Fun

Will book Photo, Glass Pitch, String, Bumper, Slum Spindle, Coke Bottle, Stock Ball Game, Short Range Lead, Blower, any other Legitimate Concessions not conflicting. Will book clean, Flashy Mitt Camp. Eggs Melton wants 1 P.C. and 1 Slat Rack Agent.

W. R. RUPE CHEROKEE, OKLA.

RIDE HELP WANTED

Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Comet Operators. Must be experienced and able to drive Semi. Playing Chicago lots. PATSY POTENZA 1619 Ohio St. Chicago, Ill.



BRADLEY & BENSON HILLBILLY JAMBOREE WANTS FOR 1948 SEASON

Agent capable of handling building contracts and supervising bill car—paper must go up. This is four-round work—winter and summer.

Need good Hillbilly Comedian and Master of Ceremonies, Bass Player—this is a one-nighter—six nights per week—show and dance—paid every night.

Other Musicians interested, list your name and address with us where you can be reached by wire or phone.

Performers—Must have flashy Western wardrobe.

Forty rollers and drunks, don't bother answering.

This show just completed an eleven-month tour.



UNIT 1, BOX 238, YORK, S. C.
UNIT 2, BOX 416, GLENDEVE, MONT.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Admiration: Krebs, Okla.
- Alamo Expo.: San Antonio, Tex.; Abilene 26-May 1.
- American Beauty: Fulton, Mo.; Moberly 24-May 1.
- American Midway: Frederick, Okla.
- Anderson Greater: Centre, Ala.
- A. M. P.: Phoenixville, Pa., 30-May 8.
- Baker United: Kokomo, Ind.
- Barlow's Big City: (Vandervander & Easton at Evans) St. Louis, Mo., 18-May 2.
- B. & C. Expo.: Rochester, N. Y., 28-May 8.
- Big Four Am. Co.: Centralia, Ill.; Moweaqua 26-May 1.
- Big State Am. Co.: Bishop, Tex.
- Blue Grass: Owensboro, Ky.
- Bogle & Reese: Lamar, Mo.
- Bohn & Sons United: Dardanella, Ark.
- Borun's United: Providence, Ky.
- Bright Lights Expo.: Lynchburg, Va.; Bedford 26-May 1.
- Brownie's Am. Co.: Prague, Okla.
- Buck, O. C.: Troy, N. Y., 22-May 1.
- Bullock Am. Co.: Troy, N. C.; Mount Holly, 26-May 1.
- B. & V.: Garfield, N. J.
- Capell Bros.: Chickasha, Okla.
- Capital City: Franklin, Ky.
- Caravella Am. Co.: Mechanicsburg, Pa.
- Carr, Lawrence: New Bedford, Mass.; Brockton 26-May 1.
- Caledonia: Clifton Heights, East Breenbush, N. Y., 23-May 1.
- Cavalcade of Amusements: Mobile, Ala., 19-23; Gadaden, Ala., 26-May 1.
- Central States: Great Bend, Kan.; Salina 26-May 1.
- Cetlin & Wilson: Petersburg, Va., 24-May 1.
- Chanos, Jimmie: Richmond, Ind., 24-May 1.
- Coleman Bros.: Middletown, Conn.
- Continental: Kingston, N. Y., 22-May 1.
- Crafts Expo.: Chuwchilla, Calif., 21-25.
- Crafts 20 Big: Sacramento, Calif., 20-25.
- Craig, Harry: Pecos, Tex.
- Crystal Expo.: Barnesville, Ga.
- Curly, W. S.: London, O., 1-8.
- De Luxe: Norwich, Conn., 22-May 1.
- Del-Mar: Struthers, O.
- Denton, Johnny J., No. 1: Bristol, Va.
- Dick's Greater: Bridgeton, N. J.
- Dixieland: Walhalla, S. C.
- Douglas Greater: Everett, Wash.
- Down River Am. Co.: River Rouge, Mich., 23-May 1.
- Dowland, Floyd: (First & Capitol Drive) Milwaukee, Wis., 24-May 9.
- Dumont: Mount Holly, N. J.
- Dyer's Greater: Marianna, Ark.
- Eddie's Expo.: Ford City, Pa., 1-8.
- Endy Bros.: Savannah, Ga., 23-May 1.
- Evans United: Warrensburg, Mo., 24-May 1.
- Exposition at Home: Devon, Pa.; Lebanon 26-May 1.
- Fairway Am.: Carrollton, Tex.
- Fidler United: Granite City, Ill.; Jacksonville 26-May 1.
- Fleming, Mad Cody: Waveross, Ga., 24-May 1.
- Florida Am. Co.: Carthage, Tenn.; Scottsburg, Ind., 26-May 1.
- Fountain of Youth: Plymouth, Pa., 23-May 1.
- Francis, John: East St. Louis, Ill.
- Franklin, Don: Luling, Tex., 19-17; Georgetown May 1-8.
- Frear's United: El Dorado, Kan.
- Garden State: Coplay, Pa., 1-8.
- Gem City: Camden, Ark.; Pine Bluff, Ark., 26-May 1.
- Georgia Am. Co.: Buford, Ga.; Dahlonega 26-May 1.
- Gold Bond: Monmouth, Ill.
- Golden Gate: Pembroke, Ky.
- Golden Rule: Seaford, Del.
- Grady, Kelly: Mount Pleasant, Tenn.
- Granite State, No. 1: Worcester, Mass., 23-May 1.
- Granite State, No. 2: Concord, N. H., 26-May 1.
- Great Sutton: Sikeston, Mo.
- Greater United: Bonham, Tex.
- Groves Greater: New Iberia, La.
- Gulf Coast: Portageville, Mo.
- Happy Attrs.: Zanesville, O., 26-May 1.
- Happyland: Port Huron, Mich., 30-May 8.
- Harrison Greater: Lenoir, N. C.; Spindale, N. C., 26-May 1.
- Haywood: Tahlequah, Okla.
- Hennies Bros.: Hot Springs, Ark., 24-May 1.
- Henson, J. L.: Shreveport, La.
- Heth, L. J.: Lewisburg, Tenn.
- Hill's Greater: Littlefield, Tex.; Amarillo 26-May 1.
- Home State: Marshall, Mo.
- Hottel, Buff: Ponchatoula, La.
- Imperial: Virden, Ill., 26-May 1.
- International: Arkansas City, Kan.; Ponca City, Okla., 26-May 1.
- Jayhawk Am. Co.: Yates Center, Kan.
- J. & B. South Boston, Va.
- Johnny's United: Iuka, Miss.; Mount Pleasant, Tenn., 26-May 1.
- Jolly: Suttland, Md.
- Jollytime: Berwick, Pa., 23-May 1.
- Jones Greater: Ashland, Ky., 24-May 1.
- Jones, Johnny J., Expo.: Washington, D. C.
- Joyland: Williamson, W. Va.
- Kaus, W. C.: Asheville, N. C.
- Kilgore: Trinity, Tex.

Officials Ogle King Bros.' Bow

(Continued from page 60)

gave Nealand a good break with stories and pictures, and two radio stations broadcast from the grounds.

Columbus Proves Big

At Columbus, Ga., Monday (12) the show did good business, getting a three-quarter matinee and a straw at night, this despite the fact the show had as opposition the opening game of the Columbus baseball season.

At Griffin, Ga., aided by ideal weather, the show had an overflow at night and a three-quarter matinee. It was the first circus to play Griffin in several years. Advance publicity was excellent.

Staff Named

The complete staff of the show at opening was as follows:

Floyd King, owner-manager; James M. Beach, general agent; M. C. Carter, treasurer; L. D. Hall, superintendent; Arthur Stahlman, superintendent of concessions; P. L. Anders and A. C. Bradley, legal adjusters; Walter Rogers, chief mechanic; Walter Nealand, general press representative; Fred Roberts, contracting press agent; Mal Fleming, advance press agent; Tom Watkins, press agent with show; Emmett Sims, national publicity director; Joe Sullivan, advertising manager; Charles Poplin, equestrian director; Enoch Bradford, superintendent of canvas; Jack Bell, bandmaster; Al J. Deagle, superintendent of transportation; Charles Poplin, superintendent of electrical department; Napoleon Reed, superintendent of dining department; Steve Kuskick, manager advertising car No. 1; C. H. Shepard, 24-hour agent; Chester Gregory, side show manager; J. C. Rosenheim, pit show manager; James Conway, superintendent of ring stock; Charles Franks, superintendent of front door; Fred Hayes, superintendent of tickets; Jack Meredith, blacksmith; Vicki Kernan, tax box; Eddie Aikens, boss property-man; B. S. Stermak, downtown ticket sale; Jack Dean, Franko Richards, Tom Henderson, Henry Johnson, ticket sellers; Jimmie Wynn, side show boss canvasman; Jack Neville, assistant big top boss canvasman; Frank Sotiro, sail-maker; C. H. Emerson, boss painter.

- Kirkwood, Joseph J.: Newburgh, N. Y.; Poughkeepsie 26-May 1.
- Kuntz Bros.: West New York, N. J., 19-May 2.
- LaCross Am.: Bloomfield, Conn.
- Lamb, L. B.: Milan, Tenn.
- Lane, Sammy, Am. Co.: Branson, Mo.
- Lawrence Greater: Hagerstown, Md.; Cumberland 26-May 1.
- Lee United: River Rouge, Mich., 23-May 9.
- Loerlight, J. R.: Hominy, Okla.
- Lottridge, Harry: Haleyville, Ala.
- Magic Empire: Winona, Miss.; Oxford 26-May 1.
- Majestic Greater: Richmond, Va.
- Manning, Ross: Port Reading, N. J., 23-May 1.
- Marion Greater: Winnsboro, S. C.
- Marko, John H.: Richmond, Va.
- Martin's United: San Gabriel, Calif., 19-25; Corona 28-May 2.
- McCall, Jim: Moultrie, Ga.
- McKee, John: Rosiclare, Ill.
- M. C. M.: (Hopkins Park) Providence, R. I., 24-May 1.
- Meeker's: Seattle, Wash.
- Merit: Lowell, Mass.
- Merriam & Robinson: Boone, Ia., May 3-8.
- Merry Midway: Greenfield, Ind., 24-May 1.
- Midway of Mirth: Madison, Ill.
- Midwest: Parma, Idaho.
- Midwestern Expo.: Van Buren, Ark.
- Mighty Hooper State: Washington, Ind.
- Mighty Page: Elkin, N. C.
- Model: Bartlesville, Okla.
- Moore's Modern: Jonesboro, Ark.
- Murray Am. Co.: Peoria, Ill.
- Nelson, George W.: Appleton City, Mo.; El Dorado Springs 26-May 1.
- Nolan Am. Co.: Moundsville, W. Va., 24-May 1.
- Nolan, Larry: Rocky Ford, Colo.
- Ohio Valley: Mansfield, O., 24-May 1.
- Omar's Greater Am.: Doniphan, Mo.
- Orange Blossom: Ardmore, Tenn.
- Page, J. J., Expo.: Johnson City, Tenn., 24-May 1.
- Palmetto Expo.: Conestee, S. C.; Greenville 26-May 1.
- Parade: Paola, Kan.
- Paul's Am. Co.: Waldron, Ark.
- Pearlene: Coweta, Okla.
- Peerless: Greenwood, S. C.
- Penn Am. Co.: New Oxford, Pa., 23-May 8.
- Penn Premier: Trenton, N. J.
- Peppers All-State: Greenville, S. C.
- Perry, Jack L.: Asheboro, N. C.; Statesville 26-May 1.
- Piedmont Expo.: Bladenboro, N. C.
- Pike Am.: Saltsaw, Okla.
- Pioneer: Waverly, N. Y., 24-May 1.
- Playtime Am.: Manchester, N. H.
- Pleasureland: Camden, Tenn.; Huntingdon 26-May 1.
- Prell's Broadway: Lynchburg, Va.
- Queen City: Johnson City, Tenn.
- Rafferty, James M.: Newport, N. C.; Chadbourne 26-May 1.
- Robertson Bros.: Kingsport, Tenn.
- Rocky Mountain: Ordway, Colo.
- Rosen, H. B.: Poplar Bluff, Mo.
- Royal Crown: Attalla, Ala.
- Rupe's Midway for Fun: Cherokee, Okla.
- Sam's Funland: Taylorville, N. C.
- Shan Bros.: Erwin, Tenn.
- Shugart & Son: Talco, Tex.
- Stevard Bros.: Douglas, Ariz.
- Steber Hipper: Rockwood, Tenn.

- Silver States: Wellington, Tex.
- Smith, Casey: Davis, Okla.
- Smith, George Clyde: Johnstown, Pa., 23-May 8.
- Snapp Greater: Coffeyville, Kan.
- Southern Am. Co.: San Antonio, Tex.
- Southern States: Ruskin, Fla.
- Southern Valley: Magnolia, Ark.
- Stafford United: Indianapolis, Ind., 23-May 1.
- Standard Am. Co.: Knoxville, Tenn.; Lenoir City 26-May 1.
- Starlight Am. Co.: Jacksonville, Tex.
- Starr, Joe: Tallahassee, Okla.
- Stebler Greater: Chilhowie, Va.
- Stephens, C. A.: Clinton, Tenn.
- Strader, M. A.: Hutchinson, Kan., 23-May 1.
- Strates, James E.: Chester, Pa.
- Stumbo, Fred R.: Gentry, Ark.
- Sunflower State: Goodland, Kan.; Colby 26-May 1.
- Sunset Am. Co.: Excelsior Springs, Mo., 23-May 1.
- Sweeney's United: Wheeling, W. Va.
- Tassell, Barney: West Point, Va.
- Tatham Bros.: Mason City, Ill., 24-May 1.
- Thomas Joyland: Williamson, W. Va.
- Tidwell, T. J.: Borger, Tex.; Levelland 26-May 1.
- Tinsley, Johnny T.: (Boulevard and Irwin streets), Atlanta, Ga.; (Thurmond and Davis), Atlanta 26-May 1.
- Tivoli Expo.: East Alton, Ill.
- Triangle: Richmond, Va.; Charlottesville 26-May 1.
- Turner Bros.: Springfield, Ill., 30-May 1.
- 20th Century: Lawrence, Kan.
- Twin City: Ava, Mo.; Lebanon 26-May 1.
- United Am.: Pawtucket, R. I.
- United Expo.: Longview, Tex.
- Victory Expo.: Palestine, Tex.
- Virginia Greater: Salisbury, Md.
- Vivona Bros. Am.: Westville, N. J.
- Wade, W. G.: Pontiac, Mich., 27-May 1.
- Wallace Bros.: Hopkinsville, Ky.
- Wallace, I. K., Attrs.: Amelia, Va., 24-May 1.
- Wallace & Murray: Augusta, Ga.
- Wallace United: Collinwood, Tenn.
- Ward, John R.: Texarkana, Ark.; Pine Bluff 26-May 1.
- W. E. Attrs.: Carnesville, Ga.
- Wheeler, Eddie L.: London, Tenn.
- Wolf Greater: Austin, Minn., May 1-8.
- Wolfe Am.: Gaffney, S. C.
- World of Pleasure: Wyandotte, Mich.
- World of Today: Joplin, Mo.; Jefferson City 26-May 1.
- Wrightman Am. Co.: Dixon, Calif.
- Ziegler: Yakima, Wash.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Beatty, Clyde: Santa Barbara, Calif., 20; Santa Maria 21; San Luis Obispo 22; Paso Robles 23; Salinas 24; Watsonville 25.
- Clyde Bros.: Granite City, Ill., 22-24.
- Cole Bros.: Evansville, Ind., 30; Terre Haute 21; Decatur, Ill., 22; Springfield 23; Peoria 24-25.
- Cole, James M.: Coatesville, Pa., 20; Norris-town 21; Pottstown 22; Bethlehem 23; Mahoney City 24; Shenandoah 25; Tamaqua 27; Philadelphia, N. J., 28; Flemington 29; Princeton 30; Montclair May 1.
- Dalley Bros.: Lebanon, Ky., 20; Richmond 21; Lexington 22; Marsville 23; Ashland 24.
- Dales Bros.: Cumberland, Ky., 20; Harlan 21; Pineville 22; Corbin 23; London 24.
- Davenport, Orrin: Washington, D. C., 19-25.
- Gainesville Community: Gainesville, Tex., 21-22; Denton 29-30.
- Gran Circo Americano: San Juan, Puerto Rico, thru April 30.
- Hamid-Morton: Newark, N. J., 19-25; Montreal, Can., May 1-8.
- Hunt Bros.: Bordentown, N. J., 26.
- King Bros.: Middlesboro, Ky., 20; Corbin 21; Somerset 22; Danville 23; Frankfort 24; Hamilton, O., 25; Hillsboro 27; Wellston 28; Ironton 29; Madison, W. Va., 30; Welch May 1.
- Mills Bros.: Kenia, O., 20; Springfield 21; Troy 22; Piqua 23; Greenville 24.
- Polack Bros. (Western): (Auditorium) Sacramento, Calif., 22-May 2.
- Polack Bros. (Eastern): (Shrine Mosque) Springfield, Mo., 23-25; (High School Stadium) Tyler, Tex., 28-May 1.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 9.
- Rogers Bros.: Oak Hill, W. Va., 20; Gauley Bridge 21; Spencer 22; Parkersburg 23; Mart-stta, O., 24; Clarksburg, W. Va., 25.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Holiday on Ice (National Stadium) Mexico City, Mex., 21-May 9.
- Jewell-Harris Show: Sherman, Tex.
- Miller's, Irvin C.: Brown-Skin Models (Jefferson) Newport News, Va., 21-22; (Capitol) Portsmouth 23-24; (Booker T.) Richmond 28-May 1.
- Pan-American Museum & Animal Exhibit: Martin, Tenn., 21; Paris 22-24; Vienna, Ill., 28; Anna 27; Murphysboro 28; Tamaroa 29; Carlyle 30; Vandalla May 1.
- Plunkett's Stage Show: Brownwood, Tex., 18-21; Santa Anna 22-24.

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New, improved post-war Roll-a-Whirl, eight-passenger ride. Immediate delivery on early orders. One man to operate. Fractional cost of competitive rides. Attractive propositions for operator sales representatives. Details and photos furnished upon request.

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a few good teams. Contact immediately.

PHIL McSPADEN or RAY PASSO
Egyptian Ballroom, Murphysboro, Ill.

5,000

Showpeople can't be wrong, this is the number of contented customers we have taken care of since we started making tailored GABARDINE SHIRTS. Write in for your samples and join our rapidly growing customers. Our GABARDINE SHIRT tailored to fit, three-button shank cuff, wide pleat center back, two pockets flaps, quilted neckband, SNAP Buttons, 50¢ extra per shirt; Initials embroidered free. Choice of ten colors. Also baseball, softball, industrial uniforms.

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To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

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 mid-way.

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.

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:

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High Class High Acts and Free Act
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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.

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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.

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Opening May 1st, 10 Days, Morris & Penn., Indianapolis.

Want Ride Help for Merry-Go-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.

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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 12oz or any Slurp 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**

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

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Especially wanted: Food — Drink — and Novelty Concessions — Rides and Feature Acts.

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JOHN A. MCGEE, General Manager

Limestone Centennial, Bedford, Indiana

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Salina, Kansas

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 handicapped 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.

Altho 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 Apdale, president of the USARSA; Ozzie Nelson, association secretary; Donald Decker, Al McCullagh, Barbara Killip 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, Rollerdrome, and A. Stenovec, Panel 43, Imperial Roller Rink.

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Complete new rink, new Tent, and Maple Floor, 45x100; 200 pairs new Chicago Skates, P.A. System with 2 Speakers. Every item spick and span, new from ground up. Now operating in Camden, Arkansas. Come and see it.
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New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity.
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Open 6 nites, 1 afternoon. Year round business. Includes 5 cottages, 2 1/2 acres, 125 prs. skates, new furnace, celestated and iceberbed skating surface 50/100, \$13,000. Deal with owner.
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700 Pairs CHICAGOS.
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Seventy-three pair of used skates for sale, ordinary rink run, \$2.50 per pair. 2 pairs of ones, 0-2, 11-3, 4-4, 14-6, 20-7, 12-8, 1-10. One Hammond Organ. See ad under Musical Instruments, Accessories in Classified.
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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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\$18
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Extra Large White Stone, Copy of \$1,500 Original



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White Center Stone Set in White Sterling Top on Gold Filled Mounting With Red Stone Each Side.



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\$18
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Fine Tailored Mounting,
All White Stones



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This Is Real Flash—White Center
With 3 Red Stones Each Side.
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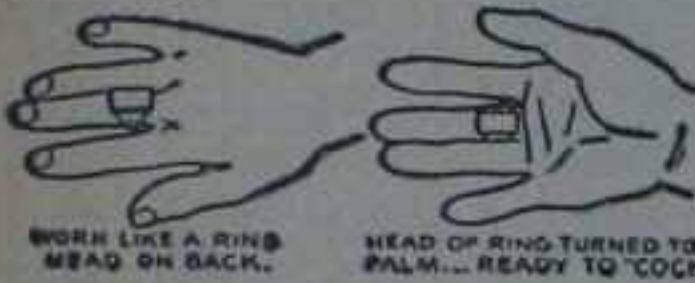
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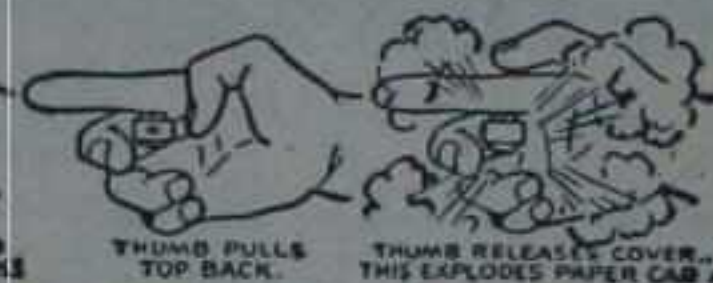
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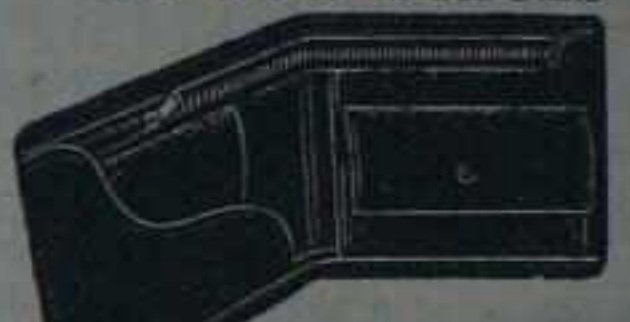
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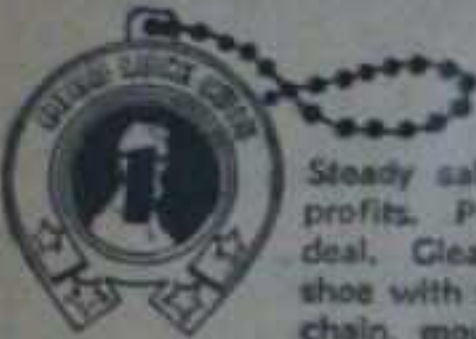
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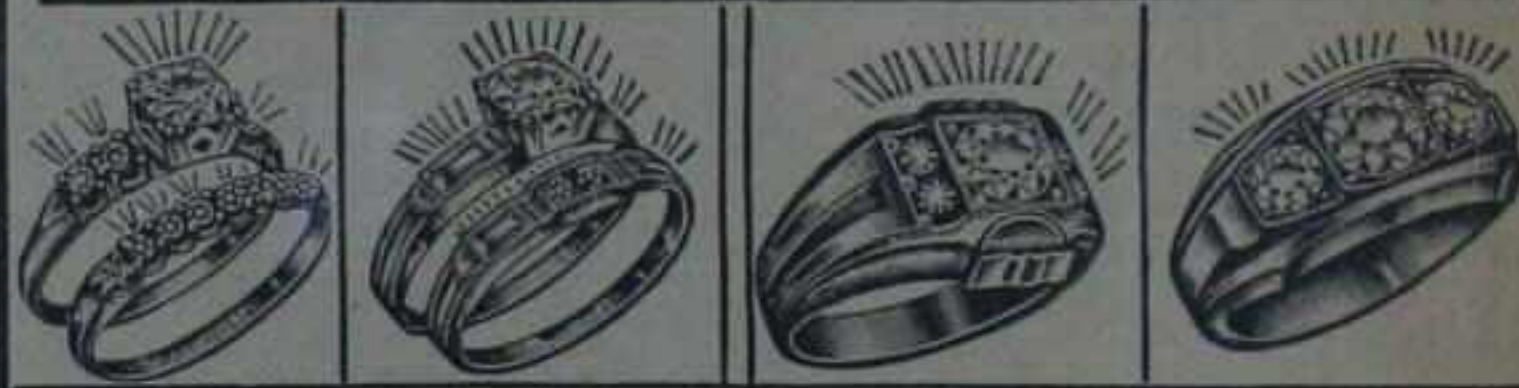
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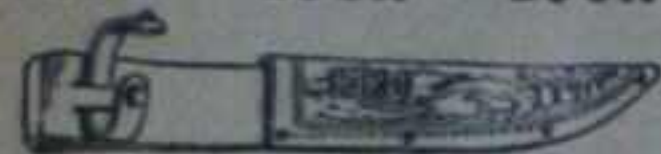
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MEN'S 1/20 12K Gold Filled Three-Stone Ring, \$22.50 per doz. \$20.25 in Sterling. Send \$2.75 for samples of both. WIRE WORKERS, WRITE US FOR YOUR WIRE NEEDS.

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50¢ Ea.

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Crystal WHISKEY GLASSES } Per Gross		Assorted florals and fruits in tall 10-oz. glasses.	
3-Piece Crystal Mixing Bowl Sets } 15¢ PER SET		Relish Dishes } Per Gross	
		Assorted group of Olive, Pickle and Jelly dishes.	
		Crystal Covered CANDY JARS } 15¢ EACH	
		7 inches in diameter.	

HILLMAN'S GLASS CO.
117 WEST JEFFERSON STREET FORT WAYNE 2, INDIANA

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
100 LOTS 9.00
500 LOTS 42.50

25% DEPOSIT — BALANCE C. O. D.

THE STEINBERG-WILLS CO.
105 W. 9TH ST. KANSAS CITY 6, MO.

SLUM Bingo & Premium Merchandise
WRITE FOR OUR 1948 PRICE LIST
M. A. SINGER CO.
2125 COMMERCE STREET DALLAS 1, TEXAS

BALLOONS

Be Supreme With Sterling



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.



No. 153 \$9.00 Per Doz.
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.

No. 5302 \$39.00 Per Doz.
Send for free catalog—Be Supreme with Sterling—many styles, \$1.00 per doz. and up. Sample assortment sent for \$10.

STERLING JEWELERS
85 E. Gay Street Columbus 15, Ohio

SUN GLASSES
ARMY AIR FORCE TYPE



Complete with case, ground and polished, 4 base lenses, gold plated frames, Pearl-oid sweatbar and pads; made to optical standards. Order now, satisfaction guaranteed or money refunded.

\$21.00 PER DOZ. or send \$2.00 for sample prepaid.

RAY-BAR CO.
862 Broad St. Providence, R. I.

WRITE FOR NEW FREE CATALOG
Over 2,000 Items for
JOBBER—PITCHMEN
NOVELTY STORES—MERCHANDISE
AND CARNIVAL WORKERS

GEM SALES CO.
533 Woodward Ave. Detroit 26, Mich.
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.; \$7.60 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.

Larae Industries
2039 5th Ave. Pittsburgh 19, Pa.

OAK-HYTEX

PATRIOTIC BALLOONS

Hit the Decoration Day Opening with these Timely, Fast Sellers

PATRIOTIC ASSORTMENT Available in No. 9 and No. 11.
 PATRIOTIC CIRCULAR STRIPES 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. 9th St.
 Phila. 33, Pa.

SENSATIONAL SELLER—FAST \$\$\$

2 in 1 — COMBINATION BOTTLE CAP AND OPENER
 HOT COUNTER CARD ITEM
 YOU MAKE 100% PROFIT ON EACH ORDER

IT OPENS

IT SEALS

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—simply 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.

MODERN METAL PRODUCTS CO.
 18 Ames St., Dept. B14A, Cambridge 42, Mass.

"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 LATEST CIRCULAR NO. 248
 New Low Prices

MIDWEST MERCHANDISE CO. 1010 BROADWAY, KANSAS CITY, MO.

Pipes for Pitchmen

By Bill Baker

HAROLD MYERS . . . is working Charlie Lyon's cleaner at the Goldman store, Milwaukee, to 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 hoodle, 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 . . . posts 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 pitcher 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 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 pitcher, 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 pitcher. He said, 'I like pitching and I am just as good a pitcher 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 salts and metal trimmings. Height 16 1/4", width 18 1/4".

\$11.75 ea.

WRITE—QUANTITY LOTS AVAILABLE



ABCO NOVELTY CO.
 923 W. Randolph St. Chicago 7, Ill.

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.

WE REMIND YOU AGAIN ABOUT THE BEST VALUE IN A MOTHER PIN



\$12.00

Doz.

style #101

Carded,

Cellophane

Wrapped.

Single Sample, \$2.00.
 Gift Boxed, \$2.00 D.C. 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.

ARTCO VOGUES, INC.

600 West 171st St. New York 32, N. Y.

Representatives Wanted BUSINESS, FARM, SPORTS PUBLICATIONS

Highest commissions of any field. Every merchant in every town a prospect. No stock, territory nor investment worries.

TRADE PRESS BUREAU
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ATTENTION Balloon Manufacturers ALUMINUM MOULDS FOR SALE

- | | |
|-------------------------|---------------------------|
| #4 2,500 | #5 2,500 |
| #22 5,000 | #8 5,000 |
| #524 1,500 | #15 7,500 |
| #14 Cat 2,000 | Zep Forms 2,000 |

For further information write LAO BOX D-290 Cincinnati 22, O.

CELLOPHANE MOTHER'S DAY CARNATIONS (with Ferns) PINK or WHITE

\$5.00 per 100
 25% deposit with orders.
KIPP BROTHERS
 117-119 South Meridian Street Indianapolis 4, Ind.

MEDICINE MEN

Route Men, Credit Men, Debt Workers! Here's the package with everything. ZEST-O-LAX. It's Big—full pint capacity. It's Good—the formula has been giving satisfactory results for more than a quarter century. It Sells—the package and label see to it, it's Profitable—sells for \$2.50 and costs you as little as 25¢. Write for full information on ZEST-O-LAX as well as hundreds of other money makers.

GOODIER COMPANY Dallas 6, Texas
 DIVISION OF CHESTER LABORATORIES

PITCHMEN!

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 tanks, oil, solve soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Covered) We are Manufacturing Pharmaceuticals since 1934.
GENERAL PHARMACEUTICALS, INC.
 110 E. 38th St. Dept. R New York 18, N.Y.

are going to get the biggest tip this point 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 tripe, 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 Venekus 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 hooper 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 Mandos 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, Franzeisco, 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 planned 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. 7.25
- Chrome Waffle-Maker With Indicator, Ea. . . 3.50
- 7 Pc. Juice Sets, Ea.60

Clothes Hampers

- Fiber
- Wood
- Frame
- Pearloid Top

\$2.75 EA.

WRITE, WIRE OR PHONE FOR YOUR FREE ILLUSTRATED CATALOG

WHOLESALE DISTRIBUTORS

720 E. Baltimore St. BALTIMORE 2, MD.



SLUM SPECIALS

I AM SLOW BUT SURE WATCH YOUR STEP

- COMIC HAT BANDS**
- \$1.25 100 \$10 1000 Gross
- 6" Combs \$1.35
- 2-Tone Plastic Whistle 3.60
- Chinese Blowouts 3.00
- Keychains, Ass'd. 3.00
- Junior Police Badges . . 2.75
- Plastic Cigarette Holders . . 2.50
- Plastic Crucifix75
- Lithographed Crickets . . 2.00

25% deposit required on all orders.

GLASSWARE



Vanity Lamps

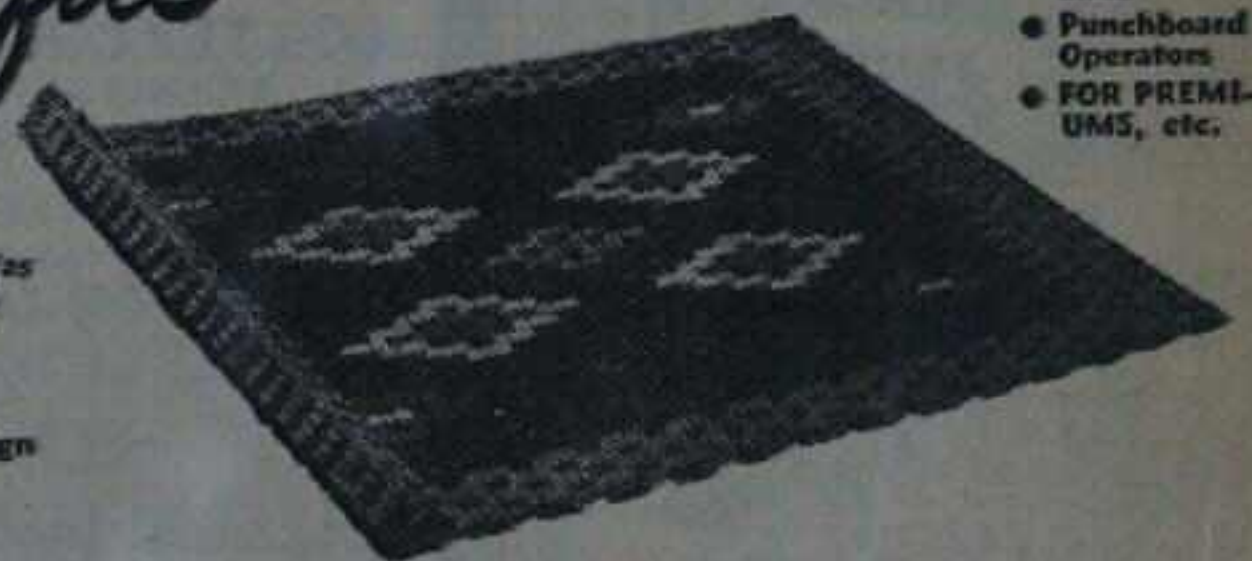
- 15 1/2" high
- Glass Tube
- Good Setter

90¢ \$10.50 DOZ.

- White Ashtray Coasters, Cr. \$3.60
- Colored Beer Mugs, Cr. 4.80
- 9 Oz. Decorated Tumblers, Cr. 6.50

Kravitz & Rothbard

Colorful TYCO ROLL-UP RUBBER LINK DOOR MATS



- Every Mat Has SIX Different Colors
- Every Mat in Beautiful Design

- Concessionaires
- Punchboard Operators
- FOR PREMIUMS, etc.

SIZE	PRICE PER DOZEN	SAMPLE
13"x22"	\$36.00	\$3.50
15"x24"	45.00	4.25
16"x27"	54.00	5.00
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.

Tyco INC.

Circle 6-5583

303 West 54 St., Dept. B-1 New York 19, N. Y.

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 10 1/2 x 15 1/4 new thrilling Football Game, \$1.25 size.

Send \$1.00, plus 10¢ postage, for these samples and you'll re-order. Three real hot selling games. Get in on these profits now. Address:

FRANK D. OLIVA & CO.
3482 N. Pulaski Chicago 41, Ill.

JUGGLE-HEAD

GAY! ZANY! NUTTY! For Kids From 3 To 9!
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.

RAMLEY 43 EAST 19TH STREET., NEW YORK, N. Y.
HOME OF DIPPY DILLY—"THE ORIGINAL YES BIRD"

GIVE TO THE DAMON RUNYON CANCER FUND

ORIGINAL
FOR MORE DO



ORIGINAL
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.

WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE AND DISCOUNTS

UNIVERSAL MANUFACTURING CO., INC.
"THE WORLD'S FOREMOST MFR. OF JAR GAMES"
405-411 E. 8th St. Kansas City, Missouri

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 Wollpert, 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).

*Exclusive!
New!*

**FAMOUS
CALENDAR GIRL
BOARDS
IN BEAUTIFUL COLORS**



10¢
TEACHER'S PET
PET HUNT
PAY \$50 OR \$10
OR \$5
EACH RECEIPT 25¢

\$15 \$10
\$5 \$4 \$3 OR
2 Tickets in a Hole

1 2 3 4

ORDER AS
800 TEACHER'S PET
3 TICKETS IN A HOLE
10¢ PER HOLE

AVERAGE PROFIT \$37.70

WRITE FOR CIRCULAR DESCRIBING

— NEW —

**CALENDAR GIRL BOARDS
NOW READY**

IN 6 TICKET GIANT HOLES
IN 3 TICKET JUMBO HOLES
MORE COMING SOON

SIMPLY BEAUTIFUL!
VERY PROFITABLE!

GARDNER & CO.

2222 S. MICHIGAN AVE.
CHICAGO, 16, ILL.

A Winner . . .

"GRIN and WIN"
DEFINITE PLAY . . . ALL SEALS GO



GRIN and WIN
5¢
\$5.00 \$2.50 \$1.00
50¢
ALL JACKPOT SEALS 50¢

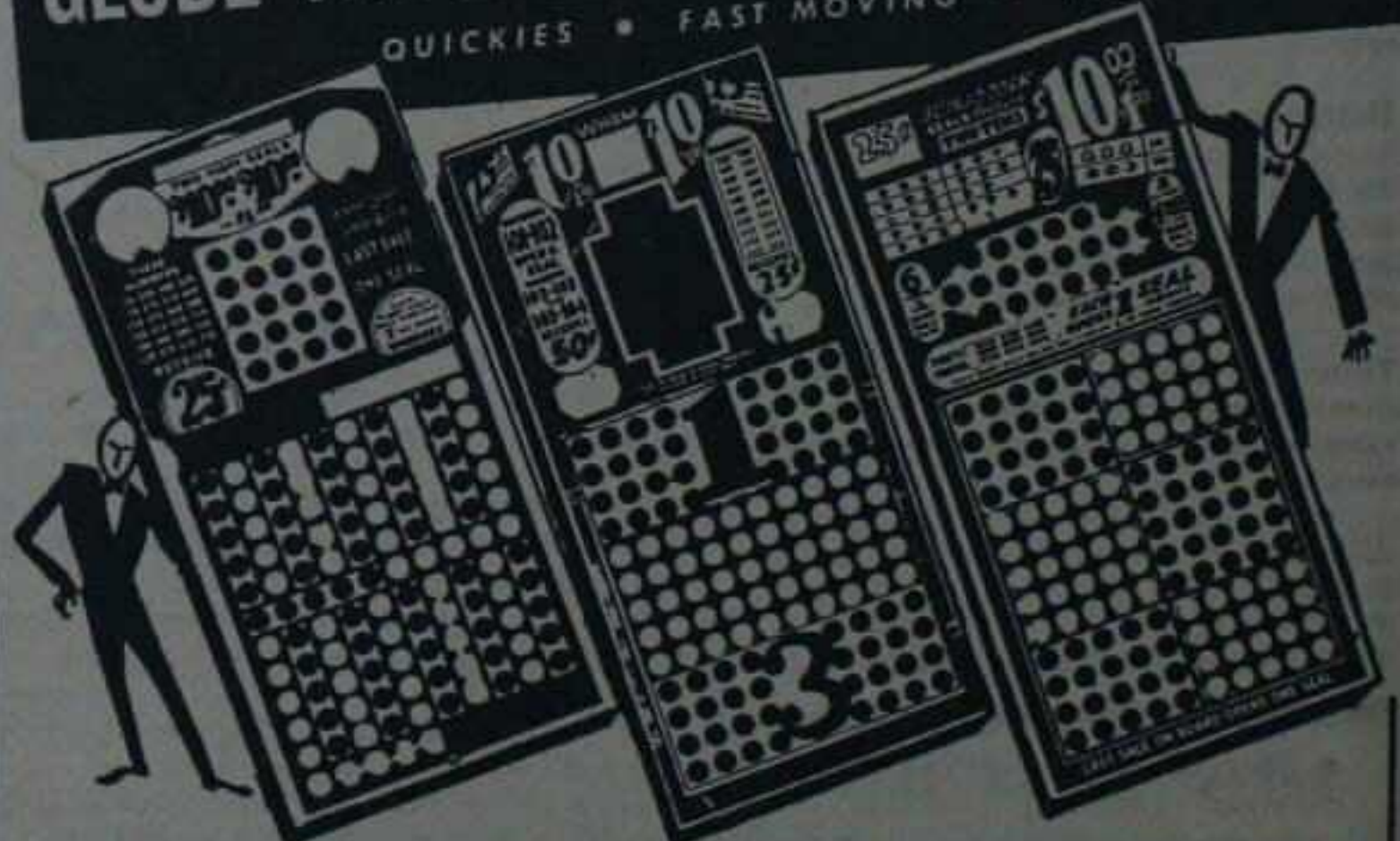
1056 R. M. HOLES
5c PLAY
SEMI-THICK

Takes In \$52.80
Def. P. O. 25.25
PROFIT \$27.55

FORM NO. 11943

**HARLICH
MFG. CO.**
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

GLOBE TRIPLETS FOR TRIPLE PROFITS
QUICKIES • FAST MOVING • PROFIT PACKED



Six Tickets in a Hole—Thick Board—Foolproof Seals		
DOUBLE SAW BUCKS 130 Multi-Giant Holes, Str. Numbers, 25¢ Per Hole (6 Tickets)	WHAM 130 Multi-Giant Holes, Tip Numbers, 25¢ Per Hole (6 Tickets)	JUMBO JACK 130 Multi-Giant Holes, Slot Symbols, 25¢ Per Hole (6 Tickets)
Takes in \$32.50	Takes in \$32.50	Takes in \$32.50
Average Profit 17.00	Average Profit 16.00	Average Profit 16.30
Maximum Profit 20.50	Maximum Profit 20.50	Maximum Profit 19.00

IMMEDIATE DELIVERY
Send for Illustrated Catalog of Our Full Line

GLOBE PRINTING CO.
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) Ditch 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 Bever.

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-Forepugh 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.

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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
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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. Net Plus Coins	\$1.75 Net
JACK RABBIT 1500-Hole—10¢. \$50.50 Profit. Net Plus Coins	\$1.75 Net





EVERYTHING GOES 2500-Hole—10¢. \$81.00 Profit. Net Plus Coins	\$2.25 Net
JACK IN THE BARREL 5¢ Play, 2592 Hole	\$2.50 Net
The \$64 Question and Answer Game 600 Holes. 25¢ Play. Avg. Profit, \$87.40. Maximum Profit, \$110.00.	98¢
POCKET PLAY 100-Hole—25¢	25¢ Net
POKER CIGARETTE 300-Hole—5¢	29¢ Net
TEN SAWBUCKS 205 Multi—50¢ Play. Average Profit, \$47.50.	\$1.25 Net
TWINS 200 Multi-6 Tickets—50¢ Play Average Profit, \$54.50.	\$1.25 Net

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Cost you \$2.85. In lots of twelve, \$2.75 Ea.

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LITTLE ROCK, ARK.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit	Price
400	5c Dollar Bd., X.Tk., Def.	\$ 7.00	\$.85
1000	25c Charley, X. Tk., Def.	50.00	.85
1440	5c Cigarette Barrel, Def.	22.00	.39
1440	5c Barrel, X. Tk., Def.	18.00	1.15
1440	10c Barrel, X. Tk., Def.	36.00	1.39
1800	5c Lulu Bd., X. Tk., Def.	18.00	1.39
1000	25c J.P. Charley, X. Tk., Def.	52.08	.84
1000	25c Action, X. Tk., Def.	56.80	1.39
1200	25c Tex. Charley, Seal Avr.	102.28	1.74
600	25c Jumbo Q.T., X.Tk. Avr.	65.30	1.59
1000	5c J.P. Asst. Bds., Avr.	27.00	2.59
1050	5c J.P. Asst. Bds., Avr.	31.00	2.79

NEW! 6 Tickets Per Hole Boards

200	25c Kwik Fin	Max. Avr.	\$39.50	\$2.50
200	\$1.00 Charley	Def.	50.00	2.50
2170	5c Red-Wh.-Bl. Tks.	Def.	\$36.50	\$1.29
2170	5c Red-Wh.-Bl.5 Fold Def.		36.50	1.39
200	25c Sure Shot Pad Deal		15.00	.89
1000	25c Kwik Fin Pad Deal		24.50	1.44
120	Tip Ticket Bks., gross		\$18.75	doz., \$1.89
120	Baseball Tip Bks. Nat., Amer.	Doz.		1.85

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Deluxe Building Blue Earth, Minn.

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\$7.95



White cabinet, AC, DC. 7" long, 5" high, 4 1/4" deep. Rich tone, excellent performance. Boards already made up, 500 Hole @ 10¢ or 1000 Hole @ 5¢; add 80¢ for board. 25% dep. with order.

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Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY
Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Jul12

AA-1 BARGAINS! BALL GUM AND NUT
Vendors, Scales, Postage Machines, etc. Request free list illustrated catalogue. 25 lb. Bubble Ball Gum and 1.25 Coin Counter, \$6.50 if you mention this ad. Parkway Machine Corp., 623 W. North Ave., Dept. 20, Baltimore 17, Md.

BULK VENDOR OPERATORS—MAYBE YOU
think you know the lowest supply sources. . . But do you? Write Becker, 105-5 Dewey, Brillion, Wis. ap24

CIGARETTE MACHINES—ALL MAKES, ALL
models. Equipment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EVERgreen 6-4244.

ERIE DIGGERS WANTED—IN ANY QUANTITY
or any condition. No packing or crating, we pick up. J. Landi, 323 Sanford, Upper Darby, Pa.

FOR IMMEDIATE SALE—50 PRACTICALLY
new Pop Corn Box Vending Machines, fully guaranteed. \$100 each. F. O. B. Syracuse. N & N Amusement Co., 526 Butternut St., Syracuse, N. Y. my15

FOR SALE—MARVELOUS BUY, SLIGHTLY
used 24 Poker Tables for immediate delivery. Louis Rikkin, 1124 Surf Ave., Coney Island, N. Y. ap24

FOR SALE—25c BROWN FRONT, \$65; 10c
Extraordinary, \$35; 5c Extraordinary, \$25; 10c Extraordinary, hand load, \$35; 25c Black Cherry Bell, \$100. Consoles, all free play; Jumbo Parade, Bob Tails, Club Bells, Fast Time, Big Top, \$15 each; Super Bells, \$25 each; 4 Singing Towers, \$50 each. Frank Guzzini, Beech St., Burnham, Pa. Day phone, 5726; night phone, 5609. my1

FOR SALE—9 POSTAGE STAMP MACHINES,
cheap for quick sale. Bill Gunning, Kingsport, Tenn.

FOR SALE—5/8 BALL GUM, HEART OR LEAF,
in 1000-lb. lots, 26 cents pound delivered. Glen Gillette, 614 Rebecca Ave., Wilkinsburg, Pittsburgh 21, Pa.

FREE BOOKLET — "DOLLARS FORM PEN-
nias." Gives the know-how of bulk vending. State whether you now operate bulk vendors or are interested in beginning. Becker Vendors, 105-5 Dewey, Brillion, Wis. ap24

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Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

SALESBOARDS — All Orders Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60
980	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
980	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Spinning, Thick, Girl Board	Avg. 26.80	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 26.80	2.75
1200	5¢	Flick a Cherry, Thick, Seal Board	Avg. 30.04	2.65*
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwik Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

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Hole	Name	Profit	Price
200	Quick Fins, 6 Tks. for 25¢	\$38.00	\$3.25
200	G. Lovely, 6 Tks. for 25¢	28.00	4.00
200	Big Hit, 6 Tks. for 25¢	27.40	4.00
200	Star Dust, 6 Tks. for 25¢	22.25	3.75
200	Gold Bar Special, 5 Tks. for 25¢	25.92	3.75
200	Grand Special, 6 Tks. for 25¢	28.14	3.25
200	Grab a Fin, 5 Tks. for 25¢	23.00	3.00
200	Twelve Fins, 6 Tks. for 25¢	23.00	3.50
200	You Can't Miss, 6 Tks. for 25¢	25.00	3.50
200	They All Go, 6 Tks. for 25¢	25.00	3.00
200	Twins, 8 Tks. for 50¢	54.00	3.75
200	Ten Sawbucks, 8 Tks. for 50¢	79.00	2.75
200	Whooper, 5 Tks. for \$1.00	122.00	3.75
200	Super Jackpot Charley, 5 Tks. for \$1.00	56.00	3.50
200	Charley Board, 5 Tks. for \$1.00	50.00	2.75
218	Book of Winners, 6 Tks. for 25¢	27.34	4.00
220	Kwik-a-Fin, 6 Tks. for 25¢	27.00	3.25
220	Ten Sawbucks, 6 Tks. for 50¢	89.00	3.00
220	In the Dough, 6 Tks. for 25¢	30.00	3.75
220	Sure Lucky, 6 Tks. for 25¢	30.00	3.75
220	Fine & Dandy, 6 Tks. for 25¢	30.00	3.75
240	Grab a Fin, 6 Tks. for 25¢	40.00	3.25
850	3 for 10¢, 3 Tks. for 10¢	42.00	4.00

Per Doz. Per Set

2170	R.W.B. Jar-o-Do Tickets	\$20.00	\$39.50
2170	R.W.B., Stapled in 5s	27.50	72.00
2265	Combination	25.00	38.00
2040	R.W.B. Jar-o-Do	18.00	30.00

25% With Order, Balance C. O. D.
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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. He 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 official 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. How-

Nashville Ops Attempt To Stop Tax Fails

Passes Second Reading

NASHVILLE, April 17.—Despite a plea made by local operators at an official 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 official 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

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)

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.

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

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

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

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 vendors 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 vendors having a total valuation of \$1,952.

During January, this year, China bought \$2,000 worth of vendors. 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 vendors 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 Jenni 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.

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 play-field 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. Knapp, both of whom are widely known in coin machine circles. Their staff includes 12 employees.

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. I.

NEW YORK, April 17.—Arnold 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 Clock 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		Av. Price	Vendors		Amusement Games		Av. Price	
	No.	Value	No.	Value		No.	Value	No.	Value		
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	
Mexico	98	7,560	19	6,040	318	75	821	11	4	699	
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	
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	
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	
Portugal	2	900	2	900	450	
Other Countries	28	2,139	11	1,190	108	10	145	14	7	804	
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 designation 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's 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. Altho 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
UNEEEDA 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, 11 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

SPECIAL \$65.00
National 9-30, 9 Cols.,
270 Pack Cap.

10c CIGAR MACHINES

7 Column, Capacity 175	\$32.50	Single Column, Capacity 50	\$22.50
1 1/2 Stick or Tab Gum Machines, 500 Cap.	\$19.85		

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"

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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 9 1/2 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. Cleverger 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 misfires. Handles 140, 170, 210 count gum—no breakage and positive delivery. If you want the best trouble-free vendor, try the new improved "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.

AN ADVANCE MACHINE TO SUIT YOUR NEEDS!



ADVANCE MODEL D

J. SCHOENBACH

BULK VENDORS

Advance 2-11, 2-11	\$12.80 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 - Peanuts - Cashew - Almonds - Charms, etc.

Coin Weighing Scales \$18.50

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PLATES

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Camera Chief . . .	\$19.95	New Challenger . . .	\$45.00
Advance Electric Shocker, 2-11 . . .	18.75	Mutual Card Vendor With 1000 Cards . . .	27.80
Bings	32.50	Best Hand	50.00
New Model Kicker & Catcher	37.50	Bouncer	40.00

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The "Little Giant" HOT POPCORN DISPENSER

8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for information.

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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!

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ALL SILVER KINGS

Can be bought on
TORR TIME PAYMENT PLAN
16 weekly payments. Write for details.
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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.

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ALL VICTOR MACHINES

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Pay for same in 16 weekly payments.
WRITE FOR DETAILS

NEW candy-coated chocolate GONFETTI, 450 count to the lb.—assorted colors, 36 lb. to the ctn.—36¢ per lb.

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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 \$ 5.00
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Lower prices in quantities; write for catalog.
25% dep. on C.O.D. orders; prompt delivery.
GORDON MFG. CO.
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VICTOR'S MODEL V
The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.
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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.
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CHARMS
Write at once for free details on how CHARMS can double or even triple your profits in bulk venders. Lowest prices on Plastic and Metal Charms, Stone and Cameo Rings, Gold and Silver Wedding Rings, Knives, Jugs, 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. "Bubble Ball Gum, all for... **\$76.25**
DEAL #5
5 Victor Model K, \$64.75, plus 33 lbs. of Boston Baked Beans or Rainbow Peanuts, all for... **\$71.68**

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 CHIEF \$19.95
Including 3 Sets of 8 Pictures Each.

Virginia Peanuts, 30-lb. ctns. 28c lb.
Spanish Peanuts, 30-lb. ctns. 22c lb.
Licorice Lozenges, 37 lb. ctns. 28c lb.
M & M's, 25-lb. ctns. 42c 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.

Pee Wee Rainbow Peanuts, 33 lb. ctns. 28c lb.
Rainbow Peanuts, 33 lb. ctns. 25c lb.
Pee Wee Boston Baked Beans, 33 lb. ctns. 28c lb.
Boston Baked Beans, 33 lb. ctns. 25c 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 clear counters everywhere. Customers afforded sufficient fluid to return entire investment. No competitors; 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"
2800 WEST FIFTIETH STREET, CHICAGO 32, 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. FRANTZ MFG. CO.

J. ROSENFELD CO.

318 OLIVE STREET, ST. LOUIS 3, MO.
NEWSTEAD 1582

**Vender Exhibits Spotlighted
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. Eastern 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-Illion 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.

BUILT for
OPERATORS



Northwestern

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
40 EAST ARMSTRONG ST.—MURFREESBORO, TENN.

**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, 1 1/2" x 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.
718 W. Madison St. Chicago 6, Ill.

**ATTENTION
CIGARET MACHINE OPERATORS!!!
350 COIN MACHINES**

Mostly DuGrenier and Uneda 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.**
6701-13 Grand Ave.
Chicago 39



WRITE FOR OUR CATALOG

**VENDORS'
SPECIALS**

Mds. Stands, Solid Steel—Weight 35 Lbs. \$4.50
Double Plates for Two Machines 1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb. .35

1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

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, 8 Col., 168 Pk.	80.00
Uneda Mod. A, 9 Col., 224 Pk.	87.50
Uneda Mod. A, 9 Col., 270 Pk.	72.50
DuGrenier V, 7 Col., 238 Pk.	59.50
DuGrenier VD, 7 Col., 298 Pk.	64.50
DuGrenier W, 9 Col., 308 Pk.	54.50
DuGrenier WD, 9 Col., 386 Pk.	59.50
DuGrenier Champion, 9 Col., 420 Pk.	69.50
National 9-18, 9 Col., Candy	110.00
National 9-18, 6 Col., Candy	75.00
Rowe, 8 Col., Candy	100.00

NORTHWESTERN BULK VENDORS

Deluxe	\$27.00	Model 33	\$12.60
Model 38	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 Strikeout	\$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
5 or More	13.75
Exhibit Card Vendors, with 1000 Cards	25.00
Bat-a-Ball	19.50
Basketballs, 1¢	29.50
Grip Vans	39.50
Kicker & Catchers	37.50
Test Quest, 1¢	39.50
1948 Bingo, 1¢	24.50
Camera Chief	19.95

USED COUNTER GAMES

1¢ Marvels, Tok. P/O	\$28.50
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. 5, 5¢	10.00
Snacks, 3 Comp., 1¢	14.50
Variety Shops, 5 Comp., 1¢	14.50
Shipman 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

409 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. \$11.55, 12 to 49, Ea. \$11.05, 50 or More, Ea. \$10.55.



Victor Model V Globe Type	\$12.50
Master 1¢ and 5¢ or 5¢ Only	16.50
Master 1¢ Only	15.00
Advance Model D Ball Gum, 2-11	11.90
Columbus 45ZB, 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. MAPLE 7-5101

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 salesman excellent income possibilities. Phone Digby 4-1584 (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.

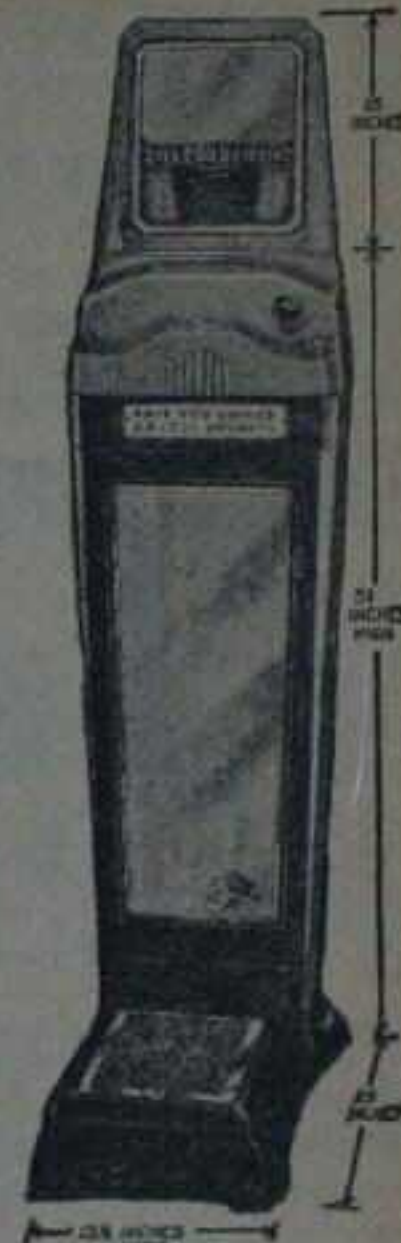
S. C. Governor Asked To Veto Dealer Discount

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 Weight.....185 Lbs.

Shipping Weight....245 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 1/2¢ 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 Gretchen Camera Chiefs	19.95

USED

50 Asco 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)	75¢
Pistachios (Tulip)	65¢
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

The Billboard Cincinnati 23, O.

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).



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

Metal Plated Charms, Series #1	...	\$6.00
Metal Plated Charms, Series #2	...	7.50
Plastic Charms, Famous Series #1	...	3.50
Plastic Charms, Big Series #2	...	4.50

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARM MANUFACTURER
113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.

BUBBLE BALL GUM 26¢ PER LB.

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.
1 1/2 or 5 1/2 Oz. or Fruit Bowls

NEW IMPROVED 1948 IMPS \$14.50 EA.
1 1/2 or More, \$13.75
1 1/2 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.

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Northwestern BULK VENDERS—All Models

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VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vendors ALL BULK MDSSE... Chams, Pennula, Candy and Ball Gum. No additional parts necessary.

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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

Atlas 5c BANTAM TRAY VENDOR

IMMEDIATE DELIVERY

VENDS ALMONDS NUTS - CANDY PISTACHIOS

Jobber Enquiries Invited

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1928



HANSON 1c and 5c SCALE

COUNTS PENNIES AND NICKELS

No. 317 weighs only pennies to \$15.
No. 315 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

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NEW LOW PRICES U-SELECT-IT CANDY MACHINES

72 Bar Capacity, \$30.00 Each. Limited Supply.

CIGARETTE MACHINES

All Make, Real Low Prices. Half Deposit.

HARRIS VENDING
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Phone: BA 9-0608

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 Weninger, 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 jukes. 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 Southern 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 times.

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 Walton 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



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
the coin box concurs

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.

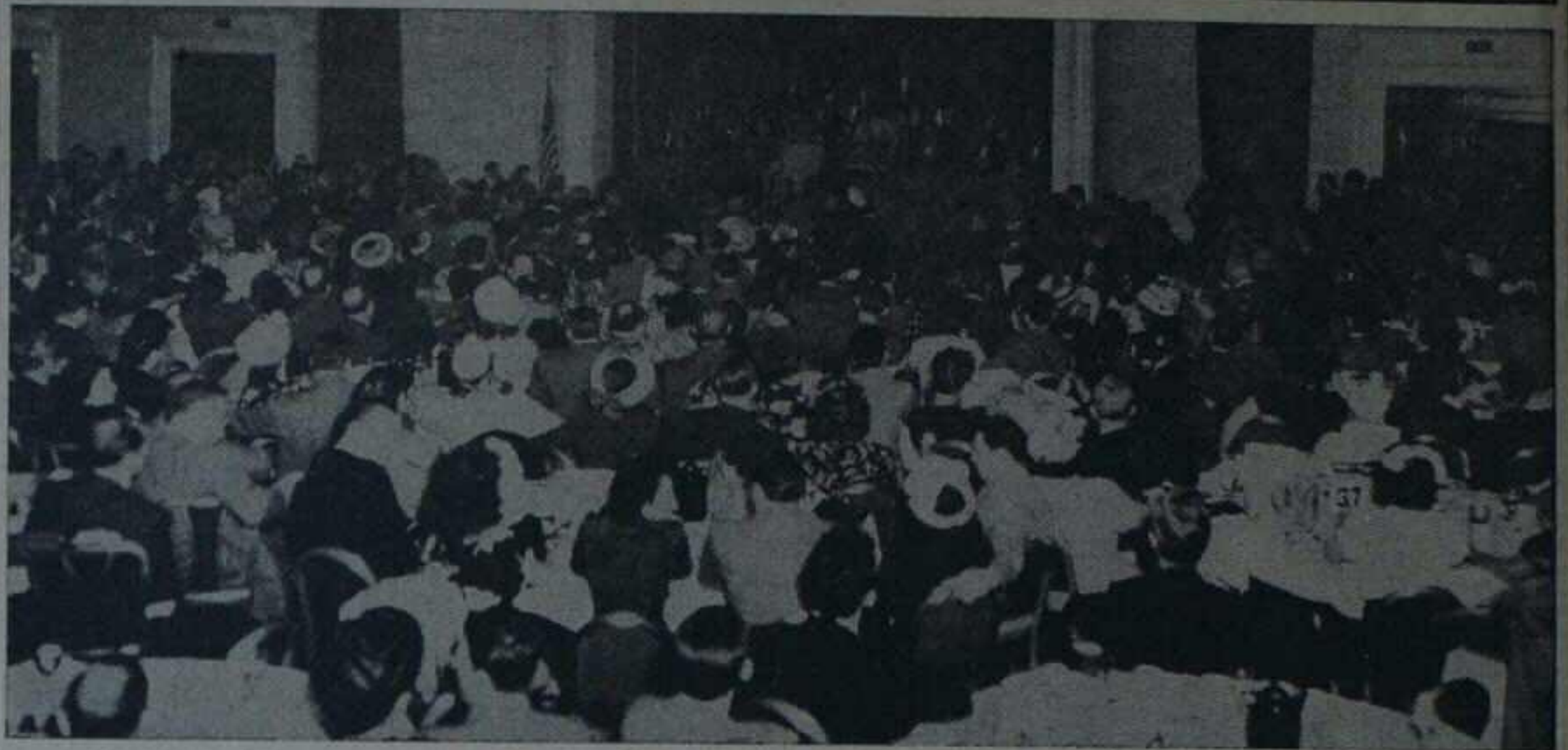
Record company representatives at the noonday meeting assured operators that they would be supplied with plenty of good disks no matter how long the current ban on recordings lasts.

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 Spille 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

ARTIST
 TUNES
 LABEL AND NO.
 COMMENT


RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

LEE MONTITZ TU TONES (Aristocrat 399) <i>Littletown, My Chattanooga</i> (Merle Loew) Instrumental style's o. k. Switch over to Stage Bunny making unusual, or something.	53	60	40	60
<i>Dreamy Melody</i> Blended accordion - guitar-bass treatment with high appeal in the three Sums vein. Whistling badly balanced.	78	75	75	85
LEW MARCUS (Jewel R-5405) <i>Is (Sweet As Apple Cider)</i> Near "You" bass winds but old-fashioned melodic piano. Billing is accurate; there's a nostalgic charm.	79	82	75	80
<i>Dardanella</i> More nostalgic piano but poppy "Dardanella."	46	50	40	50
ANDREWS SISTERS (The Harmonica Gentlemen) (Decca 34457) <i>Sabre Dance</i> With lyrics and harmonica—a noble try—but only a near-miss.	90	90	88	92
<i>Heartbreaker</i> Should perk the ditty into hit class, harmonica or no harmonica.	75	75	75	75
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 Malby Ork) Laurenz has mellow, but voice on melodic, cuts ditty.	75	75	75	75
DEAN MARTIN Anello 1186 <i>Hold Me</i> Not bad, but why not turn this guy loose on twin-tempo stuff which he does so well.	66	65	60	75
<i>Santa Lucia</i> Inferior backing but Martin can sing. Italian lyrics can catch "O'Marie" trade.	70	75	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.	85	87	82	85
<i>Aha, San Antonio</i> Converted mildly chirp sounds right on rowdy rhythmic pace with catchy beat. Knowsly fiddling.	84	86	84	82
VIC DANONE (Mercury 3124) <i>My Fair Lady</i> (Camarda Ork) Vic sings well thru a fine ditty of a new pop.	79	80	78	78
<i>Lava, Lava, Lava</i> Balcon (Glenn Omer Ork) Simple straightforward rendition of pop song which should find the share of the sales.				

FOLK

SLIM BRYANT AND HIS WILDCATS (Majestic 4026) <i>Thunder Storm</i> Zippy squeeze-box and rhythm with choral work ample—material relentless.	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 46992) <i>When the World Has Turned You Down</i> Adonoidal 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. s. 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 entreaty pic ballad.	76	79	75	73
<i>April Showers</i> (Paul Weston Ork) If you can forget Tolson, this is sweet and pleasant.	80	80	80	80
THE MASSEY BROTHERS (Coast 573) <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 46992) <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 wail, the warble are stock but h-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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(Continued on page 126)



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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 Spriggens.

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 Benard, 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. Read'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 Berman, 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 Rousso, 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 & Hegeman Electric, Hartford; constant speed electric motor, Hayden Manufacturing Company, Tarrington; 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)



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.

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.

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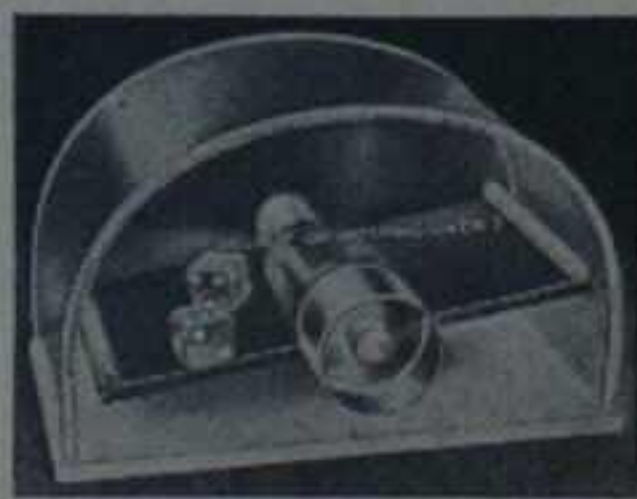
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Table listing various coin machine models and prices, such as Hawaii Steel Ball Roll Down \$225.00, etc.

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 Brayerman, 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.

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.

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.

Nat Cohn, Modern Music proxy, is showing operators his Modern multipurpose vender. He says the red-enameled machine is specially made for Modern.

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.

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.

Eddie Slevin, formerly top engineer at the now defunct Dynamic Devices, is working for Charlie Lichtman at New York Distributors.

Broadway Appliance Distributors, Inc., has taken over the Launderall franchise for the New York trade area, with J. M. Shiff and Sam Schnee pushing sales of the automatic washer.

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.

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.

Frank Mencuri, 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.

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.

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.

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.

Altho 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 Everette, head of the firm. Everette 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, AMP'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.

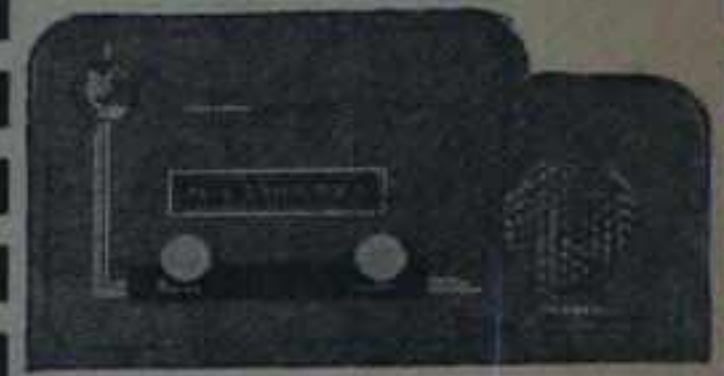
Des Moines:

(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.

Buy TRADIO And Be Sure!



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
- Exclusive trouble-free timer
- New low price of \$49.95

Order now for Immediate Delivery | WRITE Dept. A-4

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	
EXHIBIT FAST BALL@ 35.00@ 119.50	
EXHIBIT CROSS FIRE@ 89.50	CHI-COIN SEA ISLE@ 134.50
EXHIBIT BIG HIT@ 24.50	CHI-COIN SPELLBOUND@ 30.00
UNITED TROPICANA@ 159.50	CHI-COIN PLAYBOY@ 74.50
UNITED SINGAPORE@ 144.50	CHI-COIN KILROY@ 54.50
UNITED MEXICO@ 109.50	CHI-COIN BASEBALL@ 99.50
UNITED HAWAII@ 130.00	CHI-COIN BERMUDA@ 150.00
UNITED HAVANA@ 54.50	GENCO STATE FAIR@ 39.50
UNITED NEVADA@ 135.00	GENCO STEP-UP@ 35.00
UNITED RIO@ 54.50	GENCO HONEY@ 74.50
BALLY ROCKET@ 54.50	GENCO BRONCHO@ 84.50
BALLY NUDGY@ 64.50	WILLIAMS SUSPENSE@ 25.00
BALLY BIG LEAGUE@ 25.00	WILLIAMS FLAMINGO@ 99.50
BALLY MIDGET RACER@ 24.50	KEENEY HI-RIDE@ 130.00
		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.

SERVICE OUR WATCHWORD

Morris Novelty Co., Inc.

3107 E. 9th ST. PHONE FR. 0757 ST. LOUIS 3, MO.

We can now make delivery on the following NEW GAMES

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|---------------------|-------------------|
| Gottlieb CINDERELLA | Exhibit BANJO |
| Chicago TRINIDAD | United WISCONSIN |
| Williams VIRGINIA | Genco TRADE WINDS |
| United MANHATTAN | |

Send for our complete price list of good used games

Operators in Illinois and Missouri—We can now finance your purchases on easy terms.



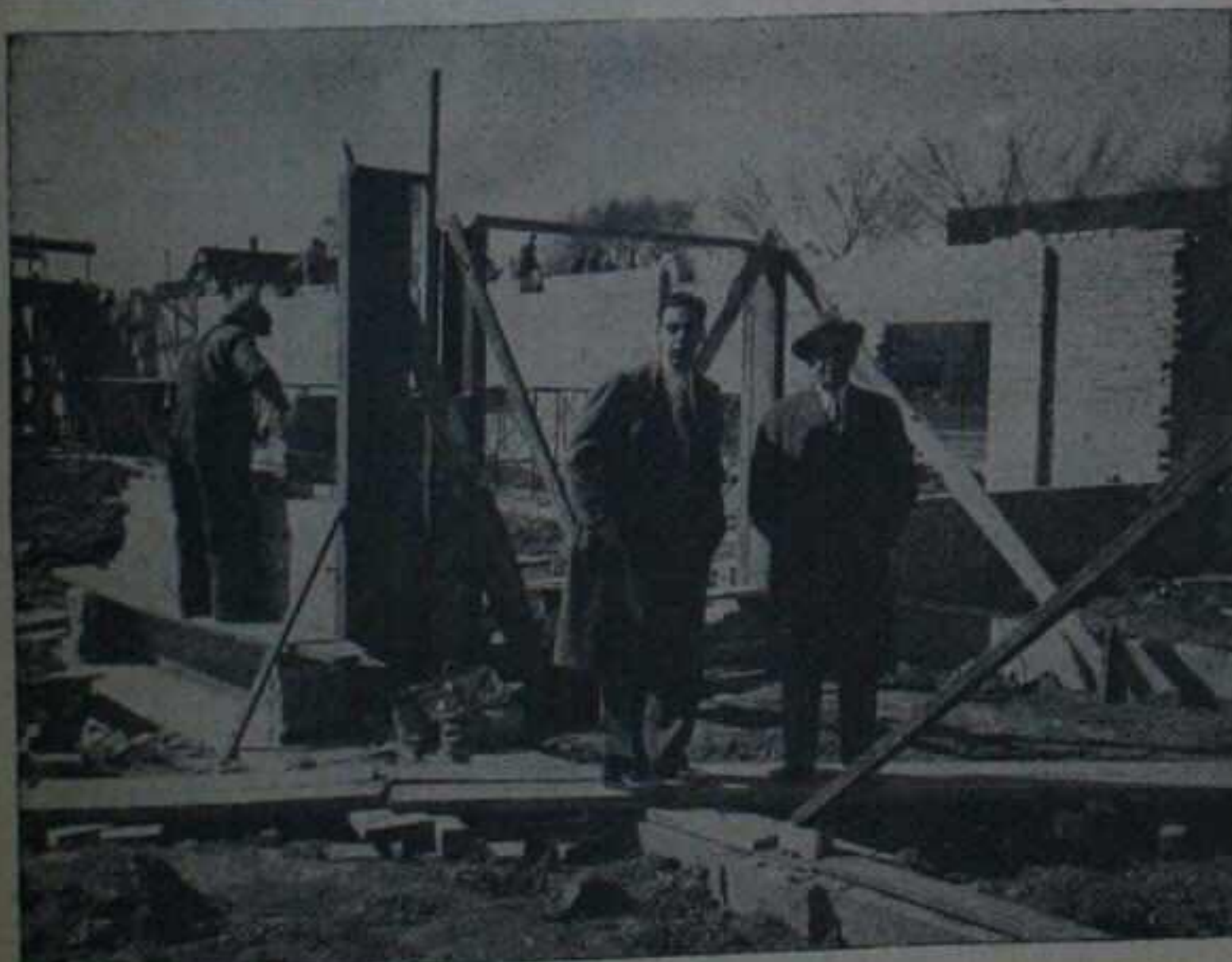
OLIVE NOVELTY CO.

2425 LUCAS AVE., ST. LOUIS 3, MO. Phone: Franklin 36201



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-289, 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 Gettlinger. Simon, who visited the new plant site while in Chicago last week, is United's New York distributor.

THE TEST QUEST GETS ITS SHARE OF PENNIES!
 ONE OF THE FEW LEGAL AMUSEMENT GAMES THAT WILL MAKE MONEY!

2 GAMES IN ONE



\$37.50 EACH

ORDER ONE TODAY USE IT FOR 10 DAYS

MONEY BACK IF IT ISN'T THE BEST INVESTMENT YOU HAVE EVER MADE!

BAKER NOVELTY COMPANY
 1200 WASHINGTON BLVD., CHICAGO 12, ILLINOIS

"P. S." MEANS PROFIT SURPLUS With "PRO-SCORE"
 See your local distributor or write us for details. Write today.
GEORGE PONSER CO.
 158 E. Grand Ave. CHICAGO 11, ILL. Phone: Superior 4427

WANTED ARCADE MACHINES
 LATE MUTOSCOPE VOICE-O-GRAPH—DRIVEMOBILE and PHOTOMATIC CHICAGO COIN GOALEE and BASKETBALL
 And Any Other Late Model Machine Give All Details As To Price and Condition in First Letter.
PHIL GOULD
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TUBES
 6J545 All Other
 5Y338 Tubes
 6L6G91
 205145
 6C429
60% OFF
ENGLISH Sales Co.
 620 Randolph Street Chicago 6, Ill. Andover 6604

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

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

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-534) <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> (Huras 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 topside.	64	66	60	66

THE BLUES BOYS (Super Disc 1053) <i>In Loo Blues</i> Backroom blues shout duet that's just so-so.	49	47	49	52
<i>Worried Man Blues</i> More heery stuff with a bit more gut.	52	47	51	59

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

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>Allimony 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-screesh 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 Flar</i> Romantic Romero warbling, the military styled triple-tongue trumpet tootling livens disk.	58	54	61	59
<i>La Burrira</i> Romero romps happily thru gay ranchera disk-ing, 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>Parque Te Quiero</i> Flip here shows gals to better advantage, tho their harmony chanting lacks finesse.	42	45	40	42

WANT TO BUY
 QUICK ACTION AIR MAIL LIST STATE NUMBER AND PRICE WANTED
 KEENEY BONUS BELLS
 BALLY TRIPLE BELLS
 BALLY DRAW BELLS
 WURLITZER Model 1015
 SEEBURG Model 1 '46, 1 '47
 ROCK-OLA Model 1426
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BADGER SALES CO., INC.
 2251 W. Pico Blvd., Los Angeles 6, Calif.

Like New Used Bally Triple Bells \$550.00 Ea.
 Bally Draw Bell, Red Button 235.00 Ea.
 Bally De Luxe Draw Bells 275.00 Ea.
 Keeney 5¢ Bonus Bell 275.00 Ea.
 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.
EDWARDS MUSIC CO.
 Douglas, Wyoming

WANT TO BUY
 BALLY TRIPLE BELLS
 " DRAW BELLS, Regular
 " DRAW BELLS, DeLuxe
 " VICTORY DERBYS
 " VICTORY SPECIALS
 " ENTRIES
 KEENEY BONUS SUPER
 " BONUS TWIN
 MILLS MINT VENDORS
 Phone for Quick Action or Send List.
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MAKE US AN OFFER ON FIVE PANORAMS FIVE BALLY RAPID FIRE
 Excellent Condition.
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WANT TO BUY
 EXHIBIT DIGGERS (Streamliners & Merchantmen)
 BALLY DOUBLE UP
 EVANS WINTERBOOK
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Stop! Look! Order Now!
CONSOLES
 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
PIN GAMES
 5 Chicago Coin Super Scores . . \$39.50 Each
 Write for Price on All New Games.
 We Can Save You Money.
FRANK SWARTZ SALES CO.
 515-A Fourth Ave., S. Nashville 10, Tenn.

Immediate Delivery!
FROM STOCK!

RUNZEL Pushback Wire

18 or 20 Strand 68 Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

RUNZEL Cord and Wire Co.
1723 W. MONTROSE AVE.
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COLUMBIA DOUBLE JACKPOT BELL SPECIAL
\$85.00 Ea.

Factory re-conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.
WRITE FOR FREE NEW CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

Abco Novelty Co.
712 W. GANDOLPH ST. MAYMARKET 1895 CHICAGO 6, ILLINOIS

FOR SALE—25—
POKERINO TABLES, LIKE NEW
\$125.00 Each

—12—
INTERNATIONAL MUTOSCOPE POKERINOS
\$75.00 Each

Inquire—J. B. KIRSCH

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; 19 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. Offices' 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.

Pitman, 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

WRITE, WIRE, PHONE TODAY!

WE CARRY THE LARGEST STOCK OF USED EQUIPMENT IN THE NATION—ALL TYPES, MAKES AND MODELS. WRITE TODAY FOR COMPLETE LIST.

1/3 Deposit With Order—Balance C. O. D.

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Exclusive AMI Distributor

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Edmonson 5322

CONSOLES

1 Bally Triple Bell, F.P. & P.O.	\$500.00
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

All of the New Pin Games—Coin Operated Television by Emerson—Downing-Johnson Coin Counter and Coin Sorter—New Buckley Criss Cross Slot Machines and Track Odds Console—Chicago Metal Revolv-a-Round Safes—Wattling Scales—Silver King Merchandising Machines—Coin Changers—Coin Stacker.

Write for circulars. 1/3 deposit, balance C. O. D. Phone, wire, or write.

INTERSTATE COIN MACHINE CO., INC.

1883 Columbus Ave. Springfield, Mass.
Telephone 3-9088

SPECIALS

Wurlitzer 412 Speaker	\$ 9.50
Wurlitzer 616 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	19.00
Wurlitzer 412, Amplifier & Tubes	12.50
Wurlitzer 616, Amplifier & Tubes	17.50
Wurlitzer 800-24-500, Amplifier & Tubes	22.50
Seeburg Classic, Vogue, Gem, Etc., Amplifier & Tubes	19.50

1/3 Deposit With Order, Balance C. O. D. Write for Catalog.

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GOLD MINE — BANJO
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Call for Prices—Poplar 5-3299.

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PHILADELPHIA 21, PA.

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.

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- SKILL ROLL 125.00
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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
- Poloniana
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 (Of Poppa) Apollo 1120
- Seymour Rechtzeit Sings Your Favorite Songs in His Intimate Style Album (3-10")
S. Rechtzeit 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
Andrew Sisters (Don't Blame) Decca 23827
- (Every Time They Play the) Sabre Dance
Andrew 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 o' 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. MacRae (It's Magic) Capitol 15073
- 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
- Step Going Through the Motions
U. Mae Carlisle (Where the) National 9044
- Sunrise Boogie
F. Carle (Moon dust Rhapsody) Columbia 38175
- Tacos, Enchiladas 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 Nuggets) Columbia 38185
- These Foolish Things (Remind Me of You)
The Accordianaires (Oh, Marie) Majestic 1240
- Tiger Rag
Phillie All Star String Band (Minnie the) Apollo 1117
- Toolie Ooolie Doolie (The Yodel Polka)
The Sportsmen (You Can't) Capitol 15077
- Toolie Ooolie 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 5120
- Two Guitars
R. Bloch Ork (Bata) 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 10166
- You Can't Be True, Dear
N. Emmett (Mike) Apollo 1121
- You Can't Be True, Dear
The Sportsmen (Toolie Ooolie) 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 (Bats In) Victor 20-2854
- *Ace in the Hole
Shelton Brothers (Choo Choo) Decca 46095
- A Million Memories
J. Elvers (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 Quit) Red Barn 1151
- Black Mountain Blues
J. Holden-The Mountain Boys (Mama, I'm) Red Barn 1152
- Barn 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 Dorfmusik) 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 Dorfmusik
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 Waltzing) 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 30-2853
- Hell's Fire
E. 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 (Any-time) 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 1161

(Continued on page 121)



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Surf Queen	Each	Spellbound	Each
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Double Barrel	Each	Torchy	Each
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LONGACRE 5-0371
Al Bloom, President

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.

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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 Waiting 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 46160
Keeper of My Heart
B. WBIs and His Texas Playboys (I'll Have) MGM 19175
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 46112
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 46113
Rounded Up in Glory
Tex Ritter (Deck of) Capitol Americana 46114

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. Check Ork (I Love) Chord 151
Sugar Pie
C. Stone Barn Dance Band (Put Your) Capitol Americana 46113
Television
Red Foley-The Cumberland Valley Boys (Ruby Red) Decca 46124
Texarkana Baby
E. Hazelwood (Indiana Waltz) Decca 46129
The Midnight Express
C. Robinson 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
Whoo, Sailor
E. 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 1161

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
Pool 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 46077
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 46077
Just a Closer Walk With Thee
The St. Paul Church Choir of Los Angeles (I'll be) Capitol Americana 46110
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 46110
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
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
"Whooper" 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. Zarewaki Polka Ork (Who Put) National 5017
Oj' Mari, Oj' Mari
E. Di Mola (Quel Mazzolin) Spiro S-7301
Piano Polka
H. Rene Musette Ork (Main Street) Victor 25-1111
Quel Mazzolin Di Pieri
E. Di Mola (Oj' Mari) Spiro S-7301
Stand Pat Polka
"Whooper" J. Wilfahrt Ork (Jeannine Polka) Decca 46065
Turnpike Polka (Sunday Picnic Polka) H. Rene Musette Ork (You Can't) Victor 25-1117
Tutte E Saere
J. Masciello (Voglio Turna) Spiro S-7006
Voglio Turna a Napule
J. Masciello (Tutte 'E) Spiro S-7006
Wonder Waltzes by Waldteufel Album (4-10")
H. Rene Ork . . . Victor S-34
Charming . . . Victor 25-0108
Dolores . . . Victor 25-0109
Espans . . . 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
Violeta . . . Victor 25-0107
You Can't Be True, Dear
W. Glahn Ork (Turnpike Polka) Victor 25-1117

LATIN-AMERICAN

Casa Cuna
Angelillo (Juan Palomo) Victor 38628
Concerto to the Moon
O. Maderna Tipica Ork (Don Juan) Victor 25-0111
Don Juan
O. Maderna Tipica Ork (Concerto to) Victor 25-0111
Juan Palomo
Angelillo (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. Hosts for the occasion were Carl and Leo Angott, and Charles Andrews, firm sales manager. Mrs. Madeline Gorman, a sister of the owners, and Mrs. Carl Angott officiated as hostesses.

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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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 3

FRIENDLY PERSONAL SERVICE

GIVE TO THE DAMON RUNYON CANCER FUND

Coin Export Report Reveals Diversified Markets Need

(Continued from page 100)

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
Spellbound	39.00
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Havana	69.00
Chicago Coin Baseball, With Flippers	95.00
Torchy	79.00
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Flippers added to any game—\$12.00 extra.

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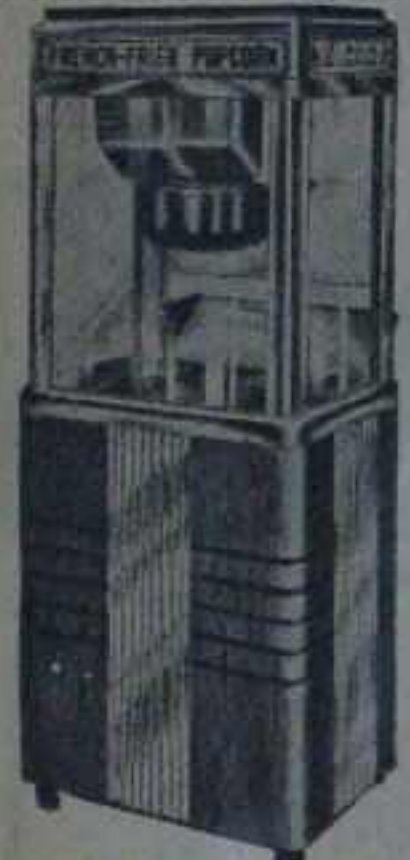
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AMBER	STAGE DOOR CANTEN
BAFFLE CARD	STATE FAIR
BIG HIT	STEP UP
DYNAMITE	SUPERLINER
FAST BALL	SUPERSCORE
SHOW GIRL	SURF QUEEN
SPELLBOUND	SUSPENSE

All games thoroughly cleaned and checked mechanically, rails sanded and shellacked.
 1/2 certified deposit required, balance C. O. D.

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Absolutely the finest 5 Ball game on the market . . . bar none! Operators report that Bally's BALLERINA outplays any game in ALL locations . . . this is no baloney!

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Only one of each available.

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FLAMINGO	125.00	STAR LITE	115.00
GOLD MINE		WRITE BASEBALL	115.00
OSCAR	89.00	SILVER STREAK	89.00
DOUBLE BARREL	49.00	KEENEY FAVORITE, 1 ball.	225.00
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MELODY	169.50	DRAW BELL, Demonstrator, Late Model	\$230.00
MIDGET RACER	49.50	JENNINGS CHALLENGER, 5-25c	225.00
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FUSES—3, 5, 10, 15 and 20—\$1.99 per 100
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Mystery	49.50	Show Girl	59.50	Keeneey Big Parlay, 1 ball	150.00
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AMI's, slightly used . . . \$595.00

WURLITZER	71	\$ 99.50	SEEBURG		
1015	\$449.50	500	99.50	Vogue	\$ 99.50
850	224.50	ROCK-OLA		Colonel	99.50
750	224.50	Super	\$ 99.50	Envoy	124.50
800	200.00	Standard	74.50	Classic	99.50

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.
1000 New Race Records, 25c ea.

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CRISS CROSS JACKPOT BELLE

X X X

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

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Draw Bells, Red Buttons 259.50	Sky Fighter 119.50	Rock-Ola DeLuxe, '39 149.50
Wild Lemons, New, Ea. 542.50	Air Raider 79.50	Rock-Ola Master, '40. 159.50
Double Ups, New, Ea. 542.50	Tommy Gun, Late 79.50	Rock-Ola Super 179.50
Keeney Gold Nuggets, 5¢-25¢ 800.00	Panorams 259.50	Seeburg Hideaway, RC 249.50
5¢ Jumbo Parade, F.P. 59.50	Undersie Raiders 149.50	Singing Towers 89.50
5 25¢ Super Bonus Bells 575.00	Life Leagues 149.50	Airon, Like New 295.00
5¢ Bonus Super Bells 335.00	Voice Recorder 89.50	AMI Highboy, 40 Selections 285.00
5¢ Jumbo Parade, C.P. 59.50	8-Fl. Skee Roll 79.50	Wurlitzer 800-R 99.50
25¢ Pace Reels, Comb., F.P. Ea. 49.50	Scientific Baseball 69.50	Wurlitzer 500, Victory Cabinet 145.00
5¢ Pace Reels, C.P. 49.50	Jack Rabbit, New 300.00	8 Wurl. 125 Wall Boxes, Ea. 15.00
Price of Keeney Triple Super Bonus, 5¢-10¢-25¢ 895.00	Buckley Dicers 89.50	8 Seeburg Bar Boxes, RC 35.00
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	Pop Up, New 25.00	
	Champ Basketball, New 49.50	
	Pokerino, Scientific 189.50	
	Goatee, New 225.00	
	Wurl. Skee Rolls, 14-Fl. 165.00	
	10 1/2-Fl. Premier Skee Rolls WRITE	

PIN BALLS, \$29.50 Ea.		NEW SLOTS			
Air Circus, Boloway, Bosco, Defenses, Eagle Squadron, 5-10-20, Four Aces, Jump, Holly-wood, Invasion, Flat Top, Knockout, Topic, Victory, American Beauty, G.I. Joe, Horoscope, Marines at Play.		5¢ Mills Black Cherry \$249.50	10¢ Mills Jewel Bells 249.00	25¢ Mills Golden Falls 253.50	50¢ Mills Vest Pockets 350.00
		5¢ Mills Golden Falls 249.50	10¢ Mills West Pockets 249.50	25¢ Jannings Std. Chief 279.50	50¢ Jannings Club Chief 344.00
		5¢ Mills West Pockets 74.50	10¢ Jannings Std. Chief 269.50	25¢ Groetchen Columbia 324.00	50¢ Watling Rotatop 175.00
		5¢ Jannings Std. Chief 269.50	10¢ Groetchen Columbia 324.00	25¢ Pace DeLuxe Chrome 245.00	50¢ Pace DeLuxe 550.00
		10¢ Groetchen Columbia 145.00	25¢ Watling Rotatop 175.00		
		25¢ Pace DeLuxe Chrome 245.00	50¢ Pace DeLuxe 550.00		

PIN BALLS, \$19.50 Ea.		USED AND FACTORY REBUILT SLOTS	
A.G.C. Bowler, Big Chief, Gold Star, Jungle, Legionnaire, Play Ball, Spot Pool, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.		5¢ Blue Fronts \$ 79.50	REBUILTS LIKE BRAND NEW
		10¢ Blue Fronts 89.50	5¢ COPPER, GOLD AND BLUE, Hammeroid Finish \$119.50
		25¢ Blue Fronts 99.50	10¢ COPPER, GOLD AND BLUE, Hammeroid Finish 129.50
		5¢ Brown Fronts 99.50	25¢ COPPER, GOLD AND BLUE, Hammeroid Finish 139.50
		10¢ Brown Fronts 109.50	(Drill Proof and Knee Action)
		50¢ Chiefs 249.50	
		50¢ Blue Fronts 249.50	
		51.00 Chief 478.00	

NEW PIN BALLS	COUNTER GAMES	SAFES & STANDS
WRITE EXHIBIT—BANJO UNITED—WISCONSIN UNITED—MANHATTAN GENCO—TRADE WINDS CHI-COIN—TRINIDAD WILLIAMS—TENNESSEE BALLY—BALLERINA	1¢ Sparks, Check P.O. \$12.50 1¢ Daval Marvels 19.50 5¢ Gushers, New 29.50 5¢ Daval, Free Play 39.50 1¢ Marvel Pop Up, New 25.00 1¢ Target Skills 22.50 1¢ Gottlieb Grip Scales 82.50 1¢ Daval Buddy-Cigarette 27.50 5¢ Jannings Grandstand 12.50	Single \$ 79.50 Single DeLuxe 119.50 Double 119.50 Double DeLuxe 182.50 Triple DeLuxe 262.50 Heavy Double 265.00 Box Stands 25.00

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FRISCO 19.50	STAGE DOOR
GINGER, w/flippers. 99.50	CANTEEN 24.50
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MILLS 1941 THREE BELLS 169.50	1947 BANGTAILS, P.O. 395.00
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KEENEY BONUS 3-WAY, 5¢, 10¢, 25¢. Rebuilt and Re-finished Like New \$695.00

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BALLY Draw Bell, Red Button, 5¢ \$245 Draw Bell, 10¢ 275 Double-Up Write	MILLS 1947 Three Bells \$350 Original Three Bells 150 Jumbo Parade, P.O., Late 5¢ 65 Jumbo Parade, P.O., Late 25¢ 125
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NEW FIVE BALL GAMES For Immediate Shipment Write for Prices Williams Virginia United Wisconsin Genco Trade Winds Exhibit Banjo	Chicago Coin Trinidad Bally Ballerina Gottlieb Olandrella Marvel Loop Year
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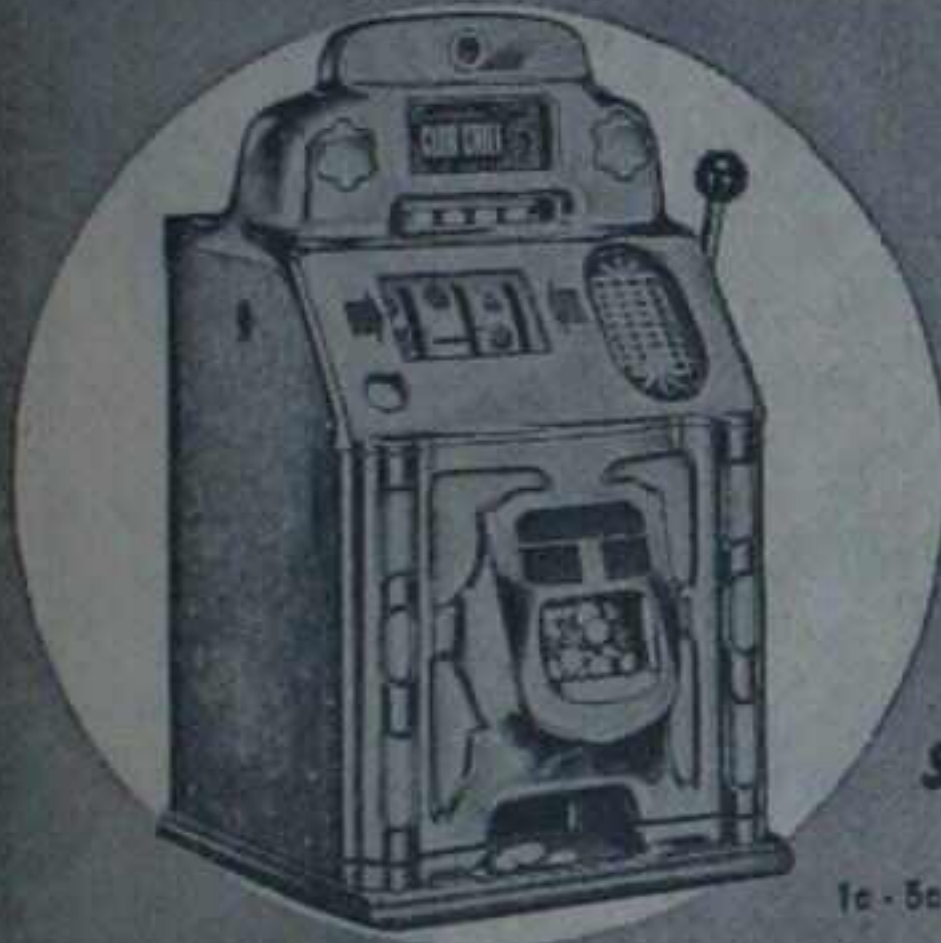
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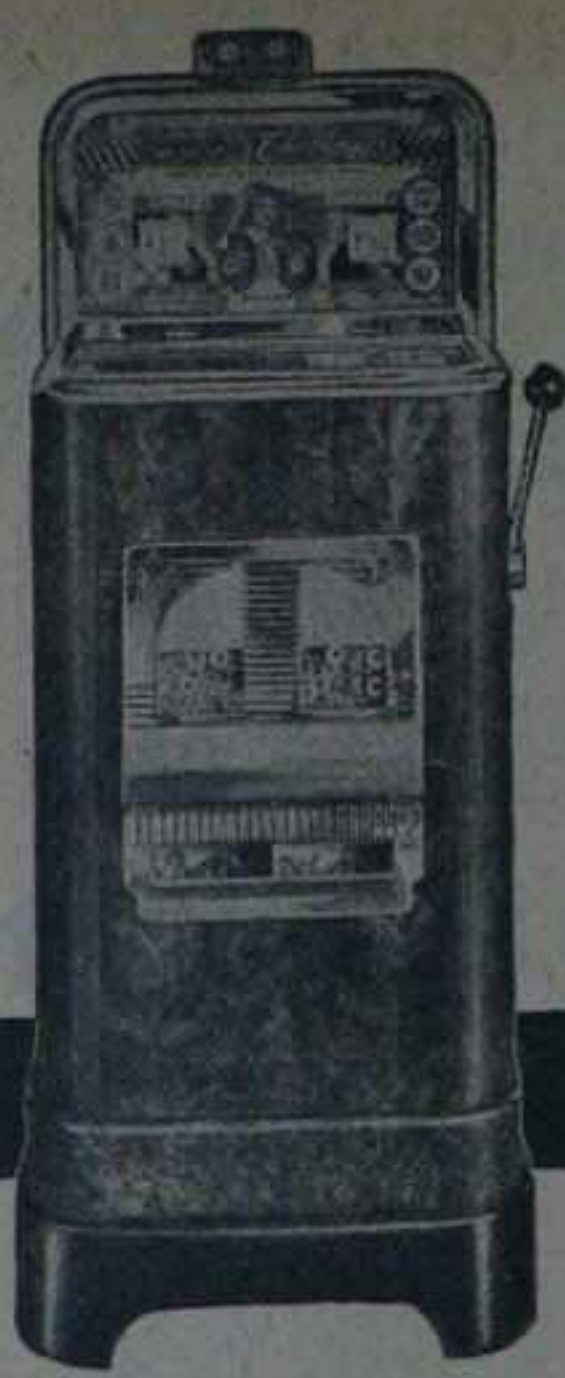


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1c - 5c - 10c - 25c - 50c - \$1.00 Play

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COIN CHUTE
PLAY 5, 10, 15 or 20c

A GAME WITH
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COSTS ONLY
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More than regular
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CHICAGO 47, ILL.
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FIVE BALL REPLAY NOVELTY GAME

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21 or bust territory



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McDonald & Dever's
\$174.50 TWENTY "1"

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MEXICO	79.50	STAGEDOOR CANTEEN	36.50
HONEY	74.50	SUSPENSE	36.50
BALLY HOO	69.50	SEA BREEZE	34.50
SMOKEY	66.50	SURF QUEEN	31.50
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- SEEBURG LOTONE, PROFESSIONALLY REBUILT . 289.50
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COMPLETE, IN WORKING ORDER, BUT NOT REBUILT

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950-850-800	Hitone, RC	Commando
780	Hitone, ES	Deluxe
500	Commander, Cadet,	Standard
600	Envoy, Major, etc. . .	Twin Twelve
24 Victory	Classic, Vogue	5-Wire Cellar Job
616, Ill.	Plaza	Rock-Ola Spectravox, rebuilt and
616, Plain	Royal	equipped with Seeburg Wireless
61	Casino	Wallbox—to be used with See-
Cellar Unit	Royal	burg phonographs as remote con-
	Rex 30-Wire Cellar Job	sole

Above Phonographs Professionally Rebuilt and UNCONDITIONALLY GUARANTEED

Add \$35.00 to the Price of Each

Mechanism overhauled . . . cabinets refinished . . . amplifier reconditioned . . . tonehead renewed . . . talking gold grill

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FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS!

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

FREE PLAY ODDS CHANGE WITH EVERY SELECTION CONVERTIBLE	CASH MODEL 5c or 25c PLAY	CASH MODEL 5c PLAY WITH 25c DAILY DOUBLE FEATURE
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MILLS SLOTS



**BRAND NEW
MILLS
VEST POCKET BELL \$65.00**

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SPECIAL QUANTITY PRICE

**NOW DELIVERING
BRAND NEW 1948
MILLS SLOTS**

5c-10c-25c MELON BELL
5c-10c-25c-50c JEWEL BELL
5c-10c-25c-50c
BLACK GOLD, HANDLOAD

WRITE FOR PRICES



TERMS: 1/2 Dep.,
Balance C. O. D.

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Reconditioned—Refinished—Repainted

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Mills Brown Front, 10c	94.50
Mills Brown Front, 25c	99.50
Mills Golden Falls, Handload, 5c	160.00
Mills Golden Falls, Handload, 10c	165.00
Mills Golden Falls, Handload, 25c	170.00
Mills Black Cherry, 5c, 2/5 or 3/5	155.00
Mills Black Cherry, 10c, 2/5 or 3/5	160.00
Mills Black Cherry, 25c, 2/5 or 3/5	165.00
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	129.50
Mills Gold Chrome, 5c, 2/5 or 3/5	119.50
Mills Gold Chrome, 10c, 2/5 or 3/5	124.50
Mills Gold Chrome, 25c, 2/5 or 3/5	129.50
New Stands for All Mills Machines	22.50

SAFES FOR ALL MAKES SLOT MACHINES

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Double DeLuxe Revolver Safes	174.25
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CONSOLES

Mills 4-Bells, Late Head	\$139.50
Pace Reels	69.50
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WE HAVE ALL THE NEWEST FREE PLAY
PIN GAMES FOR IMMEDIATE DELIVERY!

RECONDITIONED POSTWAR PIN GAMES

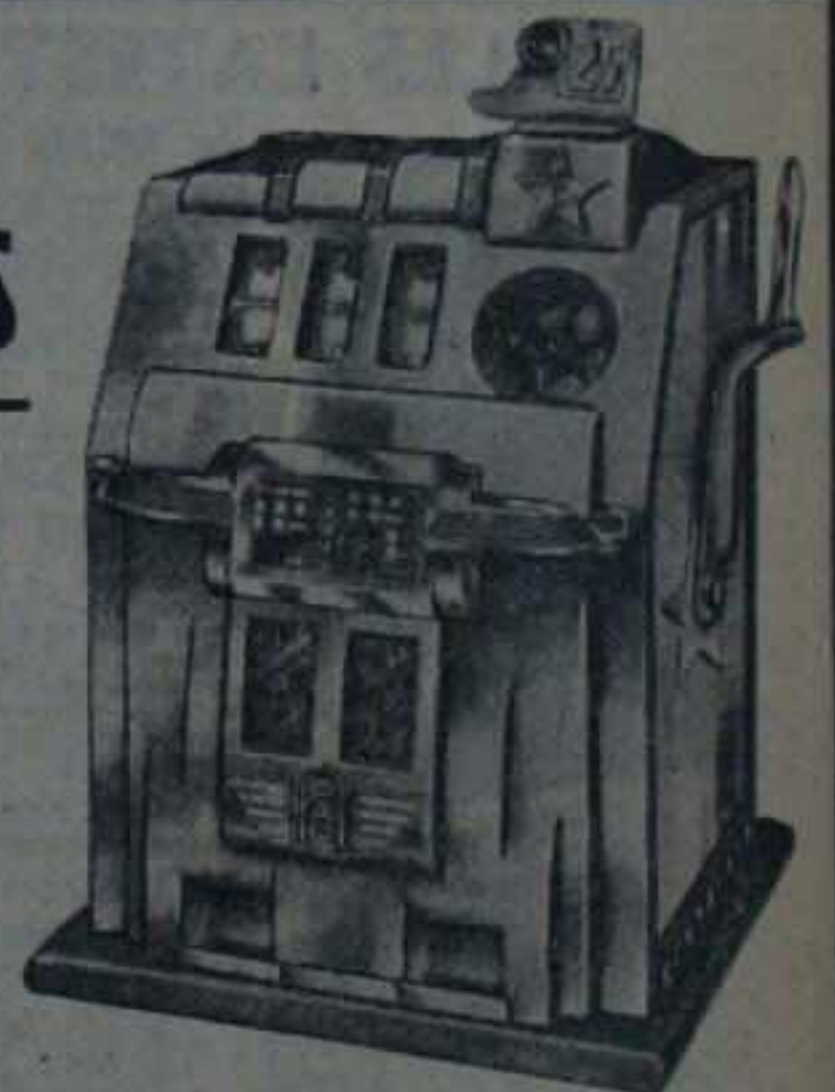
Kilroy	69.50
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Super Score	69.50
Exhibit Big Hit	64.50
Superliner	69.50
Surf Queen	44.50
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PACE '48 DELUXE BELLS

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

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THREE COIN CONSOLES — CASH OR FREE PLAY
WE LEAD THE WORLD

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When You Buy Free Play Games, Be Sure You Get the Free Play Units. Play Safe! Order From SOUTHERN!

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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

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.

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MILLS Q T

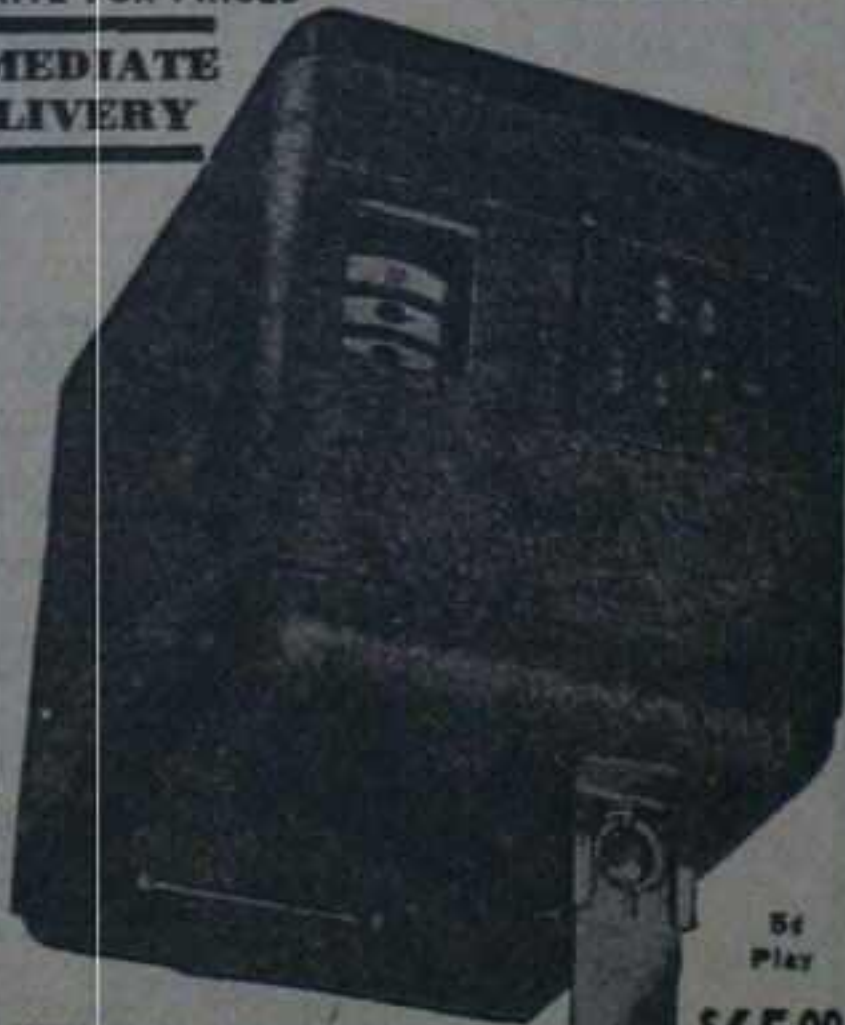
A "Pony-Size" Bell. Weighs only 55 lbs.

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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. Rails can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play

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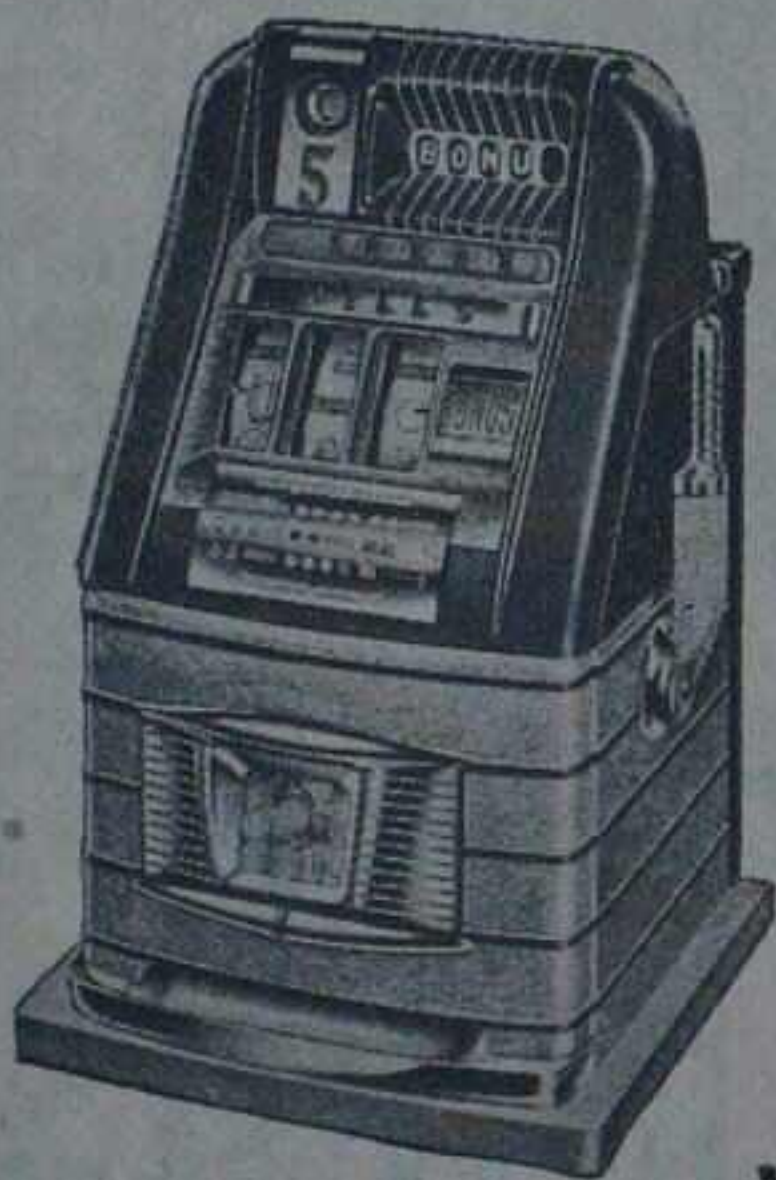


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YOU CAN COUNT ON MILLS BELLS!

And the real count will be in the cash box!



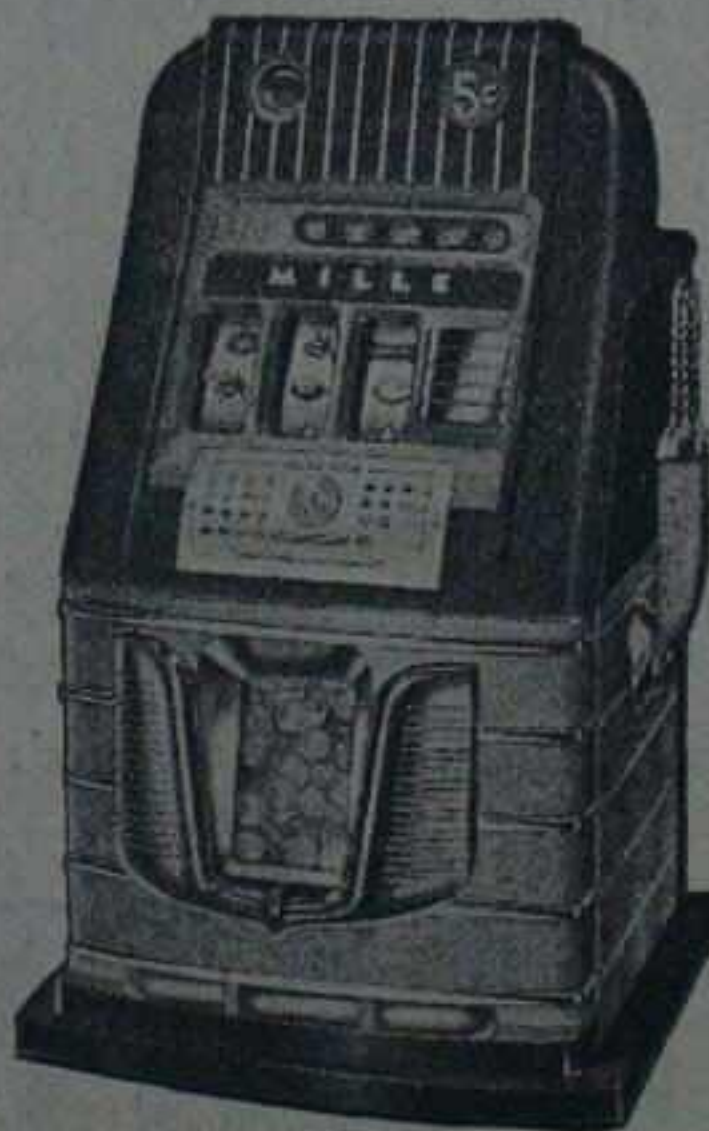
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OUR SOUTHWEST TERRITORY: 1/3 down —
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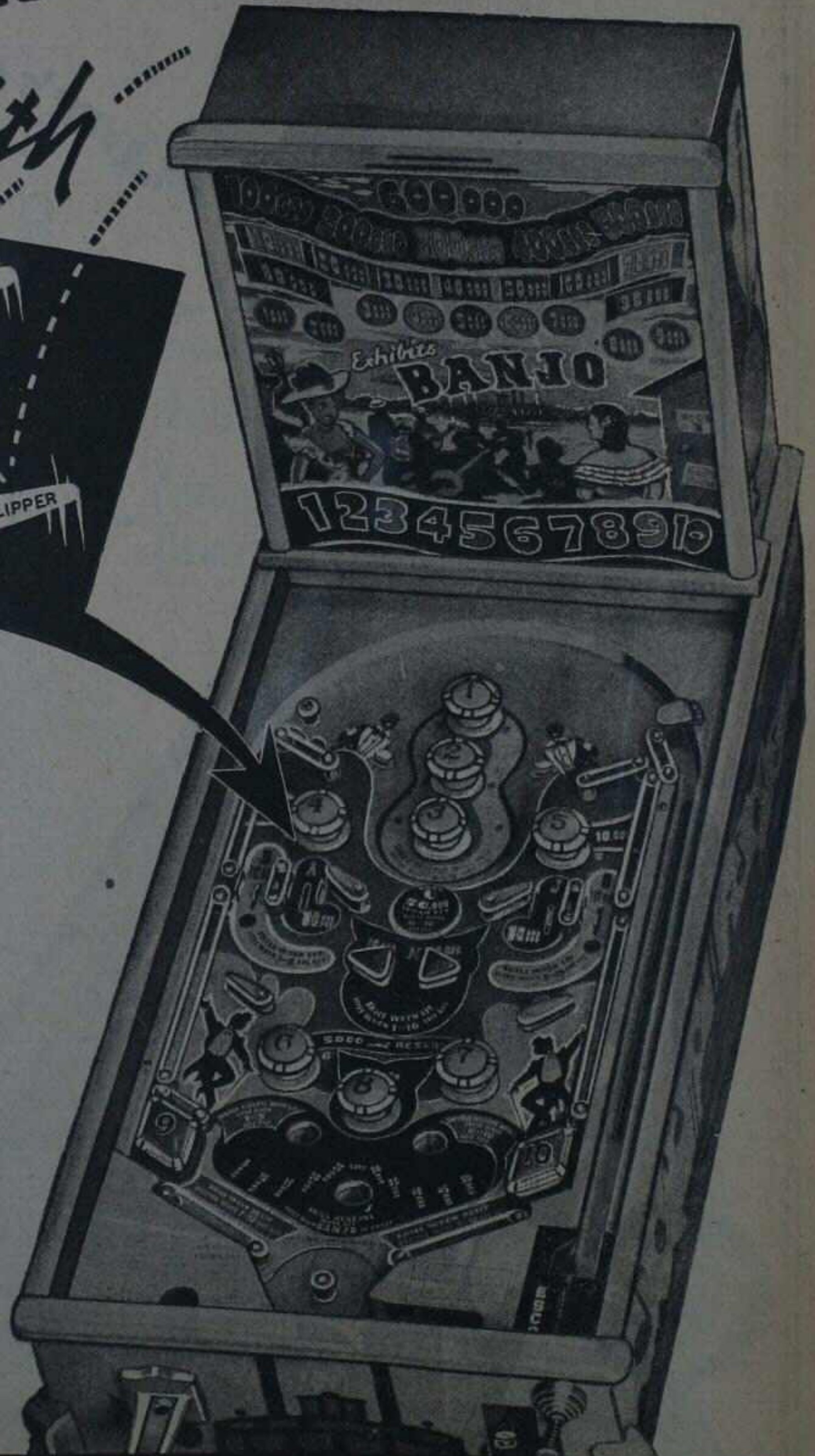
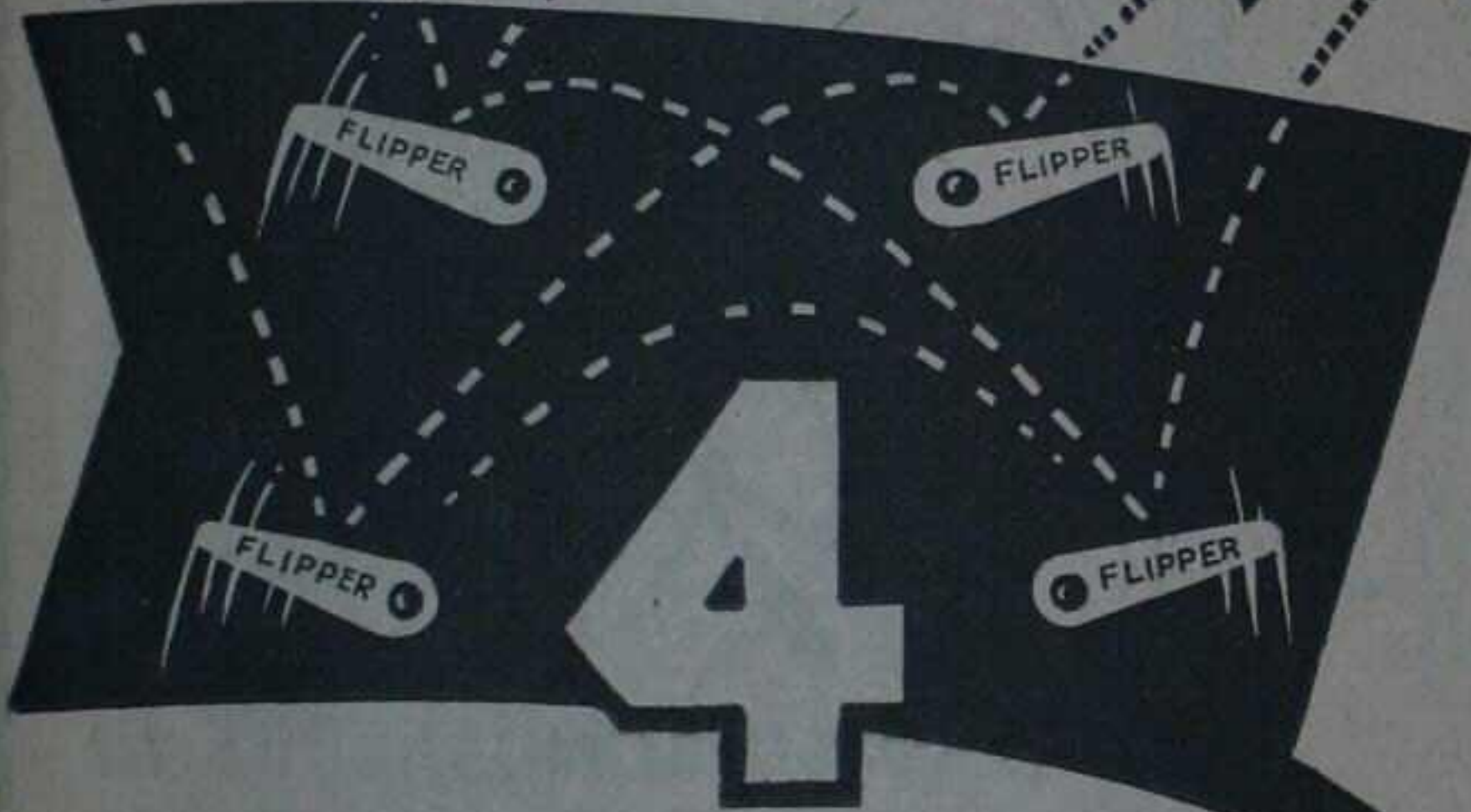
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with



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**WITH BANK SHOT ACTION
GIVING FAST FASCINATING
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greatest player attraction of
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**ASK ANY SMART OPER-
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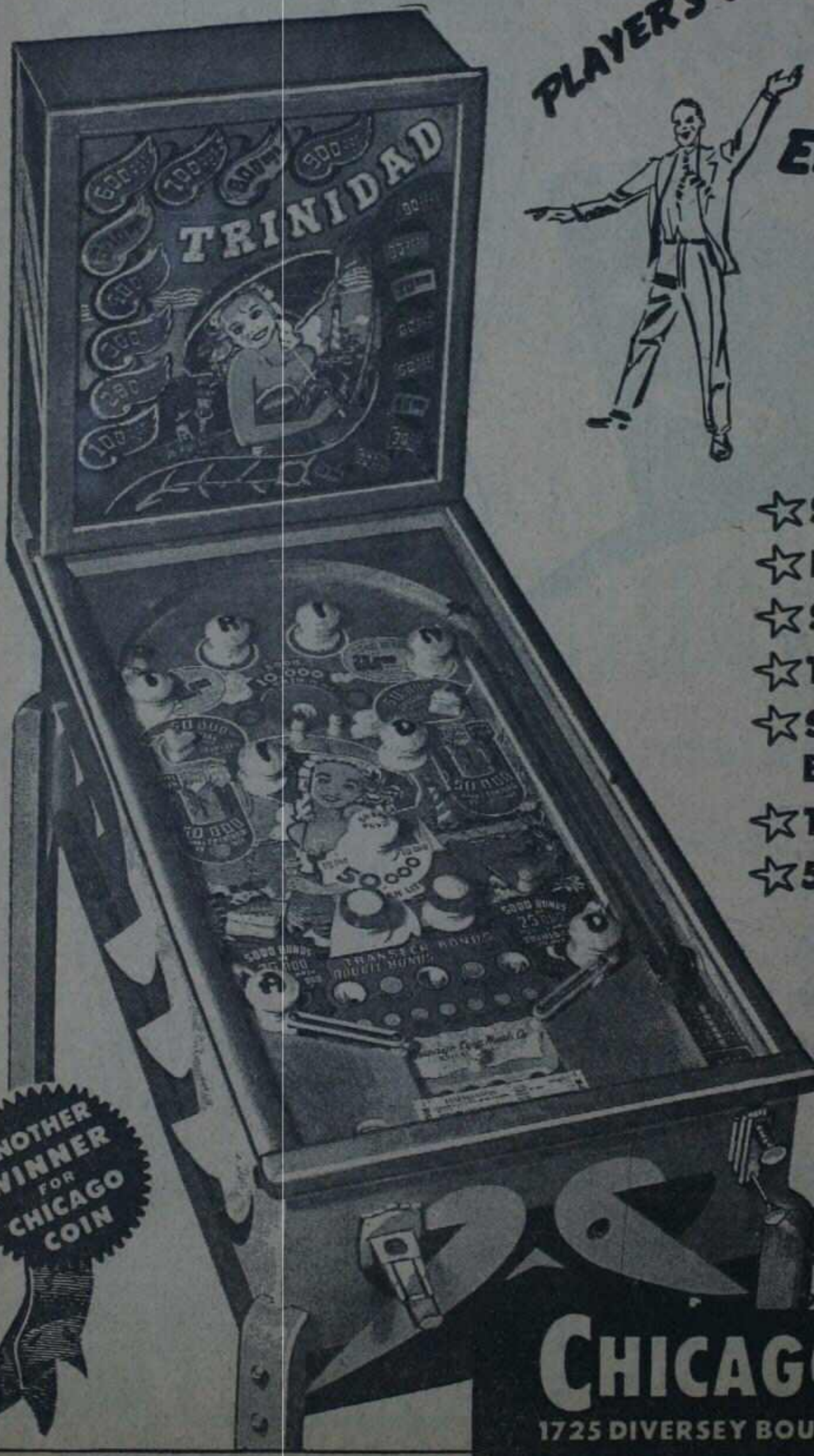
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**PLAYER'S CHOICE FOR ACTION
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FEATURES
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- ★ SINGLE BONUS
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WILL BLOW **GREATER PROFITS** YOUR WAY

- Extra Special Adjustable Free Game Feature.
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✓ Center Roll-Over Lights
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NOVELTY
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EACH SIDE



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NEW Bally ONE-BALL MULTIPLES!

GOLD CUP FREE PLAY

TROPHY AUTOMATIC

PROFIT PROVED HORSESHOE FLASH

NEW "FAN" FLASH

(ALL SEVEN SELECTIONS LITE UP)



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.

Photograph shows GOLD CUP (Free Play). Bally TROPHY is identical in play appeal and appearance, except for payout cup, and is equipped with famous Bally payout mechanism.

AMAZING NEW ACTION!
PRESS BUTTONS
ON SIDE OF CABINET

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
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A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HY-ROLL • BIG INNING
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BALLY BOWLER

ELECTRIC-OPERATED
Kicker-Bumper
BUTTONS

ON EACH SIDE OF CABINET



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Now... **BETTER MUSIC** *that means*
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**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.

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GENEROUS TRADE-IN ALLOWANCES
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EASY TERMS ON WURLITZER 1100s



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